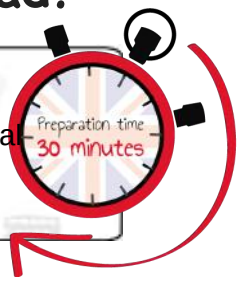
Why Go to IKEA when I can use Amazon instead?



EAE Learning objectives for this lesson

Practice giving your opinion, review phrasal verbs, practice using and learn new phrasal verbs. Practice expressing your opinion.

Activity One - Text.

Read the text below paying attention to your intonation and stress. Answer the question you will find at the end. Are their any words in the text which you are unfamiliar with? If so try using them in a new sentence.

Next day, or even same day delivery, free of charge. No need to search for your credit card or cash when you pay. Great value shopping and a huge range to choose from with customer reviews and reliable feedback. Great customer service ready to reimburse you whenever you are not satisfied. Answers to all of your questions about the product range at the touch of a button. An intelligent customer interface which makes helpful suggestions of other items you might be interested in. Products to suit any budget and any taste. The best of innovative design. Yes, Amazon is almost unbeatable. For a smooth customer experience from your phone, your i pad or your computer, you can't do better. Amazon now sells everything almost, from household products to cosmetics to home furnishings to sports equipment and more.
So, next time I want to buy a new chair, or some curtains, or bed sheets, why would I go to IKEA?

(Use some of these words to introduce and structure your answer: **Indeed, in fact, As a matter of fact, basically, ultimately, clearly, actually, first of all, also, furthermore, however, therefore, and finally, in conclusion.**)

Activity Two - List - Add your own ideas to the two lists below:

Obstacles and irritants which put people off coming to a store..

- ☑ Getting there because it's far from a town.
- ☑ Getting around, because it's big.
- ☑ Getting things home, because they might not fit in the car.
- ☑ Getting in and out quickly, because there are so many people in the store and long queues at the checkout.
- ☑ Putting the furniture together when you get home.
- ☑ Getting information and help because there are not many co-workers available on the shop floor.
- ☑ Getting sidetracked because there are so many things to look at that you end up spending more than you intended.

What can IKEA provide through interaction between co-worker and customer?

- ☑ Identify who needs help and offer that help.
- ☑ Answer all the customers' questions.
- ☑ Make suggestions and give advice about home furnishings.
- ☑ Act as a personal shopper.
- ☑ Pre-empt needs which the customer may not have thought of.
- ☑ Make helpful suggestions about other products and solutions available in the store.
- ☑ Be a reliable and honest source of impartial information about the products available.
- ☑ Assess the customers needs thoroughly.
- ☑ Asking a lot of questions.
- ☑ Be friendly to the customers.
- ☑ Sell the right services.
- ☑ Encourage the customers to try out the products.

QUESTIONS:

1. **In the above list which can Amazon provide?**
2. **In conclusion what's your opinion about how Ikea can compete with Amazon?**

Activity Three: Read the text and then fill the gaps with the correct phrasal verbs from below.

Ikea and Amazon are two of the biggest retailers in the world. In many ways both companies success can be _____ by their strategy to _____ cheap pricing. Both companies prefer to maintain only a small profit margin, which allows them to be cheaper than their competitors. Despite, the small profit margin, the cheap prices leads to a high volume of sales which _____ to a large profit. Amazon has increasingly sought to expand its market share by increasing the variety of products. Almost anything can be found on Amazon with the added bonus that customers can shop from the comfort of their own home. This then raises the question as to why you should go to IKEA rather than Amazon? There are many points which could be _____ but one of the keys is customer service. Buying furniture is not as simple as buying a book or a cd. Many people need advice to _____ what items will be the best fit for their home. In addition, seeing a piece of furniture "in the flesh" is important so that you can get a realistic idea of its size and proportions. IKEA _____ the quality of its customer service to ensure that customers continue to visit their store rather than migrating to purely digital competitors.

Account for **Adds up**
Focus on **brought up**
Figure out **rely on.**

Activity Four: Phrasal Verbs - why are they important?

Phrasal verbs are important because they are very common in informal English, and unless you are familiar with their meanings, understanding informal language is difficult. Also, learning to use phrasal verbs correctly will help you sound natural in conversation. The formal verbs (often with Greek or Latin roots) which sound the most like French, are not the verbs we use in everyday conversation. Here's a good link you can use to work on this at home. And here is a good list of phrasal verbs. Here are some examples of Phrasal verbs we use instead of the more familiar verbs.

To think about - to reflect on
To blow up - to explode
To ask someone out - to invite on a date
To call on someone - to visit someone
To come apart - to separate
To drop out - to quit
To find out - to discover
To get back - to return
To give something away - to reveal something
To go against - to oppose
To go over - to review
To hand in - to submit
To keep on doing - to continue doing
To pass on - to decline
To pass on - to transmit
To point something out - to indicate
To put up with - to tolerate
Take back or send back - to return something you bought
To turn down a proposition - to refuse a proposition

Activity Five - Sentences starters… finish the following sentences on the subject of Ikea V Amazon.

1. If you think about it…
2. If Amazon keeps on…
3. If I found out that Ikea was…
4. It's difficult to send back…
5. I would turn them down if Amazon…
6. When we go over our sales figures…
7. I'd like to point out that..
8. Customers don't put up with…

Activity Six - Compare and contrast: The item on the left is available by next day free delivery. The one on the right would take longer to deliver, delivery is not free.



See Color & Style Options

DHP Parsons Modern Coffee Table, Black Wood Grain
by DHP
$33.09 $33.58 Prime
Get it by Wednesday, Jan 4
2,297





LACK
Coffee table, black-brown
$44.99
The price reflects selected options
Article Number: 001.042.91
Size
46 1/2x30 3/4 "
Color
black-brown
1
Buy online
Save to list
Separate shelf for magazines, etc. helps you keep your things organized and the table top clear.
Everything about this product
Coordinating Products

Activity Seven - Here are two magic words which can make or break the customer experience. Use each of the phrasal verbs below to say something about that fact…

STAFF ATTITUDE

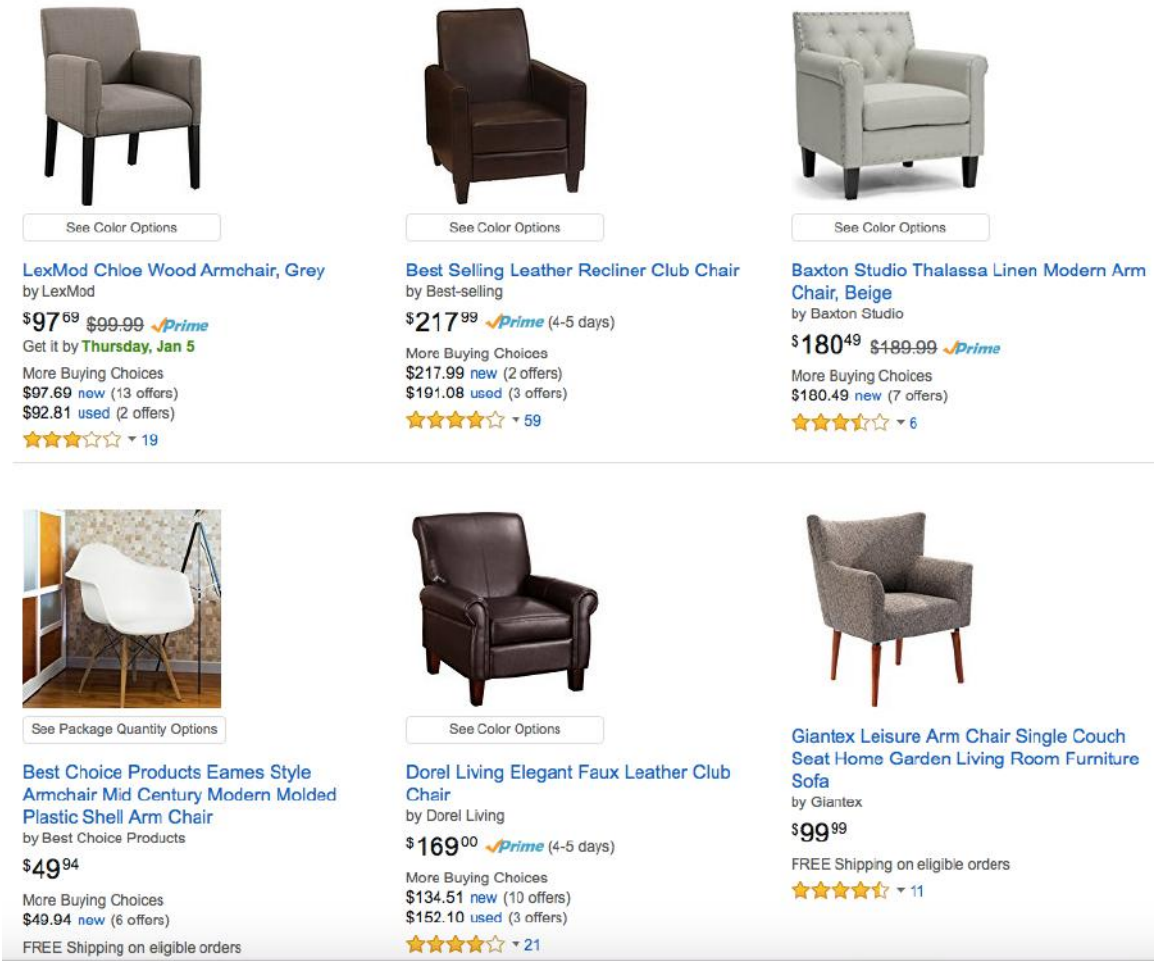
Figure out, Check out, Get away with, Get around, Work out, Wake up to…

Activity Eight - We are never getting back together… Listen to the song and see how many phrasal verbs you can find in it.

https://www.youtube.com/watch?v=n2Ez-w-zvd4

Activity Nine - think up a list of things which IKEA has and Amazon doesn't have… (services, products, shopping experience etc.).

Activity Ten - Look at the images below.. what IKEA product and service could compete with these choices? Remember on Amazon Prime shipping is free and next day delivery is usually possible.



How far have you got?

easy access english

Fill in the bars to show your progress