

EVERYDAY LIFE

ONLINE SHOPS

TEACHER'S NOTES

Age: Teenager/Adult

Level: Intermediate (B1)

Time: 30 minutes +

Activity: In this lesson, students will:

1. discuss online shopping;
2. read about five famous shops which sell online;
3. create shopping lists.

Language focus: vocabulary related to online shopping

Materials: one copy of the worksheet per student;
internet access

PROCEDURE

Ask students what was the last thing they bought. Did they buy it online or on the high street in the shopping mall? Which kind of shopping do they prefer, and why? You could ask them to discuss it in pairs or small groups and then report back to the whole class.

Hand out copies of the worksheet. Ask students to look at exercise 1 in pairs. Do they know anything about the five different shops? They should describe each shop and what they think it sells to their partner, before visiting the website to check if they were right.

Key (students' own answers, but as an overview):

1. The Body Shop sells hair and beauty products (e.g. skincare, make-up, perfume).
2. Amazon is an online bookstore and general retailer, which sells anything from children's toys to furniture to electronics.
3. IKEA sells furniture and things for the home.
4. Wal-Mart is a supermarket which sells groceries/food.
5. Marks and Spencer mainly sells clothes and shoes for both men and women.
6. Spotify is an online music streaming website.
7. Bloomingdale's is a department store which sells clothes and accessories for men and women.
8. Netflix is an online film and TV streaming website.
9. Hamleys sells toys.
10. Airbnb is a type of online travel agency, selling accommodation.

In exercise 2, students read descriptions of five of the shops from the previous exercise. Ask them to read each paragraph individually and match the descriptions to the shops. Check answers as a class. As an extension exercise, students could write their own descriptions of the remaining five shops, in pairs or small groups. They could then read out or swap their descriptions for the others to identify.

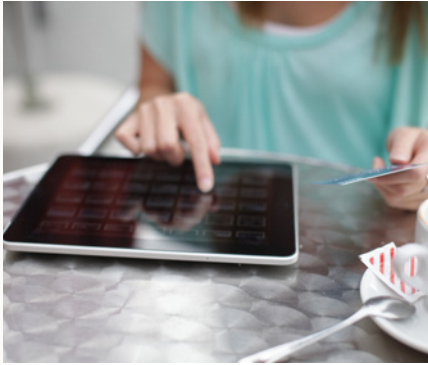
Key:

1. IKEA
2. Marks and Spencer
3. The Body Shop
4. Wal-Mart
5. Amazon

In exercise 3, ask students to make a list of six people (friends or family) they would like to buy presents for. They should decide what present to buy for each person and which online shop they would visit to purchase it from. They should then visit that site and find out if the product is available and how much it costs, making notes. In pairs, they should report back on how successful their shopping trip was: if they found what they were looking for, and how much in total their presents would cost. If you don't have internet access in the classroom for your students, you could set this section as homework and students could discuss their 'purchases' at the start of their next lesson.

EVERYDAY LIFE

EXERCISE 1: TEN SHOPS



This activity is designed to test your knowledge of some of the world's most famous online shops. Look at the list below. What kind of shops or services are they, and what do they sell?

1. The Body Shop: www.thebodyshop.com
2. Amazon: www.amazon.com
3. IKEA: www.ikea.com
4. Wal-Mart: www.walmart.com
5. Marks & Spencer: www.marksandspencer.com
6. Spotify: www.spotify.com
7. Bloomingdale's: www.bloomingdales.com
8. Netflix: www.netflix.com
9. Hamleys: www.hamleys.com
10. Airbnb: www.airbnb.com



EXERCISE 2: THE WORLD'S MOST FAMOUS SHOPS

Read the descriptions of the five shops below. Can you identify them from the list of shops in exercise 1?

1. The shop's founder, Ingvar Kamprad from Agunnaryd, Sweden, registered the name in 1943 and started selling furniture in 1950. Since then, the company has expanded to include a number of home furnishings shops and support companies around the world. The shop is famous for producing and selling low-cost furniture, much of which is sold for self-assembly. The first self-service warehouse shop opened in 1965 to 'help customers cut down on waiting time'. The shop went online in 1997 with the World Wide Living Room Web Site.

2. In 1884, Michael, a Russian refugee, hired a stall in Kirkgate, Leeds. Ten years later he formed a partnership with Tom, a cashier from a wholesale company. They opened their first shop and adopted the policy of buying direct from manufacturers. The company's flagship shop opened in Oxford Street in 1930 and became famous for selling quality clothing at a reasonable price. In 1931 the shop started selling food products. The first international shops opened in Paris and Brussels in 1975. In 2012 the company won the Queen's Award for Enterprise for Sustainable Development.

3. The very first branch opened in Brighton, England, in 1976. Apart from selling products created by people working in developing countries, the shop has been involved in many campaigns, working with organizations such as Amnesty International and Greenpeace. The first international franchise opened in Brussels in 1978. The name everyone associates with the shop is Anita Roddick. In 1997 the United Nations Environment Program (UNEP) recognized her as one of 25 female leaders to have made outstanding contributions to the environment. The shop went online in 1995.

4. Sam, a small-town merchant who had already run shops in Arkansas and Missouri, opened the first shop in 1962. He was convinced that consumers wanted a discount store with a wide variety of merchandise and friendly service. Apparently, he was right. The company has become the world's number one retailer, and more than a million Americans work at the stores in the United States. Sam, who died in 1992, once said, 'If we work together, we'll lower the cost of living for everyone, not just in America, but we'll give the world an opportunity to see what it's like to save and have a better lifestyle, a better life for all.'

5. The shop opened its virtual doors in July 1995 with a mission to 'use the internet to transform book buying into the fastest, easiest and most enjoyable shopping experience possible'. The shop is now the largest online shopping site in the world, making over a billion US dollars a year. Although it started as a bookshop, it now also sells other products, including millions of books, CDs, videos, DVDs, toys and games. Its motto for staff is 'Work hard, have fun, make history'. The shop's headquarters are in Seattle, USA.

EVERYDAY LIFE

ONLINE SHOPS

WORKSHEET

EXERCISE 3: GIFT SHOPPING ONLINE

Choose six people you would like to buy a present for. What will you buy them, and which online shop will you buy it from?

Name	Present and online shop