

HANDOUT - UNIT 10

1) Prepare answers to the following questions.

1. What makes e-tailing so popular amongst retailers?
2. What is the annual growth rate of e-tailing in the UK?
3. How does the situation change in the period before Christmas?
4. What are smaller retailers concerned about when considering online operations?
5. What should the new business model be like? And what might happen if there is a mistake?
6. How do typical e-tail customers behave in comparison with retail customers? Why?
7. How is the business online different from ordinary retailing?
8. What kind of dealing with e-mail orders is no longer satisfactory?
9. How important is price?

10. What is the role of a website itself in e-tailing?
11. How should the back-end of the business contribute to the smooth flow of the business?
12. How have customers' attitudes towards delays changed over a couple of years?
13. When was The White Company founded and how has it developed since?
14. How do they run their website and how does the company deal with online sales?
15. Is there anything that e-tailers perceive as a problem?

2) Listening 10.1

1. It's so convenient. There's _____ no queuing any more, especially if I only have _____ . I just put my credit card in a machine when I get to the _____ , and, er, it prints out a _____ and then I go straight through to the _____ .
2. It makes sense, I think, to _____ this stuff from the Internet. It's so easy to update my _____ . I've had to buy a _____ remover, too, because my computer was working so slowly. Their customer service isn't good, though. It's really _____ sometimes not being able to phone a real _____ about a problem. You have to read the _____ or send e-mails that never get answered.
3. I live a long way from home and it's always been a _____ posting stuff to people. But thanks to this website, I can now choose something I think they'll like ...and there are lots of recommendations on the site, _____ and readers' reviews. The danger is I always _____ getting myself something, too, and spending more than I planned to.

3) Translate the expressions

vnímat rizika internetového obchodování
přispět ke zvýšení objemu prodeje
mít přístup k nevídanému množství informací
získat konkurenční výhodu nad soupeřem
splnit očekávání zákazníka
zkontrolovat dostupnost skladem
dodržet dodací lhůty
mít podstatný dopad na celkový růst
mít přednost před skladovými objednávkami

4) Cross out the word that doesn't normally go with the key word

- | | | | | |
|-----------------|-------------|---------------|---------------|----------------------|
| 1. PRICES | rock-bottom | weak | competitive | fair |
| 2. REPUTATION | to earn a | to increase a | to enjoy a | to damage somebody's |
| 3. AN ORDER | to increase | to fulfil | to enquire | to cancel |
| 4. MONEY | to make | to account | to waste | to part with one's |
| 5. COMPETITION | high | foreign | fierce | cut-throat |
| 6. EXPECTATIONS | to have | to meet | to live up to | to fail one's |

5) Rewrite one of these sentences as indirect speech or a summary report in each space.

“Do you know where Rob is?”

“I’m sorry.”

“I’ll be here by eight o’clock.”

“I think he went out about half an hour ago.”

“I forgot that I promised to take my mother into town this morning.”

I was sitting in my living room, surrounded by my luggage, waiting for Rob to come and drive me to the airport. It was already twenty past eight and there was still no sign of him. He had said

1) _____ . I had already tried to call him at home. His younger sister answered, so I asked her 2) _____ . She sounded sleepy, but said 3) _____ .

Normally it would only take about five minutes to drive from his place to mine, so something had gone wrong. Suddenly the phone rang. It was Rob. He

4) _____ for being late and explained

5) _____ . It wasn’t the first time his forgetfulness had made me nervous and his mother had made me take second place in his plans.

6) **Emphasis**

1. We created a hugely successful product and also won an award for its design.

Not only

2. I had just come back from my trip to New York when I got an e-mail asking me to go back there.

No sooner

3. When they looked at the invoice again, they realized they had made a mistake.

Only when/after

4. You shouldn’t disclose the information to anyone.

On no account

5. They had finished recruiting new workers when news of the closure was announced.

Hardly

6. I have rarely seen such a badly prepared presentation.

Rarely

7. If you should lose your credit card, please contact the bank immediately.

Should

8. If we were to win the contract, we might need more staff.

Were

9. If anyone had spoken to me I wouldn’t have understood a word.

Had.....

10. I am worried about the money.

What

11. We saw *Titanic* in London

No, it

12. The fact that no one offered to help really annoyed me.

What