

4 Retailing *dan 17*

Unit Focus



Stores



Products



Services

Snapshot

A Look at the four pictures. What are the people doing? *1 min*

1



2



3



4



! TOEIC® Tip

Word stress

Many words in English can be both verbs and nouns, and are usually pronounced in the same way, such as *to market (v)* and *market (n)*.

Sometimes the pronunciation of the two forms is different, such as *to produce (v)* and *produce (n)*.

Other words that follow the same pattern are: *subject, object, transfer, prospect, record, progress, survey, refund*



B Listen to the statements (A–H) and choose the one that best describes each picture.

C Now listen again and identify the verbs. How many synonyms can you find for the verbs that are used?

Listening 1 *ch 18*

A Look at the items below. What are the names for each of these things?



	FLOOR		FLOOR
STATIONERY	2	LEATHER GOODS	0
TV / HI-FI	4	ELECTRICAL APPLIANCES	4
HOME FURNISHINGS	5	HOUSEHOLD LINENS	5
TOYS AND GAMES	3	HAIR SALON	2
WOMEN'S FASHION	1	WELCOME AND INFO DESK	0
COSMETICS	0	CUSTOMER SERVICES	2
JEWELRY	1	TEENAGE FASHION	3

B Use the wall directory of the department store to locate where you would find items 1–10.



Listen to three short conversations (1–3). Which department did these conversations take place in? What did the customer request in each conversation?

	Location	Request
1	<i>teenage fashion</i>
2
3

ACTIVE PRACTICE

Think about a product that you have bought recently and remember:

- your reasons for buying it
- where you bought it (department store, mail order, online, secondhand, etc.)
- the quality of the item
- the service
- the price

Meet with a partner and exchange information about your shopping experience.

Grammar Check 1

Comparatives and superlatives

When we talk about differences and similarities, we use the comparative.

The new models are **smaller**, **less expensive** and a little **lighter than** the old ones but they're not **as powerful**.

We use the superlative to talk about the qualities that make something unique.

The Christmas period is **the busiest** and **the most profitable** time of the year for retailers.

A Look at the examples and answer the questions.

- 1 How do you form comparatives and superlatives from:
 - a one- or two-syllable adjectives?
 - b two- or more syllable adjectives that end in y?
 - c three- or more syllable adjectives?
- 2 Which words are used with comparative adjectives to express:
 - a similarity?
 - b difference?
- 3 Is the article *the* used before:
 - a a comparative?
 - b a superlative?

see page 131 in the Grammar Reference section

B Some of the comparatives and superlatives in the slogans are incorrect. Identify the errors and correct them.

Advertising Slogans

1 Our repairmen are the ~~lonelier~~ guys in town.
loneliest

2 It's better than anything.

3 The more REFRESHING drink in the WORLD.

4 If only everything in life was as reliable than a Volkswagen.

5 No battery is strongest for longer.

6 The world's more trusted anti-virus solution.

7 BEST A MAN CAN GET.

8 If you find it cheapest, we pay you the difference.

9 ALWAYS the lowest price.
ALWAYS.

Viewpoint

Look at the pictures. What do they communicate about the values of the Camper company?

A Scan the four texts (A–D) below about the Spanish company Camper. In which of the texts would you expect to find information about the following things?

- | | | | |
|---|------------------------------|---|--------------------------|
| 1 | how the company was created | 4 | food preparation |
| 2 | new store concepts | 5 | unique footwear features |
| 3 | Camper's restaurant business | 6 | interior design |

CAMPER

A HISTORY



Camper is the living story of a family business and of a family who have been working together for over a century – the story of four generations that have dedicated their life's work to the footwear industry. In 1877, Antonio Fluxa, a shoe craftsman, set sail for England to learn about the latest industrial manufacturing techniques. On his return, he introduced the first shoemaking machines. In 1975, Lorenzo Fluxa created Camper and in 1981, the first Camper store was opened in Barcelona. Today Camper has over 1,000 carefully selected points of sale in 20 countries.

B CAMPER FOOTBALL

The eating place – built on the principles of bioconstruction, using non-contaminating materials and renewable energy sources – is an ecological space where you can eat alone or with company. Here people sit on steps designed for a full sensorial experience – a space for conversation and also for reverie.

Nothing to hide – we're offering simple, healthy and natural cuisine, free from any secrets. For this reason you can always watch us preparing the food. Camper Football is an eating space designed to share food culture.





B Now read through the texts a second time and answer the following questions.

- 1 Which cities have info-stores?
- 2 Where was the first Camper store opened?
- 3 How many stores in the world sell Camper shoes?
- 4 What seating arrangements do Football restaurants have?
- 5 How are Football restaurants different from traditional ones?
- 6 What can you find inside an info-shop?
- 7 What was the inspiration for the Mutante shoe?
- 8 What is the most unusual feature of the Mutante shoe?

C INFO-SHOP, MADRID

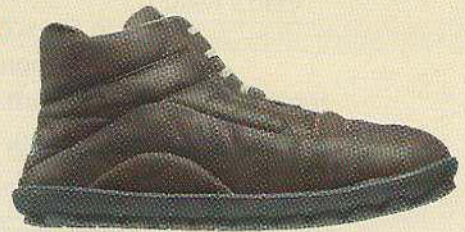


Camper's third info-shop has opened in the well-known Salamanca area of Madrid. The new store is in a prize location, at the corner of calle Serrano and calle Jorge Juan.

The store design is made up of images, icons and objects which are joined by Camper shoes to create an enormous visual Camper encyclopedia with more than 900 references. The store becomes a museum for the visitor to experience.

As in the other info-shops (London and Tokyo) the decoration becomes the information and the information becomes the decoration.

D MUTANTE



The design for this new line was inspired by the old boxing glove and the result ... a new concept with a unique aesthetic and a personality of its own. The Mutante is based on an advanced manufacturing process known as the "glove" concept, providing maximum comfort and protection for your feet.

Special padded leathers that are extremely soft and, at the same time, resistant, give this shoe a more "retro" look. The lining, made of a natural material known as Climatex, provides protection against impact and temperature control, while the insole, of natural materials like cocolatex and wool, cushions the foot when walking. But the most unique feature of this revolutionary shoe will be a surprise for more than a few of you! There is no left or right! Each shoe can be used for the left or right foot.

Listening 2 *chan 19*



Listen to a radio report about a new Camper business venture and complete the notes below.

New sector of activity:

Location:

Unique features:

Customer feedback:

Future plans:

Vocabulary Builder

Separable prefixes

Separable prefixes can be added to the base form of some words to give them a different meaning. Some common prefixes are:

dis	re	inter	un	over	under
mis	bi	co	sub	out	up

A Which of these prefixes can be added to give the following meanings?

- | | | |
|-----------------------------|----------------|----------|
| 1 to an excessive degree |over..... | load |
| 2 once more, again | | fill |
| 3 two | | lingual |
| 4 between, among | | active |
| 5 less than, insufficiently | | age |
| 6 improved, high | | grade |
| 7 under, below | | contract |
| 8 together with | | operate |
| 9 not | | sold |
| 10 badly, incorrectly | | manage |
| 11 better or more than | | do |
| 12 removal, reversal | | continue |



B Which prefix can be added to each of the following groups of words?

- | | | | | | | |
|---------|----|-----------|--------|----------|--------|-----------|
| 1 | up | market | date | scale | swing | turn |
| 2 | | stock | pay | charge | priced | size |
| 3 | | direct | inform | judge | lead | represent |
| 4 | | satisfied | like | regard | place | approve |
| 5 | | act | fund | position | design | pay |
| 6 | | standard | divide | group | total | section |



C Complete the following sentences by adding an appropriate prefix to the words in *italics*.

- Retailers are required to provide wheelchair access for ...*dis*abled customers.
- I just checked the receipt and realized that I've been*charged* by more than five dollars.
- The store manager wants to*negotiate* the terms of the lease.
- This particular model has been*continued*.
-*management* of the inventory leads to lower levels of sales.
- It is easy to*estimate* the impact that a successful advertising campaign can have.
- We specialize in fashionable and affordable*size* clothing and footwear.

D Other common separable prefixes are: *down-*, *en-*, *ex-*, *extra-*, *hyper-*, *im-*, *in-*, *non-*, *super-*. Make a list of words that begin with these prefixes and then compare your list with a partner.

Grammar Check 2

Tag questions

Tag questions are used to confirm information or to seek agreement. We make tag questions by adding an inverted auxiliary verb (or tag) at the end of a statement.

*It's not possible to buy directly through the Internet, **is it?***

↓
statement

↓
question

*These sunglasses are made in France, **aren't they?***

➔ see page 132 in the Grammar Reference section

- A** Look at the examples above and complete the rules for tag questions.

When the statement is in the negative, the tag question is in the
When the statement is in the affirmative, the tag question is in the



- B** A customer is asking a sales clerk for more information about the Segway. Complete each question with the appropriate tag.

- 1 There's no problem using the Segway in shopping malls, *is there?* (.....)
- 2 The warranty covers all mechanical defects for one year,? (.....)
- 3 The orientation sessions for new Segway drivers aren't obligatory,? (.....)
- 4 I don't need to check tire pressure every day,? (A.)
- 5 It won't take more than an hour to assemble the machine,? (.....)
- 6 Delivery will be made directly to my home,? (.....)
- 7 You said that you had the accessories in stock,? (.....)
- 8 You couldn't give me a discount on that price,? (.....)

Listening 3



- Listen to the sales clerk's responses (A–H) and match them with the customer's questions about the Segway. Write your answers in the spaces provided in the previous exercise.



TOEIC® Tip

Tag questions, like other simple question forms, are often answered with "Yes" or "No". In Part 2 of the test, this is not always the case. Responses that begin with "Yes" or "No" are not always the correct answers! Look at the following example:

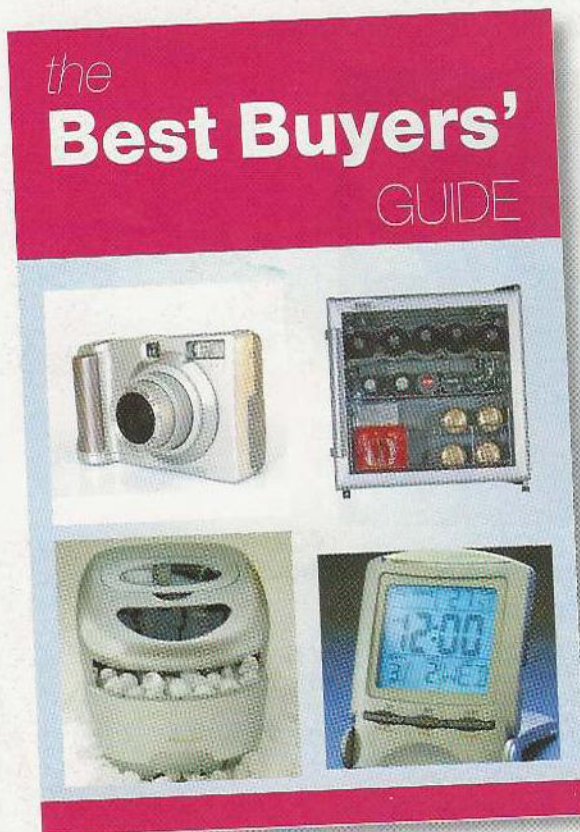
Question: You close early on Sundays, don't you?

Statements: a **That's right, but tomorrow we'll be open all day.**

b No, we don't want to be late for the opening ceremony.

c Yes, I do like to get up early on the weekend.

Here are some other ways of responding to simple questions without using a "Yes" or "No": *(not) exactly – quite – not at all – OK – that's right – sorry – not yet.*



Communication

Presenting a product

You work in the marketing department of a mail-order company which sells selected consumer products through its monthly catalog *The Best Buyers' Guide*.

The new edition of the brochure is now almost complete. However, two products you had planned to include are no longer available. A meeting has been called to select two replacement products for the catalog.

Choose one of the role cards on page 170 and prepare a short presentation of a product. Form a group with other students and take turns presenting. Decide which two products your group will include in the catalog.