Unit 6 Making money, spending money

Reading Section 1

❶ **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

❷ **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

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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.

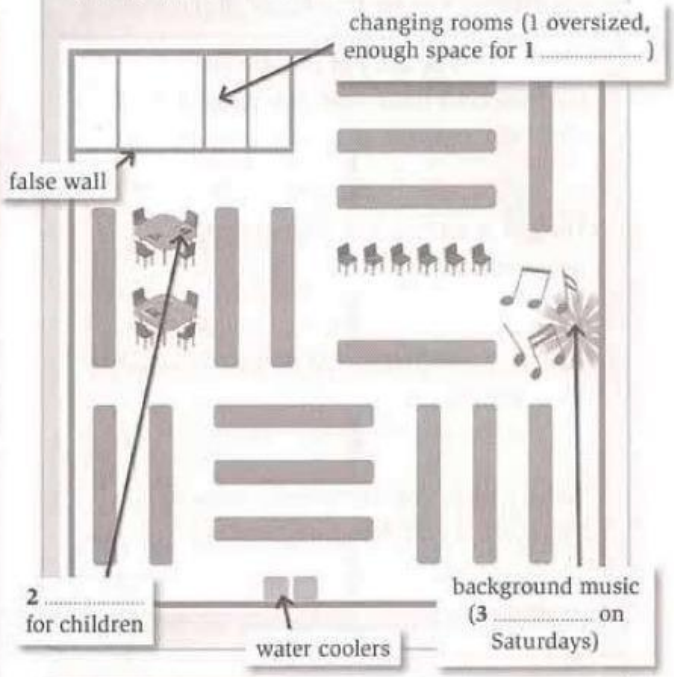
He decided to create kits to make cleaning racks easy, sourcing packaging, disposable gloves and a bag, into which the racks could be placed with the cleaning fluid. 'I created 5,000 units and sent one each to Kleeneze, Betterware and QVC, and got nowhere,' he recalls. Dejected, Mr Stockdale found another 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.

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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

Vocabulary

Verbs + infinitive and verbs + *-ing*

1 Complete these sentences about money, using the infinitive or *–ing* forms of the verbs in the box.

lose	check	buy	~~pay~~	put
spend	save	borrow		

1 I refuse *to pay* such a high price for a ticket.
2 I ended up ..... all my money in that shop because there were so many things I liked.
3 I tried ..... some money but nobody agreed to lend me any.
4 Did you remember ..... some money into your account today?
5 I wanted ..... money, so I bought a cheaper one.
6 If you don't want to risk ..... your money, don't gamble.
7 She failed ..... the price before she bought it and it cost more than she expected.
8 Those phones are not worth ....., they're not very good.

2 Complete the second sentence so that it has a similar meaning to the first sentence.

1 a He often gets into trouble with money.
  b He keeps *getting* into trouble with money.
2 a I got a job, so I was able to earn some money.
  b Getting a job enabled ..... some money.
3 a I was surprised that prices there were so high.
  b I didn't expect ..... so high.
4 a I don't want to spend a lot of money.
  b I want to avoid ..... a lot of money.
5 a 'Buy this model,' the shop assistant said to me.
  b The shop assistant advised ..... that model.
6 a 'Pay the bill before the end of the week,' she said to me.
  b She reminded ..... the bill before the end of the week.

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7 a I think I might get a new computer.
b I'm considering ..... a new computer.
8 a My parents said that I should save money.
b My parents encouraged ..... money.

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3 Complete these sentences about banks and banking with the jumbled words in the box.



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1 I checked the *balance* to see how much money I had in my account.
2 My account was in ..... , so I had some money to spend.
3 The ..... rate on this account has fallen recently.
4 There's always a long queue in the local ..... of my bank.
5 If you pay the bill by direct ..... , it's a bit cheaper.
6 He's got a big ..... at the bank and other money problems too.

Key vocabulary

4 Choose the correct option, A, B or C, to complete each sentence.

1 If you buy a branded product, it
A is cheaper than usual.
B has the maker's name on it.
C is being specially advertised.

2 If you purchase something, you
A buy it.
B look for it.
C use it.

3 An own-label product is a product that
A is new on the market.
B is for sale at a cheaper price.
C has the shop's name on it.

4 Retailer can be another word for
A product.
B shop.
C customer.

Listening Section 2

1 You are going to hear a manager talking about new machines in a museum. Look at Questions 5–10. Which of the following are you required to label? Circle A, B or C.

A the kinds of drink in the machine
B how you order a drink from the machine
C how you put drinks into the machine

2 07 Now listen and answer Questions 1–10.

Questions 1–4

Where will the following machines be?

*Choose **FOUR** answers from the box and write the correct letter, **A–F**, next to questions **1–4**.*

1 cash machine .....
2 ticket machine .....
3 games machine .....
4 drinks machine .....

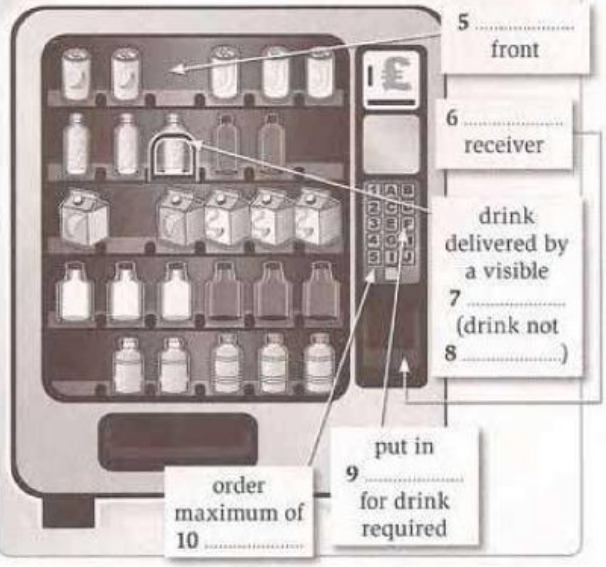
A visitor centre	D entrance hall
B in front of the building	E exhibition halls
C next to elevators	F reception area

Questions 5–10

Label the diagram below.

*Write **ONE OR TWO WORDS AND/OR A NUMBER** for each answer.*

DRINKS MACHINE FOR STAFF ROOM



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