

READING PRACTICE

Unit 6 Making money, spending money

Reading Section 1

- ① Read through the article briefly and answer the following question.

What is it about? Circle A, B or C.

- A two people who own shops
- B various different products
- C a chain of shops and a product

- ② Now read the text carefully and answer Questions 1–13.

MOVERS AND SHAKERS

Discover the stories behind two enthusiastic entrepreneurs who are creating major waves in the UK business world

Retailers often declare that customers are their most important asset. But, while some sound as if they are paying lip service to the idea, Sally Bailey, chief executive of White Stuff, is a true believer. Even the clothing retailer's website reflects her view, declaring: 'Lovely clothes for lovely people'. Ms Bailey says: 'The most important people are those who buy our product. This includes the buyers who select it, and the customers who buy it in our shops. Everything we do is about service to get the product into the customer's hands.'

So when research revealed that customers disliked changing rooms that opened directly onto the shop floor, White Stuff amended its floor plans, introducing a false wall that screened off the changing area. 'It's not rocket science,' explains Ms Bailey. 'You just need to listen to what the customer is saying. We are dedicated to pleasing them. We ask: "What is the best thing we could do?"' Hence, the introduction of one oversized fitting room in each of White Stuff's 54 stores to enable mothers to bring their buggies in while they change.

'When a customer walks into a White Stuff shop, we want them to feel like they are at home,' says

Ms Bailey. 'There are chairs to sit down on, water coolers, and staff will come along with colouring books to entertain children while the customer browses.' Even the background music is carefully considered. On Saturdays it has a faster tempo. On Sundays, when customers may prefer a quieter atmosphere, the tone is softer. 'The music is changed by the hour, according to the day,' says Ms Bailey.

White Stuff has eschewed the shop design of a traditional fashion retailer, preferring to model its interiors on a Victorian house where Ms Bailey believes her customers aspire to live. Since her arrival, White Stuff has sought locations away from the beaten track and shopping centres are viewed as anathema. 'To be honest, we do have some stores that are very hard to find,' says Ms Bailey. 'In Exeter, for example, there's the High Street and the shopping centre, but you have to turn left down an alley to find White Stuff, right by an organic butcher and coffee shop.'

Yet White Stuff's customers, whom Ms Bailey describes as 'extremely loyal', are not deterred by these intrepid expeditions. When she took over five years ago, White Stuff had 15 stores and an annual turnover of £14m. Today, turnover is in excess of £55m, with stores generating annual revenues between £500,000 and £2.5m from an average customer spend of £35.

Matt Stockdale, managing director of HomePride, which this year will turn over more than £4m, has the mother of former Tesco buyer Fraser McDonald to thank for his success. Desperate to get the supermarket chain to stock his oven cleaning product, Oven Pride, Mr Stockdale bombarded the buyer with calls.

But it was to no avail: 'The response was always "Thanks but no thanks",' he recalls. 'So I said, "Let me send some to your mother, your aunt, your grandmother..." and, I think to make me go away, he gave me his mother's address.' Two weeks later, Mr Stockdale was in the buyer's office signing a deal to supply his product to 30 stores. 'He told me that his mother wanted him to give me a chance but that he didn't give me much hope,' says Mr Stockdale. A year later he was supplying 130 Tesco stores. 'I didn't realise when I first approached Tesco that it was the



UK's biggest supermarket chain,' says Mr Stockdale. 'I just knew that I shopped there.'

The idea for the oven cleaner came in 1999 when, after being made redundant from his job as a sales manager for a telecoms business, Mr Stockdale decided to fulfil a lifelong ambition to run his own company. 'I looked at a catalogue business first because direct sales was what I knew,' he says. 'But I came across chemical companies making products, one of which was an oven cleaner. I was always the one lumbered with cleaning our oven, so I was intrigued.' He tested one product, a bottle of white fluid, which produced such great results that he started to research the oven cleaner marketplace. 'I found the hardest thing was to clean the racks,' says Mr Stockdale.

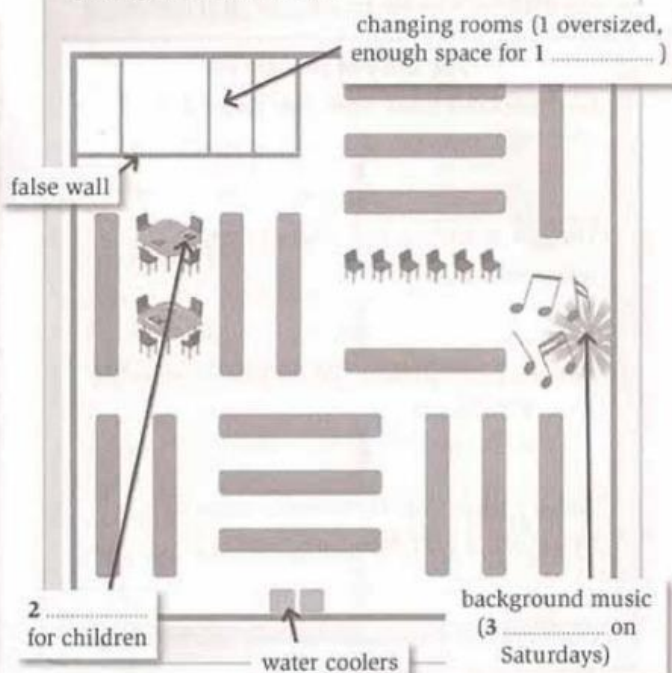
He decided to create kits to make cleaning racks easy, sourcing packaging, disposable gloves and a bag, into which the racks could be placed with the cleaning fluid. 'I created 5,000 units and sent one each to Kleeneze, Betterware and QVC, and got nowhere,' he recalls. Dejected, Mr Stockdale found another sales job but, 15 months later, a fax arrived with a purchase order from Kleeneze. 'I went to the garage and dusted down the stock,' he says. Kleeneze sold out within weeks, and placed more orders. Then QVC faxed across an order. 'I was suddenly on national television, but in eight weeks QVC had sold out,' he says. 'I didn't realise what I had.' It took a letter from a satisfied customer, asking when the cleaner would be available in shops, to prompt Mr Stockdale to change his strategy and approach high street retailers. Enter Tesco.

In its first year, HomePride turned over £90,000 but soon reached £1.1m. 'Going into retail changed everything for me,' says Mr Stockdale.

Questions 1-3

Label the diagram below.

Choose **NO MORE THAN TWO WORDS** from the passage for each answer.



Questions 4-8

Do the following statements agree with the information given in the reading passage?

Write

- TRUE** if the statement agrees with the information
- FALSE** if the statement contradicts the information
- NOT GIVEN** if there is no information on this

- 4 Sally Bailey intends to find locations for White Stuff in shopping centres.
- 5 Sally Bailey started White Stuff.
- 6 The buyer at Tesco initially rejected Oven Pride.
- 7 The buyer's mother often gives him advice on products.
- 8 Matt Stockdale discovered important information about Tesco after contacting the company.

Questions 9–13

Complete the flow chart below.

Choose **NO MORE THAN TWO WORDS AND/OR A NUMBER** from the passage for each answer.

The story of HomePride

Matt Stockdale made redundant from job in
telecoms



Thought of starting a catalogue business
(experience in 9)



Saw chemical products and became interested in
oven cleaners



Tested a white fluid for cleaning ovens and
researched the market



Observed that the biggest problem was how to get
10 clean



Made 11 to solve this problem



Sent his product to various companies



First order came after 12



Product appeared on TV and sold out



A question asked by a 13 gave him
the idea of approaching shops

LISTENING PRACTICE

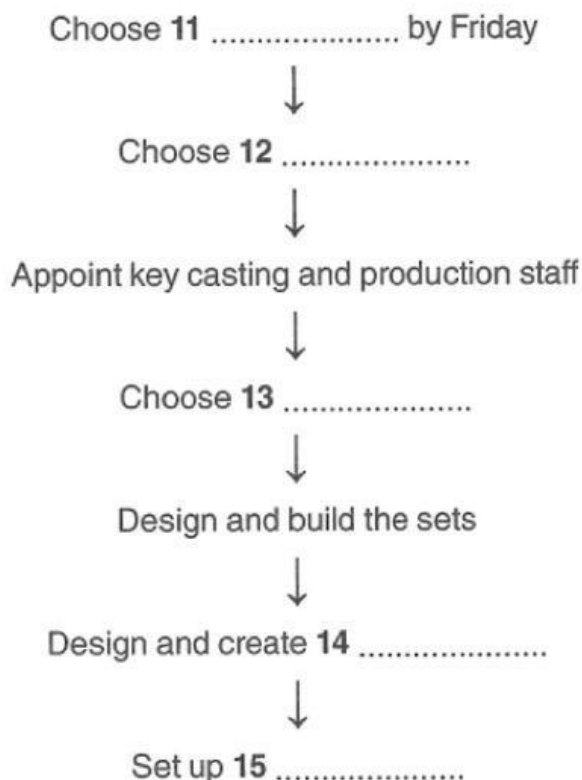


2.3 SECTION 2 Questions 11–20

Questions 11–15

Complete the flow-chart below using **NO MORE THAN TWO WORDS** for each answer.

College play production schedule



Questions 16–20

Complete the sentences below.

Write **NO MORE THAN TWO WORDS AND/OR A NUMBER** for each answer.

16 will take place in late March.

17 The will create the scenery.

18 The will make the outfits.

19 The show will run for

20 Tickets will go on sale

GRAMMAR PRACTICE

Present continuous | Future continuous | Future perfect | Future perfect continuous

Other future forms

Present continuous: The present continuous is used to talk about:

Definite arrangements in the future (with active verbs)

I'm meeting John later this afternoon.

I'm playing a computer game with him later.

Future continuous: The future continuous is used to talk about:

A situation that will be happening at a particular point of time in the future

This time next year, most people will be using the Internet every day.

Tomorrow afternoon, I'll be building my new website.

Future perfect: The future perfect is used to talk about:

Something that happens before a certain point of time in the future

Everyone will have learnt how to use the Internet in 50 years' time.

I will have spent over £200 on online shopping by the end of the week!

Future perfect continuous: The future perfect continuous is used to talk about:

Something that continues until a certain point of time in the future

Next month, I will have been working at this Internet design company for ten years.

Come on, it's my turn! Soon you will have been surfing the Net for over two hours.

Note: The future continuous, future perfect and future perfect continuous usually include a time reference, for example, *by 2020, in 20 years' time, by this time next year, next week.*

GRAMMAR PRACTICE

- 1 Decide on a correct grammatical form (present continuous, future continuous, future perfect or future perfect continuous) and complete sentences 1–5. Use the verbs in brackets. Then write the name of the tense.

- 1 I _____ (watch) the concert live online tonight. *Tense:* _____
- 2 Media experts predict that by 2020 the majority of newspapers _____ (move) online. *Tense:* _____
- 3 I _____ (change) my Internet supplier tonight, so I might not get your emails until tomorrow. *Tense:* _____
- 4 The Internet _____ (become) the primary source of information by the middle of the century. *Tense:* _____
- 5 It is estimated that in five years' time, 30% more people over the age of 65 _____ (start) to use the Internet. *Tense:* _____

- 2 Underline the examples of the future forms in the following text.

The Rise of Online Shopping

In the late 1990s, experts predicted that online shopping would not be able to compete with in-store shopping, yet the recent rise in online sales figures suggests that their predictions were wrong. In fact, all evidence points to the fact that online shopping will have outstripped in-store shopping within the next five years. This rapid increase has been driven by a number of factors including price, convenience, and choice. Most online retailers use a delivery service, and as a result of tracking customers' shopping habits, many will soon be introducing specific delivery timings so that customers can be sure their goods are delivered when they are at home. Online companies are already working on innovative ways to attract customers. For example, later this year, one of the country's largest electronics retailers, Browns, will be launching a 24-hour replacement products service for customers who need to return faulty goods. Browns hopes that by 2015, over 90% of its customer base will have graduated to online purchasing.

As well as consumer goods, another growth area is the travel industry. Travel experts estimate that in as little as five years' time, travel agencies will have disappeared from our shopping centres and almost all travellers will be buying hotels and flights from online agencies.

3 Look at the previous text again and match the sentence halves below using the grammatical forms to help you understand when the actions happen.

- 1 Later this year, Browns will be
 - 2 In 5 years, travel agencies will have
 - 3 Browns claims that by 2015 customers will have
 - 4 In the future, the majority of customers will be
 - 5 In 5 years' time, shopping on computers will have
- A moved to online shopping.
 - B shopping online for holidays.
 - C launching a returns service.
 - D overtaken physical shopping.
 - E disappeared from shopping centres.



4 Listen to an interview about online gaming and complete spaces 1–4 in the table with information from the recording. Remember that the answers will be factual information but the grammatical forms will help you decide what information is needed.

Online gaming trends of the future

Year	now – 2015	2015 – 2018	2018 – 2020
Age group	13 – 19	30 – 40	1 _____
Game type	platform	2 _____	3D
World region	3 _____	Eastern Europe	worldwide
Competition	none	4 _____	unknown

5 Listen to the interview again and complete sentences 1–4 below with the correct future form.

- 1 By 2020, the typical age of gamers _____ to people over the age of 50.
- 2 The over 50s age group _____ the same games for 50% of their lives by 2020.
- 3 Companies that make computer games _____ a global marketing system for every game they produce by 2020.
- 4 By 2015, technology firms _____ the technology needed to enable people to interact with movies.

Exam practice: Listening – completing a table

Listening exam tip: Remember that in the IELTS Listening exam, you may hear the contracted form of a verb, e.g. *it'll've started* rather than *it will have started*.



Listen to a museum curator talking about three exhibitions on technology and complete the table below.

QUESTIONS 1–6

Write **NO MORE THAN THREE WORDS AND/OR NUMBERS** for each answer.

Where	1 _____ floor	third floor	fourth floor
Exhibition name	The Internet: Past, Present, and Future	3 _____ Networking	Portable Devices of the 21st Century
Exhibition dates	2 July _____	August 1 st – 30 th	5 _____ – August 20 th
What to see	3D touch screens	4 world _____	6 sixth sense technology and satellite _____

WRITING PRACTICE

Task 2: Being relevant and avoiding repetition

Being relevant

- 1 Read this example Task 2 question (suitable for both Academic and General Training). Underline the key words in the question.

Write about the following topic:

With the increase in use of the Internet, books will soon become unnecessary.

To what extent do you agree or disagree with this statement?

Give reasons for your answer and include any relevant from your own knowledge or experience.

You should write at least 250 words.

Now look at this answer to the question above. How well does the candidate answer the question? Circle the key points that answer the question and cross out any information that is irrelevant.

It has been suggested that in the future the Internet will totally take over the role that has always been taken by books. Personally, I believe that this will, in fact, happen sooner than people think.

It is often said that books are useful, but if we are talking about communicating news to the public, then in this case books are not

so useful. I don't often read books, even though I know they might help me. I find them boring, because most novels are really silly love stories.

Personally, I think the Internet is very useful and I use it all the time, both at college and at home. I have had a computer for ten years and the one I have at the moment is an Apple Mac. It is particularly useful for finding information quickly and for keeping in touch with friends via email. I also use it to talk to people in chat rooms. People in chat rooms are really interesting and I have met many friends there. They give me a chance to practise my English, which I find really interesting. All the information I need I can find on the Internet. Some people say that it is hard to read from a screen, but I don't have this problem.

So in conclusion, I think the Internet is a good thing.



- 2 Think about how you would answer the question in exercise 1. With a partner talk about the questions below, particularly those referring to the second and third paragraphs – try to use the expressions in the Useful language box.

First paragraph

First reaction to the statement – for, against, unsure?

Second paragraph

How much has use of the Internet increased?
Who uses the Internet? Where in the world is it used?

What are its strengths?

What are its weaknesses?

Examples from your knowledge and experience

Third paragraph

What are books used for?

Advantages of using books?

Disadvantages of using books?

Examples from your knowledge and experience

Conclusion

Restate opinion while accepting some aspects of opposite opinion.

Useful language

Giving reasons

Use of the Internet is spreading fast **because of** the decreasing cost of computers.

Thanks to computers becoming more affordable, use of the Internet is spreading fast.

One result of the decrease in the cost of computers is the rapid spread of the Internet.

Because computers are rapidly coming down in price, the use of the Internet is growing.

While I agree that, ... nevertheless / on the other hand I feel / I (still) feel ...

Although it is true that ..., I don't think that ...

Finally I must restate my opinion that ...

Avoiding repetition

- 3 Look at the answer in exercise 1 again. Underline any adjectives that are repeated. Which of the adjectives below would be suitable replacements?

absorbing

beneficial

effective

efficient

fascinating

friendly

helpful

informative

predictable

sociable

tedious

uninspiring

valuable

worthwhile

- 4 Circle any linking words that are repeated. What other linking words could you use?
- 5 In the answer in exercise 1 the candidate has avoided repetition by using pronouns. This is generally a good thing to do. List the pronouns used and say what they refer to.
- 6 Write your own answer to the Task 2 question in exercise 1, using your own ideas and making sure they are relevant and clear, and that you give examples to support your views. Try to vary the words you use and look back at Writing folders 3 and 6 for useful phrases. You should take 40 minutes to answer this question.