....

1. **What do you think about import from foreign countries and export from ours? Are there any pros and cons?**
2. **Do you prefer online shopping? Why/Why not?**
3. **What do you like the most to buy?**

**HOW TO SHOP**

we can visit a shop ourselves – pay in cash, by credit card, debit card, cheques

we can buy on the **internet** – delivered by a post/courier – pay through internet banking/money transfer/COD(cash on delivery)

we can also order things from **catalouge**

we can buy stuff **in installments** (one payment each month)

**KINDS OF SHOPS**

**haberdasher´s** (needles, safety pins, buttons, ribbons, threads, zippers, fabrics) chemist´s/pharmacy, **ironmonger´s** (nails, pliers, screws, bolts and nuts, hammers, drills, saws, planes), grocer´s, baker´s, butcher´s (veal, poultry...), newsagent´s, pet shops, bookshops, greengrocer´s, florist´s, stationer´s (crayons, envelopes...), confectioner´s (strudels, macarons, cupcakes...), **jeweller’s, electronics, furniture shops...**

**SERVICES**

**post-offices** (stamps, a parcel, a postcard, a letter, the bills), **petrol stations** (fuel, snacks, car washing, highwasy toll stickers, car accesories), **police stations** (reporting a crime, passport, driving licence, ID card), **banks** (financial services, saving accounts, pay the bills, arrange loans/mortgages, buy stocks and bonds), **plumbers** (fix leaking pipes, taps, toilets ), **tailors** (sew, shorten clothes), **eletricians** (blown fuses, broken switches, electro installation), **dry cleaners** (remove resisting stains, wash delicate materials), **beauticians** (hair waxing, eyebrow plucking, peelings, face massages...), **hairdressers** (shorten, dye hair), **pawn shops** (personal items as collateral), **hotel/motel/airbnb, insurance companies, hospitals**

**SHOPPING FACILITIES**

street markets, small local shops, large department stores, shopping centres/malls, hypermarkets, supermarkets...

**SLOVAK MARKET/PRODUCT**

higher quality (also prices), support domestic producers and trade=> lower unemployment, we know the origin, how it was made or grown, we save our environment -> no long-distance transport...

**INTERNET SHOPPING – DIS/ADVANTAGES**

+ lower prices (owners do not have to pay so many shop assistants or the rent), it is faster, clear – you can see all the products in one place, no travelling but pay for postage

- buying without trying, touching the material, it may look different in reality, it can get lost or come damaged, wrong size, colour

**ADVERTISING AND ITS INFLUENCE**

**goals**: to increase the sales, to persuade us that we need special products, to make them attractive

**appearance**: on the Internet (banners at the top of a webpage, pop-up window), TV, radio, billboards

**strategies**: give us samples of products, cheaper products are on the lower shelves, 2 pieces and third is for free (gratis), supermarkets have own bakeries – smell of fresh bread makes you buy it, rearrange their shelves – you have to look for it and find other stuff, big discounts, nowadays the most popular – influencers on social media – huge impact on the customers

**SHOPS AND SERVICES**