

Nowadays, there is a risk of losing small, local shops in favour of large supermarket chains as the world becomes a global market. Supermarkets sell the same products in different countries and now you can use the Internet to buy a product from the other side of the world.

D



C



A



B



E



F



Convenience Shopping

The word 'convenience' was first used to describe shopping in a supermarket because everything is under one **roof**. Food is called 'convenient' when it doesn't need any preparation and is ready to cook and eat.

Nowadays, supermarket shopping is even more convenient than before because you can choose to do your shopping in the comfort of your home using the Internet. You pay a small **delivery** cost so you can stay at home while your groceries arrive at your door.



1 Match the pictures of different kinds of shopping to the words below.

shopping centre - Internet site - supermarket - independent retailer - vending machine - street market

2 Now write the correct letter from the photos next to these descriptions of different types of shopping.

- 1 ☐ This kind of **retail** shop can be near to where you live. Perhaps the **shopkeeper** knows your name.
- 2 ☐ You need **coins** to buy something here.
- 3 ☐ This place has good prices and a lot of **choice**.
- 4 ☐ Here you can find a wide range of products to buy in different shops.
- 5 ☐ This is a great way to buy fresh vegetables when they are in season.
- 6 ☐ You can buy here and then receive your product by post.

roof = tetto
delivery = di consegna
retail = al dettaglio
shopkeeper = negoziante
coins = monetine
choice = scelta

glossary





Global Giant

The UK's biggest retailer is the supermarket **chain**, Tesco. It commands an enormous 32% **share** of supermarket shopping in the UK and makes a profit of £2 billion per year. Most of Tesco's **stores** are outside of city centres in special retail parks.

In the last ten years, the Tesco group has developed a strategy to open its supermarkets in many countries world-wide including Eastern Europe, especially Turkey and Poland, the USA and recently Asia. In Malaysia, Tesco is now the number one retailer and in China it already has 50 hypermarkets on the East coast from Beijing to Shenzhen. By 2012, Tesco hopes to have 1000 stores in the USA and if it succeeds, it will be the second biggest retailer in the world after US retailer Wal-Mart.

In its largest hypermarkets, Tesco sells many non-food products like electrical goods, clothes and housewares. It even offers bank services.

This success means that Tesco can **negotiate** very low prices from its **suppliers** which some people say give the company an unfair advantage over smaller shops.



chain = catena
share = quota di mercato
stores = grandi magazzini
negotiate = trattare
suppliers = fornitori

glossary



3 Listen to Salma and Helen talking about their grocery shopping then answer the questions.

- 1 What time did Helen's delivery arrive?
.....
- 2 Why could she put the groceries away quickly?
.....
- 3 Does Helen work at the weekends?
.....
- 4 Why does she prefer to shop on the Internet?
.....
- 5 What does Salma like to do after she finishes her shopping?
.....
- 6 What does Helen think about shopping on the Internet?
.....



4 Work in groups. What are the advantages and disadvantages of big supermarket chains like Tesco? Think about these things.

- Negotiation prices.
- Variety of choice.
- Small, local independent retailers.
- Power and control of the market.
- The position of the supermarket.



5 Which are the biggest supermarket chains in your area? How many shops have they got? What do they sell? Write a short paragraph about it.

