

Today in class:

- **Key vocabulary: Unit 3 – Retailing (*New Insights into Business*, str. 25)**
- **Make and do**
- **Locating objects**
- **Vocabulary development Compound nouns**
- **DVD Projection – online retailing (E-Retailing, e-Tailing) & preparing a questionnaire**

Unit 3. RETAILING

- Source - *New Insights into Business*, page 25
 - Listening, Track 11



RETAILERS

**SHOPS/
STORES**

OUTLETS

**SHOPPING
CENTRES
(US MALLS)**

RETAILING

**RETAIL
CHAINS**

HYPERMARKETS

**RETAIL
PARK**

SUPERSTORES

**DEPARTMENT
STORES**

WORD BANK

Fill in the gaps with the keywords given below:

DEPARTMENT STORES, RETAILERS,
STANDARDIZED, LOCATION, OUTLETS, SHOPPING
CENTERS, CHAINS, RETAILING, RETAIL PARK

- **RETAILING** is the business of selling products to the general public. Most **RETAILERS** sell from shops or stores, which are called **OUTLETS**. Many countries have large retail **CHAINS**, which are organized nationally and sell **STANDARDIZED** selection of products. Their outlets are often in **SHOPPING CENTRES** (US malls), where there is a large variety of stores in the same **LOCATION**.
- Many large retailers operate from out of town locations with parking facilities, known as either **hypermarkets** (over 30,000 square metres) or **superstores** (under 30,000 square metres). They may be on a **RETAIL PARK**, where there are a number of large stores.
- **DEPARTMENT STORES** such as Harrods in London are large shops, which sell a wide variety of products, usually from a city center location. As the name suggests, they are organized in departments, each with its own manager.





The rise of Britains shopping centres

Source: *The Economist* (Feb 16th, 2013)

Comprehension questions.

1. Why did many firms give up their high street shops in Britain?
Due to the recession and tough market conditions.
2. What caused the changes in the retailing strategy?
High property taxes and weak consumer spending.
3. How do you understand the term: **jazzier** outlets? (**colloq.**)
Outlets are **fancier** and **flashier**.
4. Shopping online increased by:
 a) 60%
b) 16%



The rise of Britains shopping centres

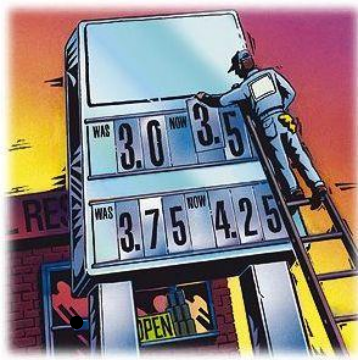
Source: *The Economist* (Feb 16th, 2013)

5. What do shopping centers offer?

They offer a lot of floor space, cheap or free car-parking, they attract customers “promising a big day out”, offer lots of things to do...

6. What is the problem with this selling experience and shopping malls in general?

People **get used to** it. There is always somewhere newer to go.

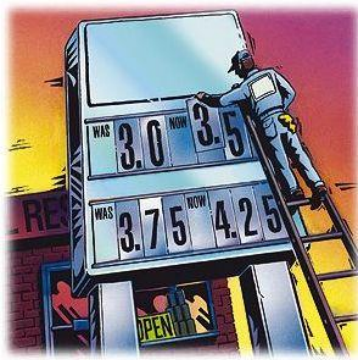


Retail Sales Phrases

Answer the questions. Choose between a), b) or c).

- Which of the following persons **does not work** at a shop?
 - (a) A cashier
 - (b) A shop-assistant
 - A window shopper
- Which of the following phrases is not a good way to greet a customer?
 - Hi, what's going on today?
 - (b) Good afternoon, sir. May I help you?
 - (c) Good morning. What would you like, ma'am?
- Customer: "Excuse me. Could you tell me where the coffee is?"
Sales clerk: "Certainly, it's in the next aisle opposite the bread."
 - (a) at
 - /
 - (c) from

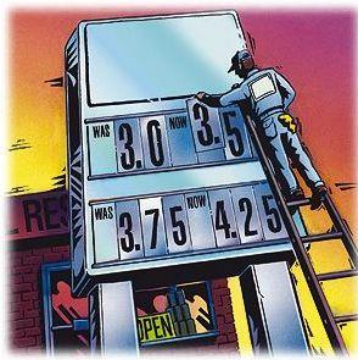
Retail Sales Phrases



Answer the questions. Choose between a), b) or c).

- Customer: "Good morning. I need some tissues."
Sales clerk: "Of course, how packets would you like?"
 - many
 - (b) lots of
 - (c) much
- If you think this is too big, we have a size too.
 - (a) lesser
 - (b) bigger
 - smaller
- You will find meat and sausages next door.
 - (a) by the butcher's
 - at the butcher's
 - (c) for the butcher's

Retail Sales Phrases



Answer the questions. Choose between a), b) or c).

- Customer: "Excuse me. When do you close today?" Sales clerk: "We close 10 o'clock."

(a) for

(b) to

at

- Would you like to pay cash or credit card?

by

(b) on

(c) to

- Thank you, here is your change and your

(a) recipe /resəpi/

receipt /rɪsi:t/

(c) recheck

- recipe = the instructions for cooking or preparing something to eat; a medical prescription (recept)
- receipt = a piece of paper given to show that you paid for something (račun)

MAKE AND DO

- Theory and examples, *New Insights into Business*, pgs. 30 and 165.

Shining examples of the usage of MAKE and DO (tipični primeri upotrebe MAKE i DO):

TO MAKE

- Are you going to **make a trip** next week? (nouns connected with travel)
- I would like to **make a complaint**. (nouns connected with talking about sounds)
- We **made new plans** for the store. (to talk about creating, constructing)

TO DO

- We **do business** worldwide.
- I **do my homework**. (to talk about work or task)
- Could you **do some photocopying** for me please? (with: the, some + *ing*)
- **Do your best** on an exam!

Source: Swan, M. & Walter, C. (2011)

OXFORD English Grammar Course, p. 327

MAKE	DO
a suggestion	work
a decision	a job
a phone call	shopping
a noise	washing
a journey	ironing
a mistake	business
money	something
a bed	nothing
a fire	anything
love	everything

suggestions
loss
research
mistake
plans
money
their best
~~decision~~
complaint
business

Make and do

Complete the sentences below with the correct form of "make" and "do" and a noun from the box on the left.

New Insights into Business - Workbook, p. 16

- 1 Price is not the only thing customers consider when making a decision about which product to buy.
- 2 Since the early 1980s, many manufacturers have done research into developing environmentally-friendly products.
- 3 Many retailers have extended opening hours and some are now even doing business on Sundays.
- 4 A customer has made a complaint about the poor quality of some frozen foods on sale at our store.
- 5 We made a loss last year of approximately \$50,000.
- 6 Customers receive a questionnaire in which they are invited to make suggestions about new products that they would like to see on sale.
- 7 The results show that retailers can make more money by introducing products that carry their own brand name.
- 8 At the moment they are making plans to expand business into other countries.
- 9 The friendly shop assistants do their best to ensure that customers are satisfied.
- 10 The customer complained that the employee had made a mistake and overcharged her for the CD player.

Locating objects



above



below



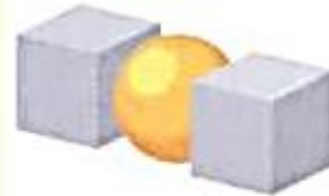
behind



in front of



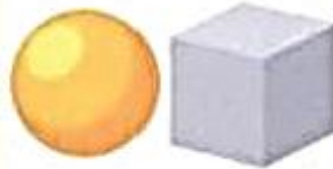
in



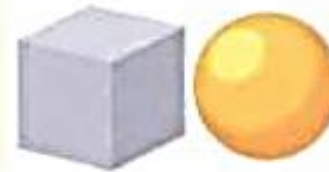
between



next to

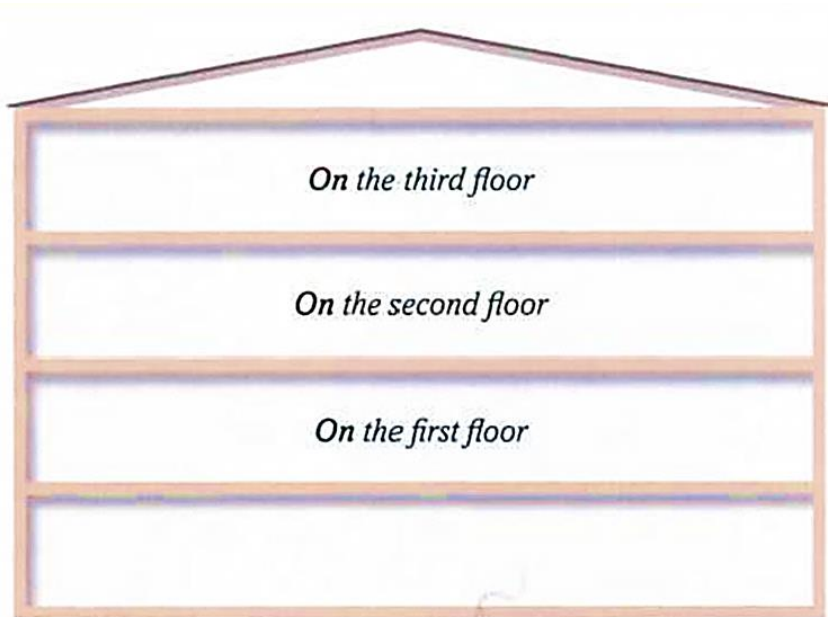


on the left (of)



on the right (of)

Locating objects



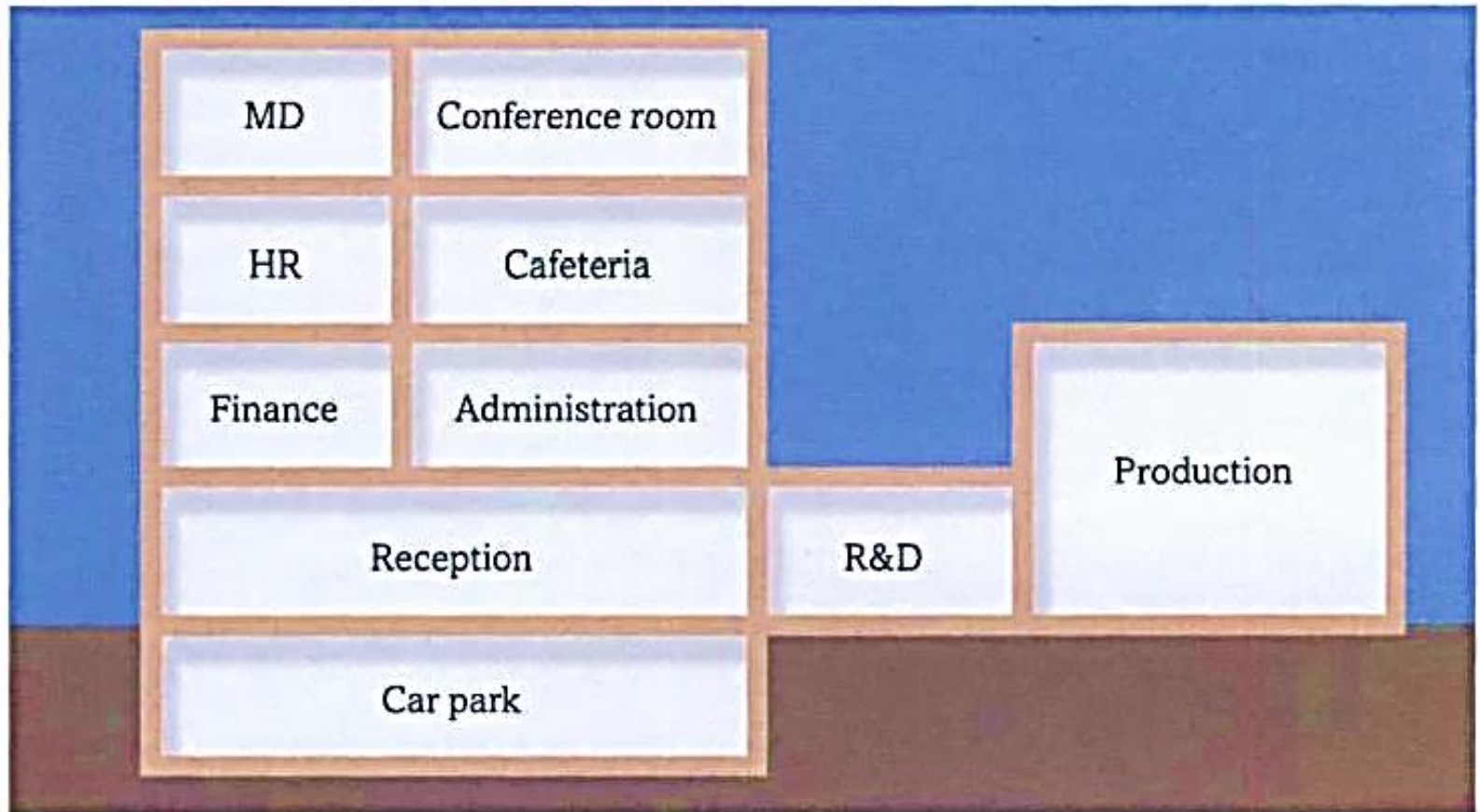
- Do you know British equivalents for the following words?
- US English
- first floor
- elevator
- restroom
- UK English
- ground floor
- lift
- toilet

Some customers in the supermarket can't find what they want. You are the assistant. Complete the sentences.

- C: I can't find the cereals.
- They're **on** the left, **on** the bottom shelf, **below** the sugar.
- C: Where's the rice, please?
- It's **on** the left, **on** the top shelf, **between** the pasta and the bread.
- C: Where are the biscuits, please?
- They're **on** the right, **on the bottom** shelf, **opposite** the nuts.
- C: Where's the water, please?
- It's **on** the right, **on the middle** shelf, **next to** the cola.
- C: I can't find the tea.
- It's **on** the right, **on the top** shelf, **above** the cola.
- C: And the cakes?
- They're **below** the cola, **on the bottom** shelf, **in the** middle, **between** the biscuits and the chocolate.



Look at this office plan. Underline the correct words in *italics*.



- 1 Production is on the *left* / *right* of Reception.
- 2 Finance is *above* / *below* HR.
- 3 The MD's office is *between* / *next to* the conference room.
- 4 The cafeteria is on the *second* / *third* floor.
- 5 The car park is *in front of* / *below* Reception.
- 6 R&D is *in* / *between* Reception and Production.

Vocabulary development: compound nouns - složenice

Match the noun from each sentence to form a compound noun.

Example.

She faces long hours and extreme pressure in her position as the top **decision-**_____ in the company.

maker b) solver c) programmer

1. They are risk-_____ who **either make a lot of money or lose a lot.**

a) solvers takers c) earners

2. Wage _____ is a person who **works at a job for money.**

a) shooter b) taker earner

3. Trouble-_____ is a person whose job is to **solve problems for a company or an organization.**

shooter b) taker c) earner

Vocabulary development: compound nouns - složenice

Match the noun from each sentence to form a compound noun.

Example.

She faces long hours and extreme pressure in her position as the top **decision-**_____ in the company.

maker b) solver c) programmer

1. Customer _____ is the part of an organization that **answers customers' questions, exchanges goods that are not satisfactory...**

a) power service c) goods

2. The purchasing _____ of **the dollar was much greater** in the 1960s than now.

power b) service c) goods

3. Sales _____ represent **the value or amount of the total sales of an industry's or company's products for a particular period.**

a) margin figures c) goods

4. Profit _____ is the difference between **the total cost of making and selling something and the price it is sold for.**

margin b) figures c) goods

DVD Projections – online retailing (E-Retailing, e-Tailing)

You are going to watch DVD projection by OXFORD UNIVERSITY PRESS

1. LoveFilm – an online retailer

LOVEFILM.COM[®]

Let's watch another one

DVD Projections – online retailing (E-Retailing, e-Tailing)

- an online company (lovefilm.com)
- 1.6 mil customers; over 70000 titles...
- delivering films & TV series to people
- joint business: DVD rental by post & streaming by TV, Internet TV
- customers select films they want to watch via website
- customers can track their purchase on rental page
- last year, hit by bad weather (a delay in delivery)

LOVEFILM.COM[®]

Let's watch another one



- You have been asked to prepare a **questionnaire** that will be used in a customer survey of customers of an online retailer - LoveFilm.
- In pairs prepare the questions to include in your survey, covering **these areas**:
 - customers (customer profile)
 - type of business
 - services (online service, the most popular; how the service functions, how fast it is...)
 - potential problems - delivery delay

Your questionnaire should contain a mix of question types. Look at the extract from the survey. Which question is:

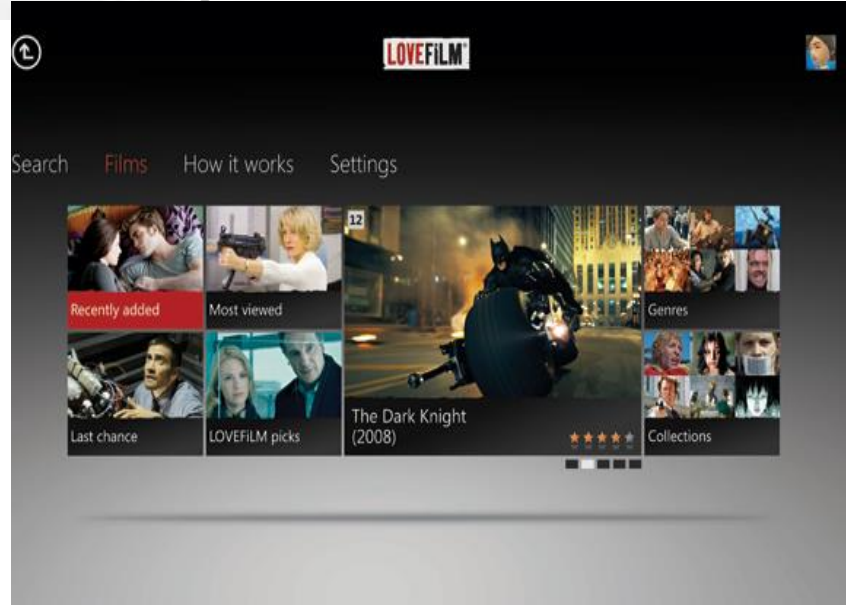
- a a multiple choice question?
- b a closed question?
- c an open question?

1 Do you live in this town?	Yes / No
2 What do you do?	_____
3 How much money do you earn per year?	a £0 – 10,000
	b £10,000 – 30,000
	c more than £30,000

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The screenshot shows the LOVEFiLM mobile app interface. At the top, there is a search bar and navigation options: Search, Films, How it works, and Settings. Below this, there are several content tiles: 'Recently added', 'Most viewed', 'Last chance', 'LOVEFiLM picks', and 'The Dark Knight (2008)'. On the right side, there are 'Genres' and 'Collections' sections, each displaying a grid of movie thumbnails. The app has a dark theme and a user profile icon in the top right corner.



Thank
You for your
attention!
See you next
class!