EASY ACCESS ENGLISH

Ikea and You

PART ONE – Your Story.

Answer the questions in the past and present tenses. Your teacher will correct your mistakes.

1. Where did you go to school ?
2. Where were you born ?
3. When did you start working for IKEA ?
4. Where did you work before IKEA ?
5. Where do your family live ?
6. What do you do in your spare time ?

Now let's read some information about the past tenses in English.

Simple Past
[VERB+ed] or irregular verbs

USE 1 Completed Action in the Past
I went to my English lesson yesterday.

USE 2 A Series of Completed Actions
I went to my English lesson, then I went to work, then I went home.

USE 3 Habits in the Past or duration in the past.
I learned English for two years.
I used to go swimming every day when I was a child.

Past Continuous
[was/were + present participle]

USE 1 Interrupted Action in the Past
I was doing my English homework when you called.

USE 2 Action continuing at a Specific Time (était en train de)
Last night at six o' clock I was doing my English homework.

USE 3 Parallel Actions
I was was making dinner while he was doing his homework.

Present Perfect
[has/have + past participle]
USE : Unspecified Time Before Now

Have you met your English teacher before?
We use the Present Perfect to say that an action happened at an unspecified time before now. The exact time is not important. You CANNOT use the Present Perfect with specific time expressions such as: yesterday, one year ago, last week, when I was a child, when I lived in Japan, at that moment, that day, one day, etc. We CAN use the Present Perfect with unspecific expressions such as: ever, never, once, many times, several times, before, so far, already, yet, etc.

Past Perfect
[had + past participle]

You had studied English before you worked for IKEA.

PART TWO – The IKEA Story.

- Repeat each paragraph after your teacher, concentrate on your intonation and stress.
- What do you notice about your teachers intonation ?
- Which words does your teacher stress ?
- Then answer the questions at the end of the text.

Everything started with matches. A little boy living on a farm in the idyllic Småland, Sweden, tried to earn some more pocket money by dealing in matches, buying them in large quantity in Stockholm and selling them to his neighbours afterwards.

His name was Ingvar Kamrad and it took only a few more years until he founded his first 'real' business. That was in 1943 and Kamprad was just 17. Getting some money from his father – who actually thought he was financing his studies - the smart young Swede set up his own small company.

The name for the new firm was created quickly: IKEA - I and K as the initials of his name, E stood for his parental home Elmtaryd and finally the A for Agunnaryd, the village where he grew up.

In those days Ikea had only little in common with the Ikea like as know it nowadays. The first product range contained no furniture at all.

Kamprad sold various products from pens, table runners over jewellery to nylon stockings. Soon the young business man thought of a new possibility of selling his goods: Using a simple catalogue he started a mail order system. Logistic problems were solved easily. Kamprad just delievered the articles with the local county milk van.

1. How did the story start?
2. Where did Ingvad grow up?
3. Who did he start selling matches to?
4. Why did he call his company IKEA?
5. What was in the first product range?
6. How did he deliver goods?

PART THREE – Happy Endings.

Now tell the rest of the story…. What happened next in the story of IKEA ?

Take an IKEA room….. As IKEA likes to imagine the lives of people in order to create rooms that show the IKEA products being used in a realistic environment, each area of the store or catalogue shows a room which tells a story. Chose a room setting from the online catalogue. Tell its story…

- What has just happened,
- What was happening
- What happened

In that room.