

 PANYAPIWAT TECHNOLOGICAL COLLEGE สถาบันเทคโนโลยีปทุมวัน	ใบมอบหมายงาน (Assignment work) Unit 4 Customer Service	หน้าที่ (Page)
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Practice A Read the above text to understand the definition of *retailer*.

‘Retailer’ and its definition

The definition of the word *retailer* is a person or company that sells goods in shops or stores to people in general. With this definition, a retailer could be mom-and-pop stores, supermarkets to department stores. Mom-and-pop stores are small-scale retail businesses and usually owned by members of a family, while supermarkets and department stores are much larger than mom-and-pop stores and are usually owned by companies.

~~retailers~~

retailers

stores

supermarkets

goods

Over the years, the Thai retail business has been facing huge problems caused by several giant foreign retailers. The increase of these foreign _____ put many mom-and-pop _____ out of business, because people turn to shop at _____ and superstores such as Tesco Lotus and Big C, which sell more _____ at cheaper prices.

Practice C: Complete the following text using the words below.

Example What does *small-scale* mean? (small size / large size)

1. Is a mom-and-pop store large-scale retail business? (Yes, it is. / No, it isn't.)
2. Is a mom-and-pop store larger than a department store? (Yes, it is. / No, it isn't.)
3. Who usually owns mom-and-pop stores? (members of a family / companies)
4. Who usually owns supermarkets and department stores? (members of a family / companies)
5. Which is **not** a retailer? (a department store / a factory)
6. Who are **not** members of a family? (a husband and wife / friends)