



COMMERCE DISTRIBUTION

Glossary

| | | |
|-----------------------|----------------------------------|--------------------------|
| commerce distribution | to invent | gone |
| to be king | to be underway | to lead |
| to sit | to shop | to pave the way |
| to involve | to increase | to switch |
| to select | to order | to purchase |
| to compete | to adapt | to survive |
| to enable | to replace | a ski run |
| mega mall | retail | the death |
| computers | the stuff | catalog shopping |
| ecommerce | consumers | shopping |
| consumer power | customers | a supplier |
| a must-have video | bestseller | the success |
| your mouse | your house | supermarkets |
| e-trade | human relations | unbelievable |
| in addition | to quite incredible | 15 screen movie theaters |
| a go-cart track | indoor ski slope | the small shop |
| much easier | in less time than it takes for a | kettle to boil |
| such a way | online | around the clock |

And now a dialogue between Wentworth and Sarah...

Sarah: Hey Wentworth. I read something almost unbelievable today.

Wentworth: Hi Sarah. What is it about?

Sarah: Well, in addition to a 250 meter ski run, Xanadu, the New Madrid mega mall has 220 shops, 30 restaurants, a 15 screen movie theater and a go-cart track. Isn't it amazing, what they could invent to get more clients?

Wentworth: An indoor ski slope? Yes that is quite incredible. Gone are the days when the small shop was king. We can definitely see a retail revolution which is now underway that could eventually lead to the death of the small shop.

Sarah: Well, until recently, the idea that we could all sit at home and shop from our computers was the stuff of science fiction.

Wentworth: Catalog shopping has paved the way for e-commerce, getting many consumers hip to the idea that shopping does not mean 'to involve shops'.



HYPNO**LANGUE**
Learn english faster & easier

- Sarah: For sure. E-commerce is changing the way the world shops. The internet increases consumer power, because it's much easier for consumers to switch from one supplier to another. In less time than it takes for a kettle to boil, it's possible to select the new must-have video and to order the latest bestseller.
- Wentworth: Well, I can easily understand the success of such a way of purchasing. When you buy a book online it usually takes less than three days to get from your mouse to your house.
- Sarah: Definitely. To compete with the supermarkets' mega malls in e-commerce, small shops will have to adapt if they want to survive.
- Wentworth: They have to survive, as e-trade may enable you to shop round-the-clock, but it will never replace human relations.