

Revision A

- Units 1 – 4
- 62-64 str. KNJIGA



Vocabulary

Complete the sentences with expressions from the box.

value for money	luxurious	timeless	well-made
top of the range	durable	inexpensive	cool
reliable	stylish	fashionable	sexy

A product that

- 1 does not wear out is
- 2 is attractive and has style is
- 3 is cheap is
- 4 does not break down is
- 5 remains beautiful and does not become old-fashioned is
- 6 is modern and desirable is : a word used especially by young people.
- 7 is attractive in an exciting, glamorous way is
- 8 gives you a lot of features and is good quality in relation to its price offers
- 9 is manufactured well and assembled to a high standard is
- 10 is the best model in a range, or in relation to competitors' product ranges, is
- 11 is popular for a short period of time is
- 12 is very expensive, comfortable and beautiful is



Solutions

Brands

2. This exercise recycles the vocabulary relating to brands given in the Starting up section on page 6.

1 durable 2 stylish 3 inexpensive 4 reliable 5 timeless 6 cool
7 sexy 8 value for money 9 well-made 10 top of the range
11 fashionable 12 luxurious



**Present simple
and present
continuous**

The director of a supermarket chain is talking. Complete what he says, using the present simple or present continuous form of the verbs in brackets.

We usually¹ (open) about ten new stores every year, but this year we² (only build) five. This summer the weather is terrible and customers³ (not buy) a lot of summer clothes. Normally we⁴ (sell) a lot of shorts, T-shirts and so on when the weather is hot. Usually, I⁵ (go to see) one of our stores every week. But this is a difficult period and currently I⁶ (visit) three stores a week. It's not every day that we⁷ (get) the chance to buy a chain of stores abroad, but currently we⁸ (negotiating) to acquire a French chain. I⁹ (not like) golf but, because of the French negotiations, I¹⁰ (play) a lot of golf at the moment. The real decisions are made on the golf course! I¹¹ (read) a lot of books about leaders from history. At the moment, I¹² (enjoy) a very good book about Napoleon.



Solutions

* SS are given further practice in the use of these two tenses (page 9).

1 open **2** are only building **3** are not buying **4** sell **5** go to see`
6 am visiting **7** get **8** are negotiating **9** do not like **10** am playing
11 read **12** am enjoying

Vocabulary

Complete the text with the correct British English alternatives.

My last overseas business trip was a pleasure from start to finish. I got to the airport in record time – there was no traffic on the¹. The car² was almost empty, and I parked very easily. I had an³ class ticket, but they upgraded it to first class! My⁴ was quite big and heavy, but they didn't make me check it in. When we arrived the⁵ station was closed and there were no taxis, but I saw from the⁶ that there was a bus leaving for the⁷ immediately. The bus dropped me right in front of my hotel. I checked in and took the express⁸ to my room on the 30th floor. What a view!

- | | | | |
|---|---|---|--|
| 1 a) freeway | <input checked="" type="radio"/> b) motorway | c) waterway | d) runway |
| 2 a) pound | b) pool | <input checked="" type="radio"/> c) park | d) port |
| 3 <input checked="" type="radio"/> a) economy | b) economic | c) economist | d) economics |
| 4 a) handbag | b) hand luggage | c) carry-in luggage | <input checked="" type="radio"/> d) carry-on luggage |
| 5 a) subway | b) underpass | <input checked="" type="radio"/> c) underground | d) underway |
| 6 a) schedule | <input checked="" type="radio"/> b) timetable | c) timeplan | d) timesheet |
| 7 <input checked="" type="radio"/> a) city centre | b) downtown area | c) hometown | d) city focus |
| 8 a) elevator | b) riser | c) upper | <input checked="" type="radio"/> d) lift |



3 Organisation

Vocabulary



trade talks =
razgovori o
međunarodnoj
trgovini

Match each noun in column 1 to two of the nouns in column 2 to make word partnerships.

- | | | | |
|---------------|------------------------------------|-------------------------------------|--------------------------------------|
| 1 business | <input type="radio"/> a) leaders | <input type="radio"/> b) park | <input type="radio"/> c) work |
| 2 management | <input type="radio"/> a) game | <input type="radio"/> b) car | <input type="radio"/> c) level |
| 3 sales | <input type="radio"/> a) top | <input type="radio"/> b) team | <input type="radio"/> c) target |
| 4 labour | <input type="radio"/> a) relations | <input type="radio"/> b) -intensive | <input type="radio"/> c) manager |
| 5 company | <input type="radio"/> a) car | <input type="radio"/> b) crown | <input type="radio"/> c) culture |
| 6 trade | <input type="radio"/> a) union | <input type="radio"/> b) talks | <input type="radio"/> c) boss |
| 7 consumer | <input type="radio"/> a) people | <input type="radio"/> b) power | <input type="radio"/> c) products |
| 8 research | <input type="radio"/> a) firm | <input type="radio"/> b) products | <input type="radio"/> c) results |
| 9 information | <input type="radio"/> a) flow | <input type="radio"/> b) computer | <input type="radio"/> c) age |
| 10 computer | <input type="radio"/> a) crash | <input type="radio"/> b) screen | <input type="radio"/> c) fingerboard |

Change

OVERVIEW ▼

- Reading**
Change in retailing
- Listening**
Managing change
- Vocabulary**
Describing change
- Language review**
Past simple and present perfect
- Skills**
Taking part in meetings 2
- Case study**
Acquiring Metrot

It's not the strongest species that survive, nor the most intelligent, but the most responsive to change.

Charles Darwin (1809–1882), British scientist

Reading Change in retailing

- A** Discuss these questions. Which department stores have you visited in your own country or abroad?
- 1 What were your impressions?
 - 2 What in your view should a 21st century department store look like?
 - 3 What should it offer its customers?
- B** Now read the article. What are the names of the two US department stores mentioned in the article?

US department stores launch counter-attack

By Lauren Foster

As consumers demand better value and a more interesting and stimulating experience while shopping, department stores face a clear choice: adapt or die.

'My concern is that they will become retail museums,' says Britt Breemer, chairman of America's Research Group. The bottom line is that they have to admit they are in trouble and figure out some way to reinvent themselves.'

This may help to explain why four times as many households visit discount stores as department stores.

Department stores face mounting competition from speciality retailers and discounters, such as Walmart and Target. Their steady loss of market share may be partly because the concept was born in a different era, a time when, for families, a trip to the stores combined shopping with entertainment.

What is needed, say retail experts, is a new approach. A typical example of this approach working is seen at Selfridges. This UK group has recast itself from a 'sleepy 1970s-style department store' into a retailing experience fit for the 21st



▲ Selfridges, Oxford Street, London



▲ Selfridges, Birmingham

century, says Wendy Liebmann, President of WSL Strategic Retail.

One of the main changes is that more floor space is rented to vendors, in what is sometimes referred to as the showcase business model: vendors design their own booths and are encouraged to be creative.

The Selfridges model, says Peter Williams, CEO of Selfridges, is about creating an experience that is 'new, interesting and different' where it is not just the product that is different. He says the problem with US department stores is that they all look the same.

Arnold Aronson, a management consultant, believes Selfridges could be a prototype for failing US department stores: 'It has brought back excitement and novelty and is really seducing customers by developing the right merchandise, in the right quantities at the right time.'

Federated, which owns Macy's and Bloomingdale's, appears to be moving in the right direction. Forty-two stores are being upgraded with the latest components of its 'reinvent' strategy, including enhanced fitting rooms, convenient price-check devices, comfortable lounge

areas, computer kiosks and shopping carts.

The challenge department stores face is how to develop in a sector that is, essentially, not growing. But if they adapt, many industry observers believe they will survive. 'The department store is not dead, it will live on,' said Robert Tamilia, Professor of Marketing at the University of Quebec. 'But it will not be the same animal it was before.'

From *The Financial Times*

FINANCIAL TIMES
World business newspaper.

C Match these people to their views.

- | | |
|------------------|---|
| 1 Britt Breemer | a) This is not the end of department stores but in the future they will be different. |
| 2 Wendy Liebmann | b) American department stores are not different enough from each other. |
| 3 Peter Williams | c) Selfridges has changed into an up-to-date store. |
| 4 Arnold Aronson | d) Department stores need to recognise their problems and have to change. |
| 5 Robert Tamilia | e) Selfridge's new approach works. |

D What changes have taken place at:

- a) Selfridges? b) Macy's? c) Bloomingdale's?

E Which of these groups of people are mentioned in the article?

- | | | |
|-------------|-----------------|----------------|
| 1 agents | 5 discounters | 9 vendors |
| 2 clients | 6 manufacturers | 10 wholesalers |
| 3 consumers | 7 retailers | |
| 4 customers | 8 shoppers | |



Taking part in meetings 2

B  4.3 Listen again and tick the expressions in the Useful language box that you hear.

Useful language



Interrupting

Could I just say something?
Excuse me, but could I just say ...

Asking for clarification

How do you mean, ...?
What exactly are you saying?
What exactly do you mean?
Are you saying we need to ... ?
Sorry, I don't follow you.
Can you explain in more detail?

Clarifying

What I mean is ...
What I'm saying is ...
No, I was thinking of ...
To be more specific ...
To clarify ...

Dealing with interruptions

Hold on. Can I finish the point?
Let Stefan finish, please.
I'd like to finish if I may.
Just a moment ...

Making proposals

I suggest ...
I propose that ...
How about ...
We could...

Rejecting proposals

Sorry, I don't think it's / that's a good idea.
I'm not sure I agree with you there.
It / That just won't work.
Well, I'm not happy about it/that.

Interrupting

Could I just say something? ✓

Excuse me, but could I just say ...

Asking for clarification

How do you mean, ...? ✓

What exactly are you saying? ✓

What exactly do you mean?

Are you saying we need to ... ? ✓

Sorry, I don't follow you. Can you explain in more detail?

(Stefan says: 'Sorry I don't follow you'.)

Clarifying

What I mean is ... ✓

What I'm saying is ...

No, I was thinking of ... ✓

To be more specific ...

To clarify ...

Dealing with interruptions

Hold on. Can I finish the point?

Let Stefan finish please. ✓

I'd like to finish if I may.

Just a moment ...

Making proposals

I suggest ... ✓

I propose that ... ✓

How about ...

We could ... ✓

Rejecting proposals

Sorry, I don't think it's / that's a good idea. (Max says: 'I

don't think it's a good idea at all'.)

I'm not sure I agree with you there. ✓

It / That won't work. (Max says: 'It just won't work'.)

Well, I'm not happy about it / that. ✓

- Thank you for your attention!