



Spracované pre potreby projektu „Cesta k modernej škole“, ktorý je realizovaný s podporou EÚ

## **Téma: *OBCHOD A SLUŽBY* *SHOPPING AND SERVICES***

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**Shopping** is an activity in which a customer browses the available goods or services presented by one or more retailers (predajca). In some contexts it may be considered a leisure activity as well as an economic one.



In modern days customer focus is more transferred towards online shopping, worldwide people order products from different regions and online retailers delivers there products to their homes, offices or wherever they want.

There are many kinds of shops ranging from large shopping malls, department stores and supermarkets, hypermarkets to small specialised shops.

## Large shopping centres

**shopping mall** - centre with many different types of stores; it has cafés, snack bars, restaurants, cinemas, wellness centres, children's play areas.





## department store

- a shop that sells many different items in different departments.  
Harrods is probably the world's best known department store.



## supermarket

- a large shop that sells mostly food and household items



## hypermarket

- a big store which combines a supermarket and a department store



## warehouse

- a store that sells things in large amounts
- at lower prices



## Small specialised shops

**grocer's** - a shop that sells foodstuffs

**greengrocer's** - sells fresh fruit and vegetables

**butcher's** - sells fresh meat (pork, lamb, beef, poultry, venison, mutton, ham, sausages)

**baker's** - sells fresh bread, rolls, buns and cakes.

**chemist's/drugstore** - sells medicines and toiletries.

**pharmacy** - sells medicines.

**newsagent's** - sells newspapers and magazines.

**stationer's** - sells paper goods (writing paper, wrapping paper, envelopes, notebooks, pens, pencils, crayons, glue, rubber, rulers ...)

**ironmonger's** - hard goods, such as nails, hammers, pliers, screws and other tools and materials



# Match the pictures to the names of shops





**DIY store** - larger hardware shop sells equipment and tools that you use in your home and yard

**optician** - sells glasses / contact lenses

**bookshop / bookstore** - sells books

**boutique** - sells fashionable clothes or decorations

**shoe shop**

**petshop** - for pets and pet food

**florist's**





**delicatessen (deli)** - sells specialist food not normally found in supermarkets. For example,

an Italian deli, an Asian deli

**market** - market traders (people who work on a market) have stalls that sell fruit and vegetables, clothes, household items and so on.

**flea market** - a group of stalls selling old furniture or clothes.

**tea shop** - like a cafe, but sells tea and cakes

**liquor shop**





# Ways of doing shopping (choice, payment, guarantee, complaints)

Shopping is necessary to buy the things you need.

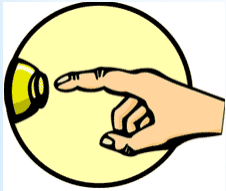
There are different ways of shopping.

**Direct selling**- in market, specialised shops, large shopping centres

**Indirect selling**- by mail order, through a catalogue, via the Internet



**Door-to-door selling** - is less popular



**Hire purchase** - you only pay a part of the required amount of money, afterwards pay regular instalments



We can pay for goods and services:

in cash



by credit card



by cheque



by electronic form



direct bank





## b) Services ( post office, bank, police, petrol station ...)

There are many types of services that are offered in the community by different organizations either by companies, private agencies or by the government sector. Some of these services are:

**Education**- pre-school, elementary, secondary, college and university levels.



## Communication

use of telephones, cell phones, computers and the internet, fax machines, telegrams, post office, newspapers, radio, magazines, televisions and other communication media.







**Real Estate** - the sale of property such as lots, houses, and many else.



**Food Service** - fast food chains, restaurants and stores which offer foods or snacks.



**Utilities** - services needed inside the house - the electricity, the water, garbage collections etc.



**Legal Services** - Legal Services are those services that are most likely provided by the lawyers of law firms. These services includes the preparation of legal documents; such things like the power of attorney, contracts, the court litigations, legal consultations and more.



**Beauty Care** - the cosmetics and surgery clinics, the barber shops, facial centers and the like.



**Household Services** - such as household repairs or maintenance. These include the services offered by the cleaners, electricians, carpenters, bricklayer, plumber, house painters, appliance repair shops.





**Professional Services** - services offered by professionals such as engineers, architects, lawyers, accountants



**Tourist and recreational services:** these services, aimed at the spare time of potential clients, are people oriented and relatively immaterial (example: hotels, restaurants and bars).

**Filling station (petrol/gas station)** is a facility which sells fuel and usually lubricants for motor vehicles. sells petrol, car products and sometimes food.



**Banking services** - conduct current accounts, saving accounts, for his customers, pay cheques, lend money , etc.

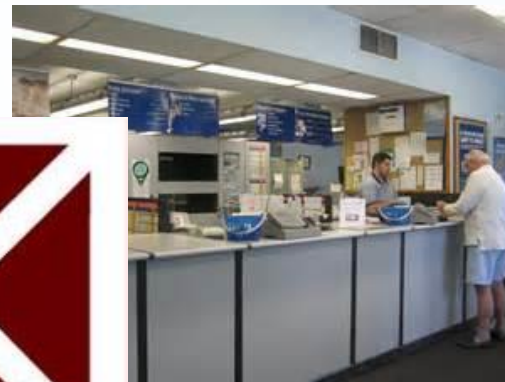




**Police** - police force is a constituted body of persons empowered by the state to enforce the law protect property, and limit civil disorder.



**Post office** - is a customer service facility forming part of a national postal system. Post offices offer mail-related services such as acceptance of letters and parcels; sale of postage stamps, packaging, and stationery. In addition, many post offices offer additional services.



## c) advertisement and its influence on customers

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners).

Commercial advertisements are intended to persuade customers to buy a particular brand by regular repetition of the product's name, brand and qualities to influence the minds of consumers. It is done via media - newspapers, magazines, radio, TV, the Internet and by mail.

