

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.

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