

Sales

As we near the end of the year, retailers begin to get more aggressive with their discounts. Not only are they getting into the Christmas spirit, but after the New Year has been rung in, they are also making room for spring arrivals. For shoppers, it means the chance to get steeply discounted items.

A To find out what days at this time of the year are the best holidays for shopping sprees, complete the text with the following words: *Cyber Monday*, *Black Friday*, *Super Saturday*, *Small Business Saturday*, *Boxing Day*.

(1) _____ in the UK is the day after Christmas Day and it is the start of the post-Christmas sales. On the other side of the Atlantic, retailers focus more on last-minute shoppers. Thus the last Saturday before Christmas, known as (2) _____, is a major day of revenue for American retailers. This day marks the end of the shopping season that in America begins on (3) _____, that is the day following Thanksgiving Day. Shoppers who miss a deal on that day will not have to wait long for another round of discounts. (4) _____ is another American shopping holiday held on Saturday after Thanksgiving. Finally, (5) _____, the Monday following Thanksgiving, is the Internet's answer to Black Friday.

Key: 1. Boxing Day, 2. Super Saturday, 3. Black Friday, 4. Small Business Saturday, 5. Cyber Monday

B Complete the definitions with the following words and expressions that are used to talk about discounts: *doorbuster*, *loss leader*, *car boot sale*, *clearance*, *close-out*, *bargain*, *deal*, *cut-rate sale*, *garage sale*, *white sale*.

1. _____ is an article that is sold cheaply in order to attract customers and make them buy other, more expensive things.
2. _____ is an occasion when the price of remaining or unprofitable goods in a shop or factory is reduced in order to dispose of all remaining stock.
3. _____ is a brief occasion when goods are sold at specially reduced prices.
4. _____ or bargain is an occasion when goods are sold at very favourable prices for the buyer.
5. _____ is an event in a public place where people sell their unwanted possessions, often from the backs of their cars.
6. _____ is an occasion when household linens are sold at reduced prices.
7. _____ is an occasion when goods are sold at reduced prices to dispose of old merchandise and create space for new goods.
8. _____ an occasion when people sell things, often in their garage or outside their house, that they no longer want.
9. _____ is an article that is on sale at a lower price than its true value.
10. _____ is a very low sale price on a limited number of items for a limited time, often on prominent shopping days, for example on Boxing Day in the UK or Black Friday in the USA.

Key: 1. loss leader, 2. close-out, 3. cut-rate sale, 4. deal, 5. car boot sale, 6. white sale, 7. clearance, 8. garage sale, 9. bargain, 10. doorbuster

C The words defined above collocate with a number of verbs. To find out with which verbs they go together do the following exercise. Cross out in each sentence the verb that does NOT complete the sentence correctly.

1. On Black Friday retailers *offer/provide/have* doorbuster prices on selected merchandise to attract consumers.
2. They were hoping to *go/get/receive* a really good deal on their new stereo.
3. Do people who *hold/have/maintain* a garage sale need to obtain a permit?
4. She *picked up/collected/found* a really good bargain in that designer shop.
5. At the end of the season you can *invest in/shop for/buy items on* clearance.
6. If you in bulk, you will *receive/obtain/present* a discount from the supplier.
7. Products that are *used/priced/shared* as loss leaders are usually well-known brands and frequently purchased.
8. The camera was *taken/bought/purchased* on a close-out last year.
9. Some items *can be found/are/assume* on sale for 20% off the regular price.
10. Retailers sometimes *mount/offer/make* a price reduction in order to sell more quickly.

Key: 1. provide, 2. go, 3. maintain, 4. collected, 5. invest in, 6. present, 7. shared, 8. taken, 9. assume, 10. mount