

## UNIT 5: E-COMMERCE

### Lesson 1



#### Activity 1: Answer these two questions.

What products or services do you usually buy online? What products do you not buy online? Why?



I usually buy \_\_\_\_\_ because \_\_\_\_\_

I don't buy \_\_\_\_\_ because \_\_\_\_\_

**ACTIVITY 2:** Read and listen to this interview with David Aston. He works for a company that sells home cleaning products. Mark the statements true (T) or false (F). AUDIO N° 29



[I = Interviewer; D = David]

- I: David, tell me, how much of your business is online now?  
D: Not much, really. Only about 7%.  
I: Why's that, do you think?  
D: Well, most of our customers buy our cleaning products in supermarkets when they buy their food. And most people go out to buy their food. They go to the supermarket.  
I: Do you think this will change?  
D: Probably but slowly. Last year our online buying was about 5% of our business.  
I: So, it is growing a little.  
D: Yes, but only a little. And in future our customers will still buy our products from the supermarkets on their websites. I don't think they will buy online from us direct.

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|---|--------------|
| 1. David's company sells mainly online.                         | TRUE / FALSE |
| 2. 70% of their business is online.                             | TRUE / FALSE |
| 3. People buy their cleaning products when they buy their food. | TRUE / FALSE |
| 4. People buy their cleaning products in supermarkets.          | TRUE / FALSE |
| 5. Online sales are growing.                                    | TRUE / FALSE |