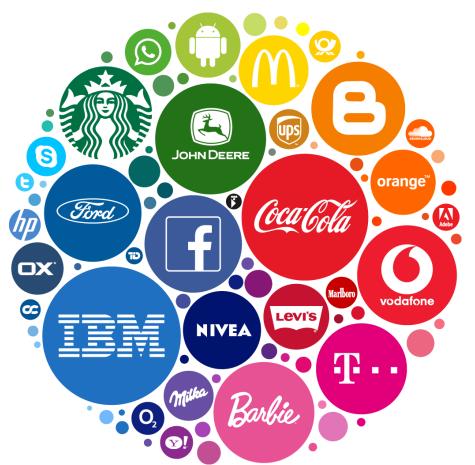
Revision A

- 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.
- 8 gives you a lot of features and is good quality in relation to its price offers
- 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

- 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 usually 1 (open) about ten new stores every year	, but this year
we 2 (only build) five. This summer the weather is to	rrible and
customers3 (not buy) a lot of summer clothes. Nor	mally we
4 (sell) a lot of shorts, T-shirts and so on when the w	eather is hot.
Usually, I 5 (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 we 7 (get) the chance to buy a chain of	of stores abroad,
but currently we 8 (negotiating) to acquire a French ch	ain. I 9
(not like) golf but, because of the French negotiations, I	10 (play) a
lot of golf at the moment. The real decisions are made on the g	olf coursel I
11 (read) a lot of books about leaders from history. A	t the moment, I
¹² (enjoy) a very good book about Napoleon.	



Solutions

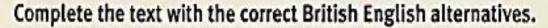


SS are given further practice in the use of these two tenses (page 9).

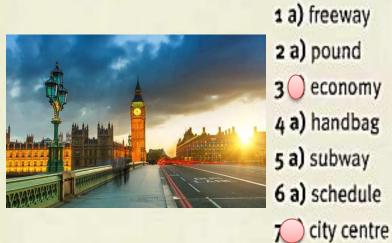
```
1 open 2 are only building 3 are not buying 4 sell 5 go to see`
6 am visiting 7 get 8 are negotiating 9 do not like 10 am playing
11 read 12 am enjoying
```

Vocabulary





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 the
class ticket, but they upgraded it to first class! My 4 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 the 6 that
there was a bus leaving for the ⁷ immediately. The bus dropped me
right in front of my hotel. I checked in and took the express 8 to my
room on the 30th floor. What a view!



a) pound	b) pool	
economy	b) economic	

b) hand luggage

motorway

b) underpass timetable

b) downtown area

b) riser

8 a) elevator

c) waterway

) park

c) economist

d) economics

c) carry-in luggage carry-on luggage

underground

d) underway

c) timeplan

d) timesheet

d) runway

d) port

c) hometown

d) city focus

c) upper

lift

Organisation

Vocabulary

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



- 1 business
- 2 management
- 3 sales
- 4 labour
- 5 company
- 6 trade
- 7 consumer
- 8 research
- 9 information
- 10 computer

leaders

) game

a) top

) car

) relations

- -) team
- -intensive
 - b) crown
-) talks

) power

a) people

) union

-) firm
-) flow
-) crash

-) park
 - b) car
- - **target**

level

c) work

- c) manager
- culture
 - c) boss
- products
- b) products results
- b) computer age
-) screen
- c) fingerboard

trade talks = razgovori o međunarodnoj trgovini

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

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

> British scientist Charles Darwin (1809-1882)

Reading Change in retailing

- Discuss these questions. Which department stores have you visited in your own country or abroad?
 - What were your impressions?
 - 2 What in your view should a 21st century department store look like?
 - What should it offer its customers?
- 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. s department stores face a clear choice: adapt or die.

'My concern is that they will become retail musenms, says Britt Breemer. to 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 15 reinvent themselves."

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

Department stores face mounting competition from speciality retailers and discounters, such as Wal-25 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 so stores combined shopping with entertainment.

What is needed, say retail experts, is a new approach. as approach working is seen at Selfridges. This UK group has recast itself from a 'sleepy 1970s-style depart-40 experience fit for the 21st



▲ Selfridges, Oxford Street, London

Arnold Aronson. management consultant, One of the main changes is apprototype for failing US department stores: 'It has brought back excitement and novelty and is really seducing vendors design their own wright merchandise, in the right quantities at the right

time."

Federated, which owns Selfridges, is about creating 75 appears to be moving in the right direction. Forty-two stores are being ungraded with the latest components of its 'reinvent' strategy, says the problem with US spincinding enhanced fitting rooms, convenient price-check devices, comfortable lounge



▲ Selfridges, Birmingham

areas, computer kiosks and shopping carts.

believes Selfridges could be a ss The challenge department stores face is how to develop in a sector that is, essentially, not growing. But if they adapt, many industry observers customers by developing the so believe they will survive. "The department store is not dead. it will live on, said Robert Tamilia. Professor Marketing at the University of Macy's and Bloomingdale's, 96 Quebec. But it will not be the same animal it was before."

From The Financial Times

FINANCIAL TIMES World business newspaper.

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

Mart and Target. Their 45 that more floor space is rented to vendors, in what is sometimes referred to as the showcase business model: 50 booths and are encouraged to be creative.

The Selfridges model, says Peter Williams, CEO of A typical example of this 55an experience that is 'new. interesting and different' where it is not just the product that is different. He ment store' into a retailing sodepartment stores is that they all look the same.

Match these people to their views.

- 1 Britt Breemer
- 2 Wendy Liebmann
- 3 Peter Williams
- 4 Arnold Aronson
- 5 Robert Tamilia

- a) This is not the end of department stores but in the future they will be different.
- b) American department stores are not different enough from each other.
- c) Selfridges has changed into an up-to-date store.
- d) Department stores need to recognise their problems and have to change.
- e) Selfridge's new approach works.
- What changes have taken place at:
 - a) Selfridges?
- b) Macy's?
- c) Bloomingdale's?
- 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

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

Useful language



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.
lust 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!