6 Retail



UNIT OUTCOMES

- Do product research
- Purchase goods and services by phone and online
- Interpret product guarantees and warranties
- Return a product
- Sell a product
- Explore the role of a customer service representative

Look at the photo and answer the questions.

1. This is a display at a home electronics and appliances trade fair in Berlin, Germany. What products do you see in the photo?
2. What other types of products do you expect to see at a fair like this one?
3. What do you think the people in the photo are doing at this fair?

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VESTEL
VESTEL

Vocabulary Builder

A **Using the terms in the box, discuss the picture with a partner. Look up any terms you do not know in a dictionary.**

EXAMPLE: *The woman is asking the salesperson about the product warranty.*

convince	guarantee	policy	refund	review
exchange	make	quality	research	transaction
free of charge	model	receipt	return	warranty



B **With your partner, write a story on a separate piece of paper about one of the customers in the picture. Use as many of the words from the box in A as possible. Be prepared to share your story with the class. Make sure to answer these questions in your story: What is the customer looking for? Why did the customer(s) come to this store? What is the outcome of their shopping experience?**

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C **CLASSIFY** **Look at the unit outcomes. Then look back at the terms in A. Decide which terms go with each outcome. (Some words and phrases can be used with more than one outcome.)**

1. Do product research: _____
2. Purchase goods and services: _____
3. Interpret product guarantees and warranties: _____
4. Return a product: _____
5. Sell a product: _____
6. Explore the role of a customer service representative: _____

D **Knowing a synonym for an unfamiliar word will often help you better understand its meaning. Find synonyms for these words in a dictionary or thesaurus.**

Word	Synonym
allege	
conform	
convince	
exchange	
fault	
guarantee	
malfunction	
model	
quality	
refund	
research	
return	
review	

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LESSON 1

How Much Is It?

GOAL ▸ Do product research

A **Imagine that you are going to buy these products. In a group, discuss what information you need to research before you make your purchases. Write your ideas next to each item.**

1. bed: _____
2. refrigerator: _____
3. television: _____
4. cell phone / smartphone: _____
5. air conditioner: _____
6. car: _____

B **Listen to the conversation Maya is having with the salesperson. What does she want to know about the patio set? Write her questions.**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

C **How did the salesperson answer the questions in B? Discuss the answers with your classmates.**

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D **Look at the list of ways to research a product. Which methods have you used before?**

- Ask friends and family
- Ask a salesperson
- Go online and read product reviews
- Read a consumer magazine

E **Maya went online to research the patio furniture she saw in the store. Read the product reviews she found.**

Acme Furniture Patio Set $1,450

Customer Reviews

***** **Good-looking, but poor quality**
The cushions are almost flat after a few sittings. The fabric started pilling, and I thought we could remove the fabric to wash it, but that's not the case. It stains easily. Not for outdoors or indoors. Not worth spending your money on.

***** **Not for outdoors**
This set is NOT for outdoor use. We bought this set in June, and by the end of the summer it looked TERRIBLE. Our patio gets late afternoon sun, and after a month the wood stain started to fade. We are going to stain it with deck stain to try to make it last another year. For the amount we paid, we are very disappointed in the quality.

***** **Love it!**
I bought this set in May and absolutely LOVE it! It is under a gazebo and gets wet from the rain, but I haven't had the splitting or mold that the other people are talking about. If it rains, you just have to put the seat cushions up so they can dry … simple. It's comfortable, and I would buy it again! Maybe some other people got a "bad batch" or something. Love it!

***** **You get what you pay for**
I got this beautiful set for our open-air, roofless patio about three weeks ago. So far, it has endured the weather, but the wood is too thin to endure year-round exposure. Even the owner's manual suggests covering it when not in use. Our plan is to enjoy it now and stash it away in the garage after the summer. This set was on sale at the time we made the purchase, and I'm glad I didn't pay full price. If you want to worry less about your wood furniture, spend a little more for heavier woods. I would give five stars for the "look" and two stars for "quality." If we had paid full price for this set, it would have made its way back to the store.

F **Based on the reviews in E, would you buy the patio furniture if it were on sale? Why?**

_____

_____

G **Which review made the biggest impression on you? Why?**

_____

_____

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H **Think of something you have bought recently. Write a review for it on a separate piece of paper.**

I **Imagine that you are buying a new cell phone. What questions would you ask before you made your decision to purchase a particular model?**

1. _____

2. _____

3. _____

J **Think about your current cell phone. Answer the questions.**

1. What is the make and model? _____
2. How much did it cost? _____
3. Where did you buy it? _____
4. How is the quality? _____
5. Have you ever had any problems with it? _____
6. Did it come with a warranty? _____
7. What do you like about it? _____
8. What do you not like about it? _____

K **RESEARCH** **Talk to your classmates to learn about different cell phones. Ask them the questions in I and J.**

L **Based on your product research, what kind of cell phone would you buy?**

_____

M **RESEARCH** **Choose one of the items in A to purchase. Do product research by reading reviews online or talking to your classmates. What did you find out about this product? Write some of the things you learned.**

_____

_____

_____

_____

_____

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LESSON 2

Shopping Online

GOAL ▶ Purchase goods and services by phone and online

A Take a class poll. How many of your classmates shop online? How many of your classmates prefer to shop in person?

B Look at the page from a housewares catalog. Underline these pieces of information for each product: item name, item description, item price, and item number.

NONSTICK BAKEWARE BASICS (9673652-4)

This set provides for all your baking needs.

PROFESSIONAL WEIGHT WILL NOT RUST OR WARP



$14.95, $26.95, $29.95 or all 3 for **$65.95**

CASSEROLE DISH (925163-2)

Each enameled, cast-iron piece ensures exceptional heat retention and even heating without the heavy, close-fitting lid.

- CAST IRON
- ENAMEL FINISH
- DISHWASHER AND OVEN SAFE



$99.95

SILVER- DOLLAR PANCAKE PAN (986534-9)

Cook up perfect little silver-dollar pancakes in this heavy-gauge aluminum pan with a nonstick interior.

- EASY CLEAN
- RECIPE INCLUDED
- DISHWASHER SAFE



$39.95

WOK SET (9693312-4)

Stay-cool bamboo handles and knobs add natural accents. Universal usage includes stir-frying sautéing, deep-frying, steaming, and parboiling.

- COLD-ROLLED CARBON STEEL
- HAND WASH



$74.95

EVERLAST STAINLESS SAUTÉ PAN (9132456-5)

This stainless cookware is perfect for everyday use with traditional electric or gas ranges. The pure aluminum core covers the bottom of the pan and also extends up the sides. This provides superior heat conductivity as well as even heat distribution.

- BEAUTIFULLY POLISHED, MAGNETIC STAINLESS STEEL EXTERIOR LAYER
- STAY-COOL, CAST STAINLESS STEEL HANDLES
- TIGHT-FITTING STAINLESS STEEL LID LOCKS IN FLAVOR AND HEAT
- OVEN SAFE TO 500 DEGREES
- DISHWASHER SAFE



$149.95

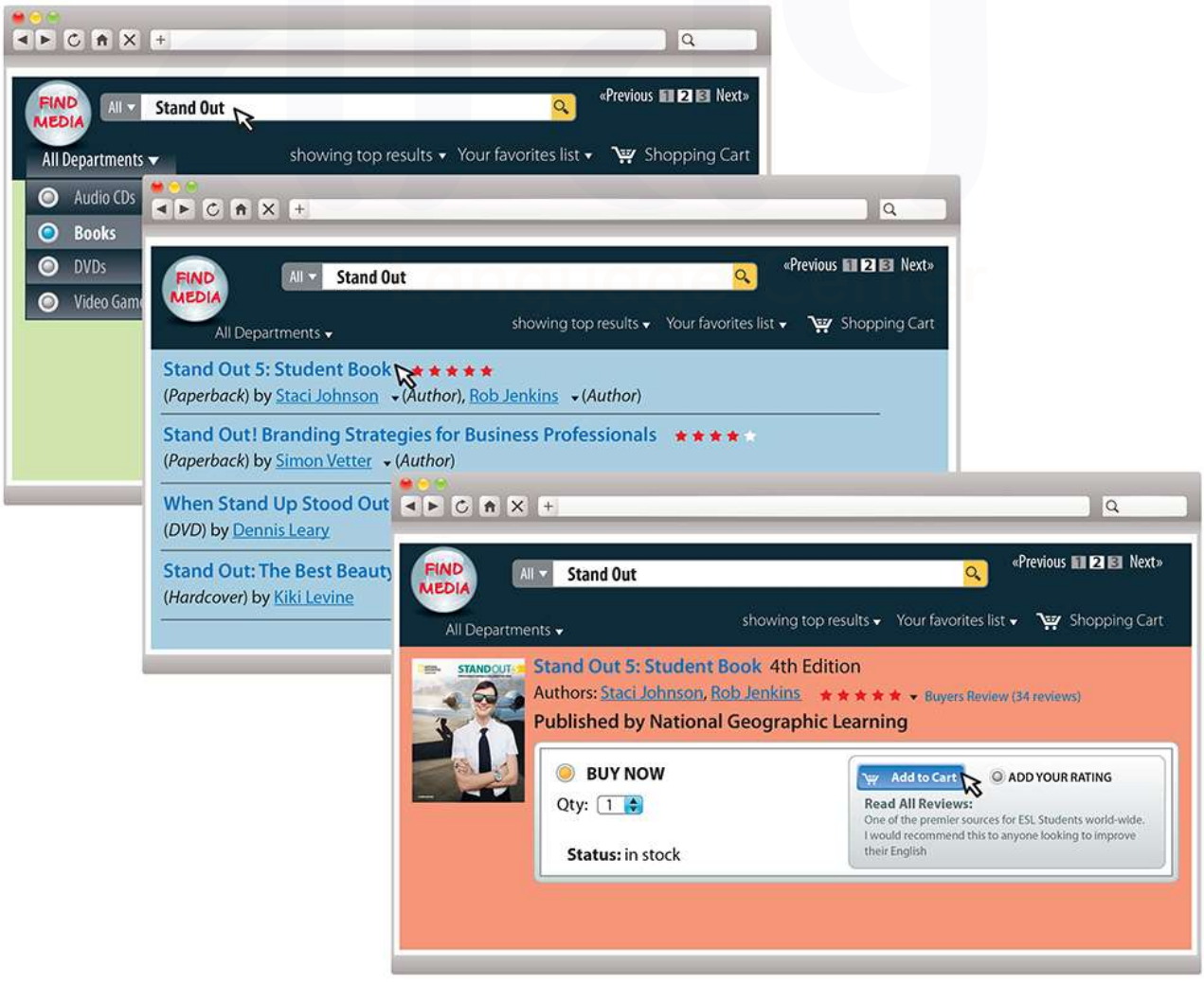
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C **Listen to four conversations between salespeople and customers who are buying items they saw online. Complete the table based on what you hear.**

	Item	Total Cost	Method of Payment
1.			
2.			
3.			
4.			

D **With your teacher, review the process of making a purchase online. Look for each step in the screen shots.**

1. Find the website you want to buy something from.
2. Perform a search.
3. Look at the results of your search.
4. Narrow down the results to one item.
5. Make your purchase.



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E **In a group, discuss the pros and cons of buying something online. Make two lists on a separate piece of paper.**

F **What goods or services do you like to buy online?** _____

_____

G **With a partner, create a list of specific items to sell in a catalog or online.**

1. Decide what types of items you could sell.
2. On a separate piece of paper, create art, descriptions, and prices for at least five items.

H **Exchange papers with another pair of students. Have a conversation about purchasing the new items with your partner. One of you should be a sales representative explaining your products. Sit back-to-back to simulate selling and purchasing on the phone.**

I **Search online for items similar to the ones on the catalog page in B. Follow the steps in D to find the items you want. If you don't have computer access, answer the questions.**

1. What would you like to buy online? _____
2. What words will you type in to search for the item? _____
3. Do you know of an online store that sells the item? _____
4. Once you click on the store that sells your item, what information will you look for?

   _____
5. How will you decide if you are going to purchase the item? What information will you consider?

   _____

Life ONLINE

Be careful when purchasing online with a credit card.

1. Make sure you always see a lock in the browser bar to make sure that your information will be protected.
2. Another way to purchase safely online is to store your credit card information with a third-party website, and click on that site to make the purchase.
3. If you do use a credit card, always use the same card for online purchases. That way if you do have a problem or someone gets your information, you only have one credit card company to deal with.

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LESSON 3

Is This Under Warranty?

GOAL ▶ Interpret product guarantees and warranties

A **Discuss these situations with a partner and make decisions.**

What would you do if . . .

1. you wanted to start up your new laptop and it didn't work?
2. your phone stopped working one week after you bought it?
3. your new bluetooth speaker didn't work?
4. you washed a new shirt according to the care instructions on the tag and it shrank?

B **A *warranty* or *guarantee* is a written promise by a company to replace or repair a product free of charge within a certain time period after purchase if it has any defects. Read this warranty for a bluetooth speaker.**

The warranty on the electronic components in this bluetooth speaker remains in effect for one year from the date of purchase. This warranty protects the original owner and all subsequent owners, provided that the product was purchased from an authorized dealer. A copy of the original dated bill of sale must be presented whenever warranty service is required.

This warranty covers all defects in material and workmanship. The following are not covered: damage caused by accident, misuse, abuse, product modification, or neglect; damage from failure to follow instructions contained in the instruction manual. We reserve the right to replace a discontinued model with a comparable model. If you require warranty service, please visit our website and fill out a warranty request.

C **Answer these questions about the warranty in B.**

1. How do you get your speaker repaired or replaced?

_____

2. How long is the speaker guaranteed for?

_____

3. Who does the warranty protect?

_____

4. Does the warranty cover you if you drop and break the speaker?

_____

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D **Warranties are often difficult to understand because they are worded in legal language.**

> Seller warrants to the original customers purchasing products from Seller that all such products, under normal use and operation, will be free from defects in materials and workmanship affecting form, fit, and function.

In other words . . .

The seller says that if I use this product under normal conditions, as it was meant to be used, there won't be any problems with it.

E **RESTATE** **With a partner, restate each sentence in your own words.**

1. Any claims alleging failure of products to conform to the foregoing warranty may be made only by the customer who purchased the product.

_____

_____

2. The foregoing warranty only applies while the product is being used in the original machine with the original hardware and software configuration.

_____

_____

3. Seller, at its option, will repair, replace, or provide a credit or refund of either the original purchase price less a restock fee or current fair market value, whichever is less, for any product Seller deems to be defective.

_____

_____

4. The above warranties cover only defects arising under normal use and do not include malfunctions or failures from misuse, neglect, alteration, abuse, improper installation, or acts of nature.

_____

_____

5. Removal of the labeling on products will void all warranties.

_____

_____

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F **Read the guarantee from a printer company.**

OUR NO-HASSLE GUARANTEE



Our products are backed the way they are built—the best in the industry. Our no-hassle printer guarantee gives you excellent product support with no worries. Now you can enjoy the benefit of a substitute printer if your printer fails during the first year of use.

We will send a replacement printer to you within 48 hours of your request for any printer that fails to meet the factory specifications or fails to power up within one year of your invoice date. Upon receipt of your no-hassle replacement printer, you must return your defective printer to us. Your defective printer will be exchanged for the same make and model, or for a printer of equal value. In addition, if your printer has three separate quality issues which are documented with our technical support team within one year from the date of your invoice, we will permanently replace your defective printer with a new printer of equal or greater value.

G **Choose the best answer.**

1. You can receive a replacement printer if your printer doesn't work during the first . . .

   a. 48 hours. b. year. c. week.

2. How soon will a replacement printer be sent?

   a. within 48 hours b. within one year c. within one week

3. When you receive your replacement printer, you must . . .

   a. return the defective printer. b. do nothing. c. call the company.

4. If you have three problems with your printer during the first year, the company will . . .

   a. fix your printer for free. b. refund your money. c. permanently replace the printer.

H **With a partner, choose a product from the list and write your own warranty or guarantee. Use the ideas from the warranties and guarantees you have read in this lesson, but use your own words.**

bicycle cell phone / smartphone digital camera washing machine

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LESSON 4

Returns and Exchanges

GOAL ▶ Return a product

A **Think of a product you have returned to the store where you bought it. What did you return and why? Discuss your experience with your classmates.**

B **Read and listen to the conversation.**

Sales Associate: Can I help you with something?

Customer: Yes, I'd like to return these shoes. I wore them around my house on the carpet for a few days and they are still uncomfortable. The salesman who sold them to me insisted they would stretch out and soften up, but they haven't. I'd like to get my money back.

Sales Associate: I'm afraid I can't give you your money back. These were on sale and we don't offer refunds for sale items.

Customer: Can I exchange them?

Sales Associate: Yes, you can exchange them for something of equal value.

Customer: OK, I'll do that. Let me look around for a bit.

Sales Associate: Take your time.

C **Listen to each question and write the answer.**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Life ONLINE

If you want to return something you bought online, you can call the company or go through their website. Most of the time, there is a return link that you can click on to start the process. You will need your email address and order number. At the end of the process, they will either give you a mailing label to print out and affix to the box or they will email you a QR code for the shipping company to scan.

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D **Read the return and price policies and the statements. Choose *T* (true) or *F* (false).**

Thank you for shopping at Nico's. Return or exchange for merchandise within two weeks with tags attached and / or in original packaging. Original sales receipt is required for full refund. Final sale on all sale items.

1. You can exchange sale items. T F
2. You need an original sales receipt for a refund. T F

Valid photo ID required for all returns (except for credit card purchases), exchanges, and to receive and redeem store credit. With a receipt, a full refund in the original form of payment will be issued for new and unread books and unopened music within four days. For merchandise purchased with a gift card, a store credit will be issued. Without an original receipt, a store credit issued by mail will be offered at the current price. With a receipt, returns of new and unread books and unopened music from our website can be made for store credit. Textbooks after 14 days or without a receipt are not returnable. Used books are not returnable.

3. If you pay with a gift card you can get cash back. T F
4. You cannot return used books. T F
5. If you have a receipt, you can get a refund on unopened music within four days. T F
6. If you don't have a receipt, you can exchange an item. T F

All returns and exchanges must be new, unused, and have original packaging and accessories. Some items cannot be returned if opened. For our full return and exchange policy, visit the store or log onto our website. For a gift receipt, bring this receipt back to any store within 90 days. Ask about receipt look-up.

7. All opened items can be exchanged. T F

We will not be undersold. Guaranteed! If you find a lower price at any of our competitors, we will meet that price.

8. This store will offer you a lower price than its competitors. T F

E **Look back at all the false statements in D. On a separate piece of paper, rewrite each statement correctly.**

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F **Listen to six conversations and write the corresponding conversation number. Then write *returned* or *exchanged*.**

Conversation #	Reason for returning or exchanging item	Was item returned or exchanged?
	bought the wrong package	
	already have them	
	bad reception	
	don't fit right	
	broken	
	doesn't work with computer	

G **Write two reasons you might return each of the items.**

1. digital video camera

   a. _____ b. _____

2. gallon of milk

   a. _____ b. _____

3. pair of pants

   a. _____ b. _____

4. laptop computer

   a. _____ b. _____

5. sunglasses

   a. _____ b. _____

6. textbook

   a. _____ b. _____

H **ROLE-PLAY** **In pairs, pretend you are in a store. One student is the clerk and the other is the customer.**

Clerks should help each customer with their return. Have at least three conversations with different customers.

Customers should choose one item from **G** to return or exchange. Use one of the reasons you came up with. Have at least three conversations with different clerks.

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LESSON 5

For Sale!

GOAL ▶ Sell a product

A **If you were going to sell some items you owned, what would they be? Make a list on a separate piece of paper.**

B **Read each of the ads below and think about these questions.**

1. What is for sale?
2. How is the seller trying to convince you to buy?
3. Would you consider buying any of the items in the ads? Why?



Rare Red Dino 1973 Ferrari 246 GTS

This car, a sporty red convertible, will make you feel like royalty.

- Right-hand drive
- 50,000 miles before restoration
- 10,500 miles after restoration
- One owner
- Serious inquiries only



Save on gas!

Buy a bicycle! This bike, a fun means of transportation, will get you around in style.

- In great shape
- 6 months old
- $275

Reply to this ad to take it for a test ride.

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C Study the chart.

Appositives		
Noun or Noun Phrase	**Appositive**	**Remainder of Sentence (Predicate)**
The ad,	**the one with all the great pictures,**	makes me want to buy those dishes.
That computer,	**the fastest machine in the store,**	sells for over $2,000.

Explanation:
- An appositive is a noun or noun phrase that renames another noun next to it in a sentence.
- The appositive adds extra descriptive detail, explains, or identifies something about the noun. If the appositive is taken out of the sentence, the sentence still makes sense.
- An appositive can come before or after the noun phrase it is modifying.

Example: *A helpful gift, money is always appreciated by a newly married couple.*

Note: Appositives are usually set off by commas.

D Find and underline the appositive in both ads in B.

E Complete each of the statements with an appositive.

1. Her dress, a really fancy gown, got the attention of every customer in the room.
2. That used car, _____, will probably be for sale for quite a while.
3. Used pots and pans, _____, are hard to sell without the matching lids.
4. Two round-trip plane tickets, _____, can be used to travel anywhere in the United States.
5. The smartphone, _____, has 64 GB of storage.
6. Those leather shoes, _____, have many more years of walking in them.
7. This restaurant, _____, will make you money as soon as you open the doors.
8. That set of suitcases, _____, will carry enough clothing and accessories for two weeks of traveling.
9. Her website, _____, is an online store with tons of gently worn clothes for sale.

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F **If you wanted to buy these things, where would you look?**

1. car: _____
2. shoes: _____
3. music: _____
4. furniture: _____

G **Imagine that you are going to sell something. Answer the questions and then discuss your ideas with a partner.**

1. What would you sell? _____
2. What would you say to make your product sound appealing? _____

   _____
3. How much would you sell it for? _____
4. Where would you place your ad? _____
5. How would you want people to contact you? _____

H **Write three statements with appositives that you could use in your advertisement.**

1. _____
2. _____
3. _____

I **On a separate piece of paper, write an ad to sell your product. Find an attractive photo to draw attention to your ad.**

J **Share your ad with your classmates. See if you can find anyone who would buy what you are selling.**

Life ONLINE

There are many apps you can use to buy used items or sell some of your own items. You just need to download the app, set up an account, and then you can browse ads or take a picture and sell your own item. Some apps are used for selling anything, from a car to a treadmill to a bookshelf while other apps are more specific, just for buying / selling clothing, for example.

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LESSON 6

Explore the Workforce

GOAL ▶ Explore the role of a customer service representative

A **Read the situations and the questions. Discuss your answers with a partner.**

1. You order a fan online and when you receive it, it doesn't work. What do you do?
2. Your electricity bill is much higher than the previous month. What do you do?
3. You get in a minor car accident, and you need to report it to the insurance company. What do you do?

If you have good listening and communication skills and you like to talk on the phone or text, a *customer service representative* could be a great job for you. Most customer service representatives only have a high school diploma and almost all companies will train you on the job.

B **Look at the list of tasks. What kind of company do you think a person who does this works at? Write your ideas. Try to come up with a different company for each task.**

CUSTOMER SERVICE TASKS

1. Talk with customers on the phone to take an order.

   clothing store, furniture store

2. Determine charges for services and arrange for billing.

   _____

3. Review insurance policy terms to decide if a particular loss is covered by insurance.

   _____

4. Prepare invoices for a customer's return.

   _____

5. Record details of a customer complaint, as well as actions taken.

   _____

6. Prepare change of address records, or issue service discontinuance orders.

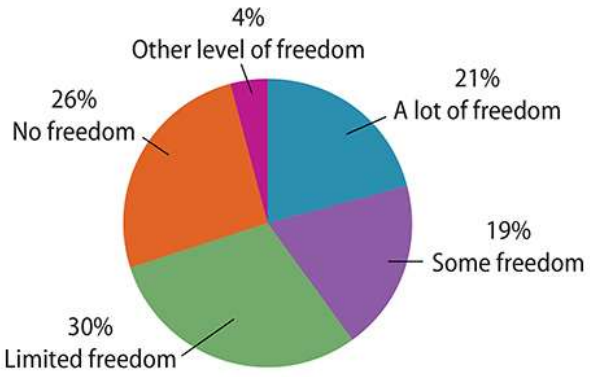
   _____

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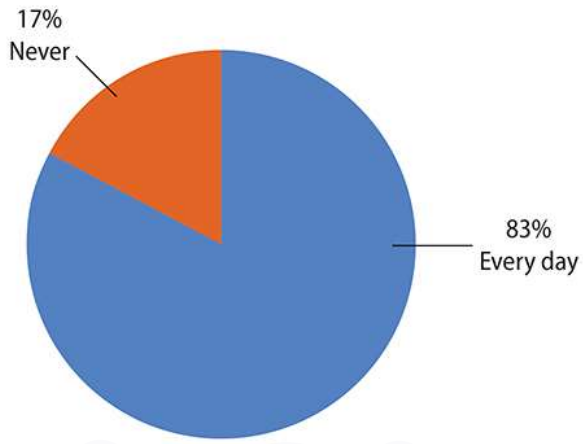
C **INTERPRET** **Customer service representatives shared details about their daily activities. Read the information and make sentences with a partner.**

EXAMPLE: *Thirty percent of customer service reps have limited freedom to make decisions.*

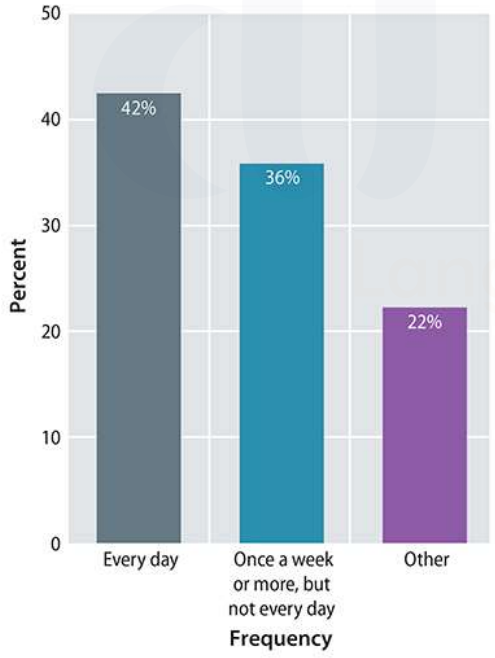
How much decision-making freedom, without supervision, are you allowed?



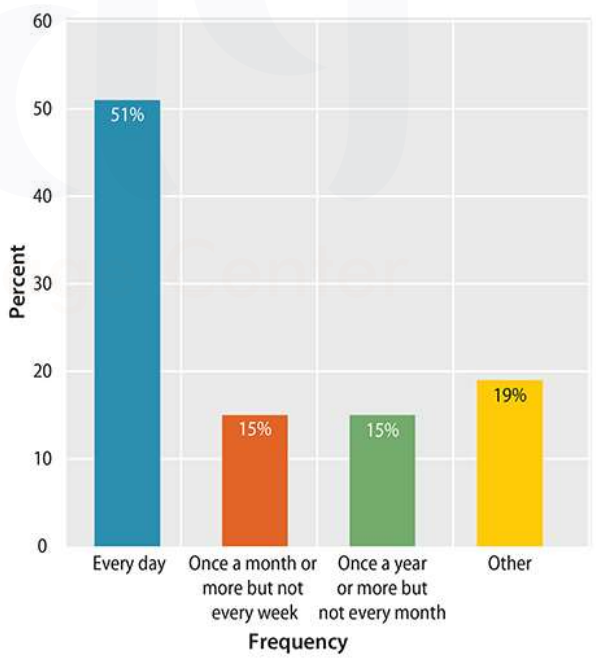
How often do you use email?



How frequently do you have to deal with unpleasant, angry, or discourteous individuals?



How often do you have to have face-to-face discussions with people?



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D **What makes a good customer service representative? Read the text and make a list of the skills needed. Then mark each one that you are good at.**

In order to be a customer service representative, you must be able to listen to and understand information. This is called oral comprehension. You also must be able to communicate information and ideas when speaking so people can understand you. This is called oral expression. In addition, you need to make sure that you are speaking clearly so that you can be understood, which is called speech clarity. As a customer service representative, you will be listening to people with all different accents and voice registers. So you will need to be able to identify and understand the speech of other people. This is called speech recognition.

Every day, you will get calls from people who have a problem. You need to have problem sensitivity, which means understanding when something is wrong or likely to go wrong, in other words, being sensitive to the person on the other end of the line. Sometimes you will need to write a report about a conversation, so your written expression is important, communicating information and ideas in writing so others will understand. Also, you need to be able to understand what you are reading when reading other people's written memos or documents, which is written comprehension.

There are two types of reasoning involved with being a customer service representative: deductive reasoning and inductive reasoning. Deductive reasoning means that you can take general rules and apply them to a specific problem to come up with an answer that makes sense. On the other hand, inductive reasoning means that you can combine different pieces of information to form a general rule or conclusion. I'm sure that you already have many of these skills in your toolbox. And the good news is that you will get better at all of them the more time you spend on the job.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

E **REFLECT** **Tell your partner what you are good at.**

EXAMPLE: I am good at listening and understanding when people are talking. (oral comprehension)

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Review

A **Imagine that you are going to buy a used car. Write four questions you would ask car sellers.**

1. _____

2. _____

3. _____

4. _____

B **Ask your classmates the questions you wrote in A. In your notebook, write some of their responses. When your classmates ask you their questions, you can talk about your own car or a car you are familiar with.**

C **Imagine that you are going to buy a product online. In your notebook, write a short paragraph about the steps you will need to take to buy the product.**

D **Write a conversation between a salesperson and a customer for one of the items in the catalog in Lesson 2.**

Salesperson: _____

Customer: _____

Salesperson: _____

Customer: _____

Salesperson: _____

Customer: _____

E **Read this warranty and choose *T* (true) or *F* (false).**

DELTA warrants this product against defects in material and workmanship under normal use and service for one year from the original purchase date. DELTA will repair or replace the defective product covered by this warranty. Sales receipt is required as evidence of the date of purchase and for any warranty service. This warranty is only valid if the product has been handled and used as described in the instructions accompanying this warranty. This warranty does not cover any damage due to accident, misuse, abuse, or negligence.

Learner Log	I can do product research.	I can purchase goods and services by phone and online.	I can interpret product guarantees and warranties.
	☐ Yes ☐ No ☐ Maybe	☐ Yes ☐ No ☐ Maybe	☐ Yes ☐ No ☐ Maybe

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1. This warranty is good for two years. T F
2. DELTA will replace your product if it gets stolen. T F
3. You need your receipt to get service under this warranty. T F
4. This warranty covers product defects. T F

F **Read the return policy and the situations. In pairs, practice asking questions about returning items. One student is the customer and one is the clerk. Then switch roles.**

Valid photo ID required for all returns (except for credit card purchases), exchanges, and to receive and redeem store credit. With a receipt, a full refund in the original form of payment, except payments made with checks, will be issued for new and unread books and unopened products within four days. For merchandise purchased with a check, a store credit will be issued within seven days of purchase. Without an original receipt, a store credit issued by mail will be offered at the lowest selling price. With a receipt, returns of new and unread books and unopened music from our website can be made for store credit. Textbooks after 14 days or without a receipt are not returnable. Used books are not returnable.

1. return books with the original receipt
2. return textbooks after three weeks
3. return two calendars without a receipt
4. exchange unopened products

G **Write appositives to complete each statement.**

1. This pre-owned car, _____, has been thoroughly inspected and is in tip-top shape.
2. This laptop computer, _____, still has a two-year warranty.
3. Two theater tickets, _____, can be used any weeknight in the month of August.
4. The bicycle, _____, has barely been ridden.

H **Using one of the statements in G, write an ad for the product on a separate piece of paper. Include an appositive in the ad.**

Learner Log

I can return a product. ☐ Yes ☐ No ☐ Maybe

I can sell a product. ☐ Yes ☐ No ☐ Maybe

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Vocabulary Review

A **Use each word in a sentence.**

1. allege: _____
2. guarantee: _____
3. quality: _____
4. convince: _____
5. malfunction: _____
6. policy: _____

B **Share the sentences you wrote in A with a partner. Write your partner's best sentence.**

_____

C **Match each word to its synonym.**

Word	Synonym
_____ 1. return	a. claim
_____ 2. refund	b. promise
_____ 3. model	c. match
_____ 4. guarantee	d. replace
_____ 5. exchange	e. reimburse
_____ 6. convince	f. persuade
_____ 7. conform	g. type
_____ 8. allege	h. take back

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Create an Online Store

SOFT SKILL ▶ Collaboration

1. Form a team of four or five students. Choose positions for each member of your team.

Position	Job Description	Student Name
Student 1: Project Leader	Check that everyone speaks English. Check that everyone participates.	
Student 2: Secretary	Take notes on your team's ideas.	
Student 3: Designer	Design layout of catalog or web page.	
Student 4: Director	Assign each team member one part of presentation. Organize presentation so that individual parts create a unified whole.	
Student 5: Assistant	Help secretary and designer with their work.	

2. Decide the name of your store and what you will sell. Select a variety of items to sell.
3. Create the following items for your store: catalog or web page, the store's return policy, a warranty / guarantee policy.
4. Prepare a poster that contains all of the information in Steps 2 and 3.
5. Present your store's catalog pages or web page to the class.

COLLABORATION

Brainstorm Ideas

1. Have everyone write down their ideas on a piece of paper and then share.
2. Go around the group and share one by one.
3. Discuss the different ideas.

Digital Literacy Tip: Use a shared document to brainstorm. If everyone has access, you can type your ideas and everyone will be able to see them.

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Reading Challenge

A **With a partner, come up with definitions for the following phrases. If you need to use a dictionary, write the definitions in your own words.**

eco-friendly: _____

sustainable fashion: _____

inclusive sizing: _____

zero waste: _____

carbon footprint: _____

B **PREDICT** **Based on the phrases in A, what do you think the reading is going to be about?**

_____

C **Read *Eco-Friendly Jeans*. Underline the phrases you defined in A.**

D **Complete the following statements with a number.**

1. It takes _____ gallons of water for this company to make a pair of jeans.
2. It takes _____ gallons of water to make a traditional pair of jeans.
3. The apparel and footwear industries account for over _____ of global climate impact.
4. A pair of jeans from this company costs less than _____.
5. This company treats and recycles _____ of the water they use.

E **Based on what you read about Warp and Weft, do you agree that individual companies can make a difference to the future of the planet? Why or why not?**

_____

_____

_____

_____

F **If you could talk to Sarah, what are three questions you would like to ask her?**

1. _____
2. _____
3. _____

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Eco-Friendly Jeans

Warp and Weft CEO and founder, Sarah Ahmed, has one mission: to produce and sell the best sustainable denim. This New Yorker's eco-friendly fashion brand launched in 2017. She believes that people should be able to buy a pair of high-quality, stretch jeans without harming the environment. She also asserts that sustainable fashion can be affordable for everyone. All of Warp and Weft products cost less than $100 and their sizing is inclusive.

Sarah believes in more than making a profit. If she is making products to sell, she wants to come as close to zero waste as possible. That's why her company manufactures some of the most eco-friendly denim around, saving over 572 million gallons of water. According to Warp and Weft's website, "A traditional pair of jeans takes 1,500 gallons of water to make, but a pair of Warps requires less than 10. Beyond that, we treat and recycle 98% of the water we use. We also skip the environmentally-harmful bleaching process by opting for cutting-edge Dry Ozone technology, making us fully compliant with International Social and Environmental & Quality Standards."

Unfortunately, the apparel and footwear industries account for more than 8% of global climate impact. In fact, textile waste has become a huge problem around the world. This photo is an example of the devastating effects of fast fashion on the planet. Tons of discarded clothing have turned the Atacama Desert into one of the world's largest textile dumps. One of the problems with fast fashion (getting fashionable clothing to consumers as quickly as possible) is that it has to be shipped by air. Warp and Weft uses a more sustainable transportation method: they ship by boat.

To ensure that the clothing you are buying is eco-friendly and sustainable, look for products made from upcycled materials such as plastic, cotton, fibers, and old denim. Also, see if the products are made with minimal water consumption. Sustainability is an ongoing process. If you can, support companies who are using the latest technology, pushing for zero waste and trying to minimize their carbon footprint.



Textile pollution in the Atacama Desert, Chile

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