Multi Channel Retail

EAE Learning objectives for this lesson

Learn about countable and uncountable nouns, much and many
reading comprehension, practice the passive and active voice



Activity one: **What do you think?**

'I can shop anytime, anywhere'

Is this your opinion?

Activity two: **Much and Many**

Let's read the rules about these two words in English

- We use many with plural countable nouns
- We use much with uncountable nouns

Countable nouns are those that refer to something that can be counted. Uncountable nouns or (mass nouns) can't be counted (any quantity of it is treated as an undifferentiated unit) and can't be preceded by a or an. Many abstract nouns are uncountable, e.g. happiness, truth, darkness, humour, behaviour, but also other common nouns such as water, furniture, coffee, milk, grass etc are uncountable.

Here's some more information you can read at home - http://www.englishclub.com/ grammar/nouns-un-countable_2.htm.

Now fill the gaps and then answer the questions below:

1. Do you think that ……. of your customers would like to buy on line if it was easier?
2. Do you believe that ……. people would still prefer to shop in the store if online shopping was made easy?
3. How ……. time do you think it will take a company to be competitive in home shopping?
4. How ……. different channels currently exist for buying products?
5. How ……. of those channels currently perform well?
6. How ……. of your furniture is sold online?
7. How ……. of your clients frequently visit the internet before they shop?
8. Do you believe that as ……. resources as necessary are being used to develop home shopping today?
9. Do you know ……. of your profit is made from online sales?

10. Do you know ……. people consult the company website each month?

11. How ……. research do you think people do before buying some furniture for their house?

12. Do you agree that the amount of research is proportional to the value of the goods someone is going to purchase? In this case do you think that ……. more should be done to improve online tools so that people will find them more useful?

13. Which services do you think should be improved in order to get ……. more people involved in online shopping?

14. How ……. time do you personally spend online before going to buy some furniture?

Activity three: **Read the article from Wikepedia and answer the questions that follow.**

Multichannel retailing is the use of a variety of channels in a customers shopping experience including research before a purchase. Such channels include: retail stores, online stores, mobile stores, mobile app stores, telephone sales and any other method of transacting with a customer. Transacting includes browsing, buying, returning as well as pre and post sale service.

Omni-Channel Retailing is the evolution of multi-channel retailing, but is concentrated more on a seamless approach to the consumer experience through all available shopping channels, i.e. mobile internet devices, computers, brick-and-mortar, television, radio, direct mail, catalog and so on. In the brick-and-mortar channel, digitally-savvy consumers are entering stores already well-informed about a product's features and prices, and expect store employees to know more than they do. Using omni-channel retailing while working with the "Connected Consumer", all shopping channels work from the same database of products, prices, promotions, etc. Instead of perceiving a variety of touch-points as part of the same brand, omni-channel retailers let consumers experience the brand, not a channel within a brand. The brick-and-mortar stores become an extension of the supply chain in which purchases may be made in the store, but are researched through other "channels" of communication.With omni-channel retailing, marketing is made more efficient with offers that are relative to a specific consumer determined by purchase patterns, social network affinities, website visits, loyalty programs, and other data mining techniques.

Questions -

1. What's the difference between multi channel and omni-channel retailing?
2. What is data mining?
3. Are you connected as a customer?
4. Do you think that workers in shops are knowledgable enough?
5. What is 'brick-and-mortar' in this context?
6. Which channels do the three images in this text represent?
7. What's a touch-point?



Activity four: **Passive Voice and Discussion Questions:**

PASSIVE Vs ACTIVE

Reacting to new customer expectations and behaviour by implementing change requires a very active approach in retail. You can't be passive in the face of change. You have to act fast!

In English we often use the **PASSIVE VOICE** when we are talking about WHAT NEEDS TO BE DONE without pointing the finger* at a particular individual or laying blame* on one organisation or person.

*(to point the finger at someone - to accuse someone of something,
to lay blame on - to say that someone is responsible for something)

In business English it's very helpful to use the passive voice as it gives you the option to give advice or state what needs to change without being aggressive or over critical. It's a polite way of giving firm instructions.

1, The structure of the passive voice is very simple:
2, subject + auxiliary verb (be) + main verb (past participle)
3, The main verb is always in its past participle form.

- In active sentences the subject always goes first
- In passive sentences the object, or the receiver of the action goes first

(active) A customer stole the glasses
(passive) The glasses were stolen by a customer

Consider this active sentence

- a customer broke a plate



Subject : The customer
Object : The plate

To make the sentence passive

1. Swith the subject and the object
2. Add the verb To Be
3. Put the original verb in the past participle

- The plate was broken by the customer

When creating passive sentences from active sentences, remember the verb must have a direct object

- Sam slept until 9:00am
(No direct object = No passive sentence)

- Sam ate breakfast at 9:30am
(Breakfast is the direct object)
(Breafkast was eaten by Ingvar.)

The verb ''to be'' must be in the same tense as the active sentence.

- Sam ***ate*** breakfast
(Active, simple past)
- Breakfast ***was*** eaten by Sam
(Passive, simple past)

- Sam ***will*** eat breakfast
(Active, simple future)
- Breakfast ***will*** be eaten by Sam

The passive is often used in three situations



1. The ''doer'' of the action is not known.
- The picture was stolen
(It is not known who stole the picture)

2. The ''doer'' of the action is obvious or not important.
- Swedish is spoken in Sweden
(The subject, people, is obvious)

3. The object is the most important part of the sentence.
- The cas was stolen by two thieves.

Activity five: **Let's practice**
Answer the questions below using the PASSIVE VOICE

Seamless
Do you think that all sales channels work together well enough with the different shops you buy from?

Competitive
How do you think companies could be more competitive in the multi channel market? What other channels could be used that aren't currently being exploited?

Expectations
What people expect from companies in relation to where customers can access information about and but products?

