

Try not to look at the transcript while doing these exercises! Always read the instructions and all the information in the tasks before listening. Listen as many times as you like.

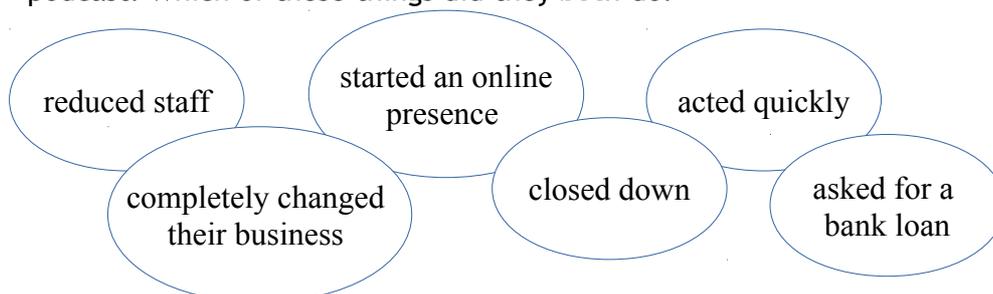
E-business means business

- 1 Before listening: answer these questions.
- a What kind of business is the company you work for (or want to work for)? Add some details.

It provides a service: _____

It sells a product: _____
 - b Does it have an online presence? Tick (✓) those you have:
Yes, we have... a website
 an app
 social media account(s)
 something else?
No, we don't because...
 - c If yes, do you employ people to run any of these for you?
 - d Which of these high street businesses do you think *don't* need an online presence?
hairdresser
baker
family run mini supermarket
post office
Chinese take-away
Italian restaurant
Market stall holder (eg selling fruit and vegetables)
Your suggestion: _____

- 2 Listen for general meaning: the podcast is about two companies that adjusted their business to the COVID-19 situation. Listen to the whole podcast. Which of these things did they *both* do?



- 3 Listen for detail: listen again and write / choose the answers.
- a* The Chesterfield group owns...
_____ fish and chip shops, serving _____ every week.
- b* At the beginning of the crisis how many customers did they lose?
All of them
A few of them
Most of them
- c* Tick (✓) the changes the new system brought in.
There was no waiting
There was no cash
There was free delivery
- d* What percentage of the staff kept working?
7
17
70
- e* What was the main problem the fashion business had?
The shops had to close
The clothes were for going out
They didn't have a website
- f* The business had a sale:
_____ % off all stock, but _____ % off _____ dresses.
- g* What was the new range of clothing?
Clothes for doing sports at home
Clothes for having parties at home
Clothes for being lazy at home
- h* The sales in April were better than...
in March
in April the year before
ever before
- i* Richard thinks selling online is essential for companies to succeed these days. True or false?
- 4 After listening: now do the vocabulary worksheet.
- 5 After listening: writing. Do you agree with this statement?
"Having an active social media account is more important than having a website".
Write a couple of paragraphs discussing the idea, and then a paragraph with your conclusion.
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- 1 It's always important to do these pre-listening exercises.
- 2 acted quickly
- 3
 - a The Chesterfield group owns 40 fish and chip shops, serving 50,000 every week.
 - b All of them
 - c There was no waiting ✓
There was no cash ✓
There was free delivery
 - d 70%
 - e The clothes were for going out
 - f 70% off all stock, but 50% off 500 dresses.
 - g Clothes for being lazy at home
 - h The sales in April were better than in April the year before
 - i True
- 4 Also do the extra worksheet **E-commerce** from the business 'extras' page.
- 5 We would love to hear how important you think social media is to a business. Do send your ideas to thepieteam@podcastsineenglish.com!