

VIDEO TIME

UNIT 5

Special Shops

Date: _____

Name: _____

Class: _____

Titre de la vidéo : Tesco: Homeplus Subway Virtual Store

Durée : 2'29"

Sous-titres : non

Lien vers la vidéo :

https://www.youtube.com/watch?v=nJVoYsBm88&feature=player_detailpage

HELP!

increase accroître

hard-working travailleur

grocery épicerie

grocery shopping les courses

subway le métro

deliver livrer

PART 1 ► Watch the whole video.

1. Answer the questions.

a. What's the name of the store?

The name of the store is Tesco Homeplus.

b. In which country is it located?

It is in South Korea.

c. How can people do their shopping?

People do their shopping with their smartphones.

PART 2 ► Watch the video from the beginning to 0:45.

2. Complete the question asked in the report.

"Tesco grew to rank number two in Korea. Could we become **number one** without increasing the number of stores?"

3. Select the expressions you hear.

a. Koreans are the second most (*intelligent* / hard-working / *immature*) in the world.

b. For them (grocery shopping / *everyday shopping* / *food shopping*) once a week is a dreaded task.

c. We decided to approach these (*worried and snobbish* / *nice and polite* / busy and tired) people.

PART 3 ► Watch the video from 0:46 to 1:35.

4. Answer the questions.

a. What is Tesco's idea?

Let the store come to the people.

b. What did they create?

Virtual stores.

c. Where? *In subway stations.*

5. Number the actions in the right order.

5	a. The product is delivered to your door right after you get home.
2	b. You use your smartphone to shop.
4	c. The product automatically lands in your online cart.
3	d. Scan the QR code with your phone.
1	e. The displays or the merchandise don't change from the actual stores.

PART 4 ► Watch the video from 1:36 to 2:00.

6. Complete the sentences about the advantages for the customer.

a. They can **relax** more after work and on weekends.

b. They can shop at Tesco Homeplus wherever they go without having to **visit the actual store**.

c. They can use their waiting time to **do shopping**.

PART 5 ► Watch the video from 2:00 to the end.

7. Write down the numbers you hear or see.

Result: After this campaign, online sales increased tremendously.

a. Number of consumers at online Homeplus: 10,287

b. Number of new registered members: +76%

c. Number of online sales: +130%

8. Explain what you have understood about the conclusion of the report.

Homeplus est devenu le numéro 1 sur le marché en ligne et est très proche de le devenir en ce qui concerne les supermarchés traditionnels.

Homeplus has become number one of online grocery shopping and it's close to become so regarding traditional shops.