

## New store lets you shop, walk out and pay later

7th December, 2016



Amazon just unveiled what it describes as the world's most advanced shopping technology. It is the prime feature of its new-concept grocery store that has no queues or

checkout counters. It is called Amazon Go and is being trialed in the company's hometown of Seattle. The technology works via an app on a shopper's mobile device. The app automatically checks in when the shopper enters the store. It lets you shop as normal and then scans what you have bought as you leave the store. Amazon then bills you later and the shopping gets charged to your Amazon account. There is no waiting in line, no cashiers, and no being held up by slow customers, credit card transactions or waiting for change.

Amazon Go may revolutionize the high street shopping experience and provide a much-needed boost for brick-and-mortar stores. The grocery and convenience store markets are extremely tough nuts to crack. Profit margins are low and competition is intense. However, Amazon seems confident it can change people's shopping habits. Rumours are that the online retail giant has plans for 2,000 grocery stores across the USA. It could also get involved in selling the software for its shopping technology to retailers worldwide. Industry analyst Colin Sebastian suggested Amazon Go could challenge Internet shopping. He said: "It makes it just as convenient, if not more convenient, than online shopping in some cases."

Sources: *the verge.com* / *seattletimes.com* / *usatoday.com*

## Writing

Bricks-and-mortar stores are better than online stores. Discuss.

## Chat

Talk about these words from the article.

Amazon / advanced / shopping / technology / checkout / hometown / cashiers / boost / brick / tough nuts / profit margins / confident / habits / software / convenient

## True / False

- Amazon has just shown off the most advanced technology store. T / F
- The new store is being tested in New York and Los Angeles. T / F
- An app calculates a shopper's bill as they leave the store. T / F
- People at the store do not need to wait for change. T / F
- The new technology may help other brick-and-mortar stores. T / F
- Amazon said it would not sell tough nuts. T / F
- Amazon could open 2,000 grocery stores across the USA. T / F
- An analyst said the store could be more convenient than shopping online. T / F

## Synonym Match

(The words in **bold** are from the news article.)

- |                       |              |
|-----------------------|--------------|
| 1. <b>unveiled</b>    | a. support   |
| 2. <b>prime</b>       | b. billed    |
| 3. <b>trialed</b>     | c. assured   |
| 4. <b>charged</b>     | d. revealed  |
| 5. <b>held up</b>     | e. very      |
| 6. <b>boost</b>       | f. indicated |
| 7. <b>extremely</b>   | g. main      |
| 8. <b>confident</b>   | h. handy     |
| 9. <b>suggested</b>   | i. tested    |
| 10. <b>convenient</b> | j. delayed   |

## Discussion – Student A

- Why is the competition between convenience stores so tough?
- What do you think of convenience stores?
- What are your shopping habits?
- What will happen to cashiers and sales assistants?
- Why do women seem to like going shopping more than men?
- What is your favourite store, and why?
- What will going shopping be like in 20 years from now?
- What questions would you like to ask the boss of Amazon?

## Phrase Match

- |                                    |                            |
|------------------------------------|----------------------------|
| 1. the world's most advanced       | a. an app                  |
| 2. no queues or checkout           | b. brick-and-mortar stores |
| 3. The technology works via        | c. in line                 |
| 4. scans what you have bought      | d. as convenient           |
| 5. There is no waiting             | e. counters                |
| 6. provide a much-needed boost for | f. shopping habits         |
| 7. extremely tough                 | g. shopping technology     |
| 8. it can change people's          | h. nuts to crack           |
| 9. retailers                       | i. as you leave the store  |
| 10. It makes it just               | j. worldwide               |

## Discussion – Student B

- What do you think about what you read?
- What is your local grocery store like?
- What do you know about Amazon?
- Do you think it's a good idea to have no checkouts?
- How could going shopping be made a better experience?
- What are the drawbacks to paying via an app?
- What do you dislike about shopping?
- What is your usual experience at a grocery checkout counter?

## Spelling

- just elnidveu what it describes as...
- It is the prime tareefu
- no esuequ or checkout counters
- mobile iecevd
- no cisaresh
- credit card atcnistaorsn
- Ixreemyet tough nuts to crack
- Profit msargni are low
- competition is seenint
- get iedvlnvo in selling the software
- Industry yatlasn
- just as neoeivctnn

### Answers – Synonym Match

1. d	2. g	3. i	4. b	5. j
6. a	7. e	8. c	9. f	10. h

## Role Play

### Role A – Convenience Stores

You think convenience stores are the best stores. Tell the others three reasons why. Tell them things that are wrong with their stores. Also, tell the others which is the worst of these (and why): bookshops, bakeries or toy stores.

### Role B – Bookshops

You think bookshops are the best stores. Tell the others three reasons why. Tell them things that are wrong with their stores. Also, tell the others which is the worst of these (and why): convenience stores, bakeries or toy stores.

### Role C – Bakeries

You think bakeries are the best stores. Tell the others three reasons why. Tell them things that are wrong with their stores. Also, tell the others which is the worst of these (and why): bookshops, convenience stores or toy stores.

### Role D – Toy Stores

You think toy stores are the best stores. Tell the others three reasons why. Tell them things that are wrong with their stores. Also, tell the others which is the worst of these (and why): bookshops, bakeries or convenience stores.

## Speaking – Shops

Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- |              |                      |
|--------------|----------------------|
| • bakeries   | • convenience stores |
| • toy stores | • clothes shops      |
| • DIY shops  | • bookshops          |
| • florists   | • computer stores    |

### Answers – True False

a	F	b	F	c	T	d	T	e	T	f	F	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.