**UNIT**



**3**

**LESSON**

**Web task Trendy super store**

**1**



**ERK-DESCRIPTOREN**

**Lezen A2: Oriënterend lezen**

* Kan eenvoudige advertenties met weinig afkortingen begrijpen.

**Gesprekken voeren A2: Informele gesprekken**

* Kan op eenvoudige wijze voorkeur en mening uitdrukken over vertrouwde alledaagse onderwerpen.
* Kan in beperkte mate meedoen aan eenvoudige gesprekken over alledaagse, bekende onderwerpen.

**Schrijven A2: Correspondentie**

* Kan een eenvoudig persoonlijk briefje of e-mail schrijven.

# **INTRODUCTION**

**Let’s say you are a shopkeeper in a big modern shopping centre. You are opening a Trendy Super Store. You want this to be the trendiest shop in town. What would you sell? Would you sell fashion, accessories, shoes, electronics, gadgets, food, music, or a bit of everything? With your marketing team you fill the store with trendy articles. Then, on opening day you want to find out what your customers think about all the fantastic goods on the shelves.**

**What are you going to do?**

First you are going to find information about the trendiest goods on the market. You create a store (on paper or computer) and decide on the articles you are going to sell. Then, you are going to interview customers visiting your store to find out what they think. In the end, as a customer yourself, you are going to write an email about a visit to a Trendy Super Store.

**What steps are you going to take?**

Take the following steps in order to start up your store:

* + Read this introduction page before you start.
  + Find the information you need (‘Web search’). Do not forget to write down the web addresses - or the titles of the books or magazines - you have used.
  + Select the most interesting and useful information for your store (‘Information’).
  + Prepare, practise and hold your interviews and write an email (‘Action’).
  + Hand in everything to your teacher (‘My products’).

# **WEB SEARCH**

1. First do some research to find out what the trendiest goods of the moment are. Think of, for instance, fashion, accessories, shoes, electronics, gadgets, food, and music. Look in magazines, or on the Internet. Use the following words if you use a search engine: ‘(latest) shopping trends’ or ‘trends and gadgets*’* or ‘food/music/etc. trends’ or ‘trendiest products’. Write down as many trendy articles you can find. Make notes in step C. You can also consult one or more of these sources:

Trends and gadgets Tech gadgets Trendy things

1. Write down or print all the interesting information about the products. (You will need to know something about them later). Do not forget to write down the www addresses (the URLs) of the web pages, for example: [www.shopsandtrends.net.](http://www.shopsandtrends.net/) You can use the form on the next page (‘Information’).
2. Find a few photos of the products to display in your shop.
3. Use *All right! Studiehulp* for extra help.

# **INFORMATION**

**Write down ten trendy articles for your Super Trendy Store. Complete the table. Look at the example. You will use these articles to fill your store.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Article** | **Picture** | **Information** | **Web site** |
| Voorbeeld: |  | This is imitation | <http://m.smh.com.au/> |
| Fake steak | meat. Sold as a | good-food/food-news/ |
|  | health food. Only | fake-steak-and-yoghurt- |
|  | free-range eggs are | shops-tipped-as-the-latest- |
|  | used to make it, and | food-trends-20130101-2c47q. |
|  | a fungus. | html?skin=iphone |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Article Picture Information Web site or web page** | | | |
| 6 |  |  |  |
| 7 |  |  |  |
| 8 |  |  |  |
| 9 |  |  |  |
| 10 |  |  |  |

# **ACTION**

1. You are the marketing manager for your Super Trendy Store. Think of three different ideas to advertise articles in your shops.
2. Create a shop that other students in your class can see. This could be a poster with pictures of all your trendy articles or it could be a table with photos of all your articles. You could also create an ‘online’ shop on your computer. Your shop should have the ten articles from step 2 in it.
3. It is opening day for your shop! Customers (other classmates) are coming into your shop to look at what you are selling. You are ready to welcome them and ask them questions. Have conversations with your customers: offer them a free drink, ask whether you can help them, what they are looking for, suggest articles, ask for their opinions, etc. Do all this in the way you have learnt in this Unit.

Prepare, practice and record at least three conversations.

1. You also visit a shop of other classmates who are doing this task. The store has asked you to write about your experience in their Super Trendy Store. You go to their web site and post a message. You explain what you think of the store and the products; what struck you most; what your best experience was, etc.

# **MY PRODUCTS**

**Hand in the following things to your teacher:**

1. The information sheet in step C.
2. Your recorded conversations.
3. Your email / posted message.

Make sure your name and class are on everything you hand in.