

Faculty of Economics and Tourism
Department of International Business Management

Business English Plus: 309 3303

Weeks: 4-5

Unit 4: Buying and selling

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An uncountable noun

1) How **much money** does your department earn each month?

An uncountable noun

2) My cannot drink **much wine**.

- We use **many** with a plural countable noun or a plural word.

Ex:

A plural countable noun

1) How **many desks** do you have in your office?

A plural countable noun

2) My department does not have **many employees**.

III. Speaking (20 minutes)

Work in groups of three. Discuss what you like and dislike about the service in stores, online and offline? List out what your groups like and dislike. Tell the class what is on your list.

Think about these things while discussing:

Choice of things	fast/late delivery	prices	product information
Sold out	store hours	(un) helpful staff	

IV. Reading

“Showrooming” a modern way of shopping

Do you ever see something in a store, try it on, check the price online on your smartphone, find it is cheaper, and walk out of the store? Welcome to the world of “showrooming.”

You are not the only person who does this, and it is becoming a major problem for storeowners. Clothing stores, stores for electronic equipment, bookstores and cosmetics stores are all losing business.

Amy Fu, 32, lives and shops in Singapore. She sometimes spends \$200 in an afternoon, but not in the stores she visits. “I can go in and smell a perfume, and then find it online \$20 cheaper”, she says. “Sometimes when the staff are very helpful, I feel bad. But it is my money.”

Online stores offer cheaper prices because they do not the costs of a building and staff. Some shoes and stores in Australia ask for a fee when someone tries something on. The fee is taken off the bill when someone buys something.

Steve Richards, who has an English bookstore in Singapore, says: “We see customers in the corner with their cell phones. We know what they are doing, but we cannot stop them. We only hope they feel uncomfortable when they know we are watching them.”

Of course, online stores such as Amazon want “real” stores to survive so that people can see, touch, and try on product. So perhaps one day online store will have real showrooms, but only to look and try on-not to buy. All buying and selling will be online.

➤ Scanning for detail

Find the missing information

- 1) Showrooming is a big problem for ...*storeowners*...(Who?).
- 2) Amu Fu sometimes spends...*\$200*...(how much) in an afternoon.
- 3) Amy Fu sometimes buys...*perfumes*...(what?) online.
- 4) Online stores offer cheaper prices because...*they do not have the costs of building and staff*...(why?).
- 5) Steve Richards hopes customers feel uncomfortable...*when they know they are being watched*...(when/what?).
- 6) Online stores want “real” shops to survive so that...*people can see, touch and try the products*...(why?)
- 7) Perhaps one day online stores will have...*real showrooms*...(what?)

V. Vocabularies

- | | |
|-------------------------|----------------------|
| 1) On sale | ຂາຍເລີ່ |
| 2) Compare | ປຽບທຽບ |
| 3) Electronic equipment | ອຸປະກອນໄຟຟ້າ |
| 4) Prices | ລາຄາ |
| 5) Online shopper | ຄົນຊື້ເຄື່ອງອອນລາຍນ໌ |
| 6) Waste | ສິນເປືອງ |
| 7) Expensive | ແຜງ |
| 8) Quality | ຄຸນະພາບ |
| 9) Clothes | ໂສ້ງ, ເສື້ອ, ຜ້າ |
| 10) Try on | ລອງໃສ່ |

End