



All the words for this activity come from the podcast E-business means business

1 Match a word in column A with another in column B to make phrases used in the podcast.

A	B
cashless	brand
click-and-collect	customers
fashion	down
flash	payments
high street	sale
old	services
over-the-counter	shops
upside	stock
walk-in	system

2 Complete these sentences with a phrase from 1 above.

- a Things turned _____ for many businesses earlier this year.
- b Companies were told that they weren't allowed to offer _____.
- c Obviously that would affect many _____.
- d The lockdown forced the restaurants to close for all _____.
- e The CEO started a _____.
- f They started taking food orders online, _____ only.
- g Boohoo are a _____, selling online.
- h They advertised an everything-must-go _____: 70% off all stock.
- i Their strategy was to clear out the _____.

1

A	B
cashless	payments
click-and-collect	system
fashion	brand
flash	sale
high street	shops
old	stock
over-the-counter	services
upside	down
walk-in	customers

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- a Things turned *upside down* for many businesses earlier this year.
 - b Companies were told that they weren't allowed to offer *over-the-counter services*.
 - c Obviously that would affect many *high street shops*.
 - d The lockdown forced the restaurants to close for all *walk-in customers*.
 - e The CEO started a *click-and-collect system*.
 - f They started taking food orders online, *cashless payments* only.
 - g Boohoo are a *fashion brand*, selling online.
 - h They advertised an everything-must-go *flash sale*: 70% off all stock.
 - i Their strategy was to clear out the *old stock*.