



Otázka: Shopping and services

Jazyk: Angličtina

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1. TYPES OF SHOPS, SPECIAL SHOPS (brief description, what we can buy there)

- Services are an important part of a national economy and show a maturity of each country. They include health service, educational system, jurisprudence, trade, tourism, traffic, and a lot of small services – for example most people can no longer imagine life without mechanics, hairstylists, chemists, dry-cleaners and so on.
- **Types:** baker's (bread, pastry), butcher's (pork, beef, lamb., sausages, bacon), book shop, boutique (clothes), confectioner's (cakes, sweets), haberdashery (cloths, threads), charity shop (money for bought items are used for charity), coffee shop (coffee, mugs, sweets, coffee sets), clothes shops, chemist's/cosmetics store (shampoos, make-up, tooth paste), deli (delicatessen, local products), DIY store (items for creators), farmers market food shop (supermarket, hypermarket), florist's (bouquets), garden centre (flowers, tree, bushes), grocer's (flour, salt, eggs, vegetable, tea, juice, sweets), greengrocer's (fruit and vegetables), ironmonger's (locks, chain), jeweller's (ring, bracelet), optician's (glasses), pharmacy (drugs, pills), shoe store/shoe making trade, second-hand shop, stationer's (pens, wrapping paper, envelopes)
- supermarket: food and home stuff
- hypermarket: combination of supermarkets and general store (food, home stuff, clothes and much more)
- service store: the customer stands behind a bar or desk and the seller serve him; typical for older and smaller villages (much more common in the past)
- online shops:
 - store operated on websites
 - a lot of different types
 - the websites could be different (they couldn't be described in general instead there is a lot of pages that offers for some rent a template for your website though all of this, there is a thing they All have in



common-the basket/card/bag or something where you can find thing after you clicked on them)

- Vietnamese shop: food, clothes, home stuff
- TV shopping: just call a number you see on your TV and buy quality product, get a lot of free gifts for the best price ever
- open-air markets: farm markets

2. SERVICE IN THE CITY (what we need them for)

- the most important services: health service, educational system, bank services or city's technical department
- services: bank (money operations), cosmetic's, dentist, hairdresser's, hospital, estate agent's (buying/rent a house), gym, hotel, launderette/drycleaners (washing clothes), library, museum, nail studio, newsagent's (newspaper), police, post office, restaurant, school, take away
- public services:
 - non-profit, not commercial
 - cheaper, more widely available
- private services:
 - more expensive
 - better quality

3. SUPERMARKET x SPECIAL SHOPS (compare, differences, advantages/disadvantages)

SUPERMARKET

- ✓ lower price
- ✓ quantity (necessary stuff at one place/more stuff under one roof)
- ✓ paying by card (you can always pay by card)
- ✗ quality
- ✗ sales assistants don't know much about products the supermarket sells
- ✗ waiting in line



SPECIALS SHOPS

- ✓ fresh
- ✓ local products (buying from local farmers)
- ✓ fair trade (made by well-paid people in good conditions)
- ✓ originals (small productions)
- ✓ support your state
- ✓ sales assistants know about products they sell
- ✗ higher price (small productions)
- ✗ paying by card (you can often pay by card, but not always)
- ✗ higher chance to bankrupt

4. TRADITIONAL X ONLINE SHOPPING (compare, advantages/disadvantages)

TRADITIONAL

- ✓ see what you buying (can touch it)
- ✓ sale assistant can give you some advice
- ✓ when you buy something, you have it immediately
- ✗ limited opening time
- ✗ must walk when you want to see a lot of things
- ✗ smaller amount of goods
- ✗ waiting in line/row/cue, crowds

ONLINE

- ✓ faster than traditional
- ✓ comparing prices of things
- ✓ big selection
- ✓ you can do it everywhere (home, bus, cafe, ...)
- ✓ you can do it at any time (late night, weekends, ...)
- ✓ you can buy/sell products from/to other countries and not paying % from your mark up
- ✗ need internet connection
- ✗ wait till the goods arrive



5. WINDOW SHOPPING

- =activity of looking at goods displayed in shop windows, especially without intending to buy anything
- general idea is that customer walks from store to store looking at what is in the seller's window
 - catch attention, attract customers
- is used for example streets or in general stores
- the most beautiful pieces are used to be there

6. COMMERCIALS, ADVERTISEMENT, INFLUENCING CUSTOMERS

- shopping is a big business and many companies spend lots of money on advertising and trying to persuade customers that their products are the best
- **promotion:**
 - media:
 - TV (actors, expensive)
 - you cannot choose your viewers
 - radio (just one (or more) person to talk, less expensive)
 - you cannot choose you viewers
 - social media (make good-looking posts)
 - you can choose your viewers
 - don't have to pay much money for the media
 - advertising posters (choose place-in town; bus, train, tram, ...)
- **how do advertisements look like?**
 - TV: nice actor, young healthy people
 - radio: nice voice, playing between music songs
 - social media: gripping/eye-catching look, big texts, promotion on their own sites/pages
 - posters:
- **what works?**
 - following last trends (fair trade, vegan, colours, ...)
 - using big influencers for products promoting
 - sales, promo codes, sales for regular/staid customers, free shipping, sale actions (1+1- for 50%, 2+1, ...)



- “last day of sales”
- using calm and slow music -> customers shop slow and spend more time in shop
- small price differences between medium and large sizes
- writing old and higher price
- effect of the numbers 4.99 instead 5.00
- the most basic products are based in the bad (you have to go through a lot of different products)

7. MAKING A COMPLAIN

- when: bad quality
- how: by email
- what do you need to know:
 - the thing you´re complaining about
 - where and when you bought it
 - what´s wrong with that and how does it happened
 - what do you want (new one-exchange, refund, voucher)
- what to do: be polite

8. PAYING BY CARD x IN CASH (compare, differences, advantages/disadvantages)

CARD

- ✓ don't need to care how much money do you have in your wallet
- ✓ cards don't need space in your pockets (mobile paying-NFC \rightarrow near-field communication\rightarrow)
- ✓ easy to block paying by card when you lost it/someone stole it/...
- ✓ easy to identify if it's yours
- x bad control what amount have you paid
- x not able to pay everywhere
- x can be stolen on the internet if you are not careful

CASH



- ✓ control how much money you have paid
- ✓ can be used almost everywhere
- ✓ you are untraceable
- ✓ easy to lie as a seller
- ✗ easy to steal it and use
- ✗ when you lose it, you are not able to prove it's yours

9. SALES AND DISCOUNTS

- used in advertisements
- sometimes bit scams (price got higher and with promo code goes back to normal price)
- types of sales:
 - negotiate (markets, developing countries)
 - birthdays codes
 - season sale
 - sale out
- reasons why you should never shop in sales:
 - almost expired food, unpopular clothes
 - tenting to buy cheap things
 - unwrapped or used products

10. MY FAVOURITE SHOP

- how often do you go shopping: when I'm hungry or when I need something, I don't really enjoy shopping in general
- I prefer online shopping instead shopping in traditional shops
 - I hate crowds of people
- Traditional shop: stationery
 - buying notebooks, pens, small office stuff
- Online shop: Zalando
 - comfortable (buying from everywhere)