



- A** The contrast between these smaller versions of the supermarkets and the traditional 'open all hours' impression we have of local corner shops could not be greater. They carry a wide range of **stock** that is attractively packaged, have good, clear layouts and often offer cashback or have cashpoints. It's not only quick to shop there, but easy and, on the whole, pleasant as well.
- B** Even if the item you have gone to buy costs the normal price, the impulse to buy other products can cost you dearly. Research has shown that someone popping in to their local convenience store intending to buy only some bread would, on average, spend a total of £1,208 on products over just one year from that store.
- C** On the other hand, smaller stores are more 'front heavy' in comparison to larger branches. This is because rates are higher per square footage at the front of a store than further back, so they end up paying more in comparison to their size.
- D** It is true that their smaller outlets do face **proportionately higher costs**, partly because they are selling smaller quantities of goods, partly because of staffing requirements and partly because they have to pay higher council rates. Even so, you might expect customers to occasionally resent having to pay 15% more for, say, brand name tea bags just for the convenience. But no; according to research, consumers are queuing up to pay.
- E** A couple of years ago, you had to face driving several miles to your nearest supermarket to find such treats. But the advent of a new breed of mini supermarket has changed all that; now you can saunter to the end of your road to buy whatever the TV chef of the day has just recommended. But are you paying over the odds for accessibility?
- F** In reality, however, while large supermarkets **undercut** traditional convenience stores on a core range of products, on others they hike up the prices. An investigation conducted in several London stores showed that customers were paying between four and seven per cent more in supermarket convenience stores compared with the prices for exactly the same products in the larger format stores.
- G** Buying a small amount of food daily, rather than doing a huge weekly shop can cut down on wastage of food, ending the discovery of rotting vegetables lurking in the crispener. Best of all, you avoid the agony of slogging around the supermarket for at least an hour on Saturday or Sunday.

b. Look at the highlighted words and phrases in the text. Match them with synonyms from the list below.

- goods/produce
- essential expenses
- be just the right thing
- add something to
- sell more cheaply
- abandon/get rid of
- lose enthusiasm

➔ Text Analysis

4 Answer the following questions.

- 1 How can the first paragraph be summarised?
- 2 What is meant by the underlined parts?
 - a '... encouraging shoppers to stay local.' (before gap 3)
 - b '... enable them to price the smaller stores out of the market.' (before gap 4)
 - c '... the impulse to buy other products can cost you dearly.' (para B)
 - d '... their smaller outlets do face proportionately higher costs ...' (para D)
 - e '... ending the discovery of rotting vegetables lurking in the crispener.' (para G)

➔ Discussion

- 5
- a. Make a list of the pros and cons of doing your shopping at hypermarkets and shopping malls. In pairs, discuss, using your list.
 - b. **THINK!** Have hypermarkets and shopping malls destroyed people's sense of community? Discuss in groups.