

Before you watch

- 1 **SPEAKING** Work in pairs. Answer the questions.
- 1 What famous shops are there in your country?
 - 2 What do they sell?
 - 3 What do you know about the history of these shops?
 - 4 Are there Marks & Spencer shops in your country?

Comprehension check

- 2 **▶ Watch the DVD clip. Choose the correct answers.**
- 1 Where was Michael Marks from?
a England b Belarus c Scotland
 - 2 When did Marks & Spencer begin?
a 1882 b 1885 c 1894
 - 3 Which of these things can you see in the clothes section of the Marks & Spencer shop?
a aeroplane b motorbike c car
- 3 **▶ Watch again. Complete the text with the words below.**
- 250 361 700 85,000 businessman cashier Leeds online retailer website

Marks & Spencer is a famous British ¹_____. It began in ²_____ in 1894, when Michael Marks, a ³_____ from Belarus, asked Thomas Spencer, a ⁴_____ for a wholesale company, to work with him. They were very successful and the business grew quickly.

Today, there are over ⁵_____ stores in the UK and ⁶_____ in the rest of the world. They also have a large ⁷_____ business, so customers can buy many things from their ⁸_____. Today, Marks & Spencer employs over ⁹_____ people, but they plan to expand and open ¹⁰_____ new stores in other countries.

- 4 **▶ Watch again. Number the events (A–F) in the order that they happened.**
- A ___ Michael Marks asked Isaac Dewhirst to work with him.
 - B ___ Michael Marks became successful and opened several shops.
 - C ___ Michael Marks moved to Leeds.
 - D ___ Thomas Spencer joined Michael Marks.
 - E ___ The partnership was a huge success.
 - F ___ Michael Marks borrowed some money from Isaac Dewhirst.

Round up

- 5 **SPEAKING** Work in groups. Answer the questions.
- Would you like to start your own business? What would you do?

Vocabulary

6 RECYCLE Choose the correct words.

- 1 My brother is a sales **agent** / **assistant** in a shop in the city centre.
- 2 My dad doesn't work nine-to-five. He works long **hours** / **time**.
- 3 I work in an office so I don't have to serve **customers** / **staff** in my job.
- 4 Chloe is always happy to get involved. I'm really pleased that she **joined** / **had** the team.
- 5 It's important to work as part of a **staff** / **team**.
- 6 My mum is a teacher and is usually on her **legs** / **feet** all day.

7 Complete the text with the words below.

brand business established expanded partnership revenue

A history of Aldi

Aldi began in Germany in 1946 when brothers Karl and Theo Albrecht formed a
1 _____ and took over their mother's shop. Over the next four years, they
2 _____ thirteen stores in their region. They kept costs low by not advertising
or selling fresh produce, and by only having small shops. The 3 _____ grew quickly,
and by 1960 they had over 300 shops.

In 1962 they started using the name Aldi, and in 1967 they 4 _____ into other
countries. Today, the 5 _____ is famous throughout Europe, Australia and the USA,
and has an estimated 6 _____ of over €55 billion per year.

Extension

8 Work in groups. Imagine you're going to open a new shop together. Talk about:

- what you would like to sell.
- how you would develop your brand.
- what you would do to expand and grow.
- the problems of working with your partners.

Make a poster to advertise your shop.

9 Present your poster to the class. Use the key phrases for signposting what you say.

Signposting what you say

An opinion

In my opinion, ...

As I see it, ...

A reason

That's because ...

Therefore ...

An example

For example, ...

For instance, ...

... such as ...

An additional point

What is more, ...

Moreover, ...

Not only that, ...

A contrasting point

Although ...

Nevertheless, ...

On the other hand, ...

A paraphrase

In other words, ...

What I mean is, ...

DVD clip summary

The DVD clip is about the history of the famous British shop Marks & Spencer.

Background

Marks & Spencer (also known as M&S) is one of the most famous and well-respected retailers on the British high street. It sells food, clothes, toiletries and products for the home. It has a reputation for quality, affordability and good customer service, and is popular with middle class shoppers across the country. It has an annual turnover of over £10 billion and has stores in over 40 locations across the world.

Before you watch

Exercise 1

- Read the questions with the class and elicit answers from individual students. Encourage the students to guess the answers they do not already know and use their suggestions to start a class discussion.
- **Answers:** Students' own answers

Comprehension check

Exercise 2

- **Pre-watching:** Go through the questions with the students.
-  Play the whole DVD clip. The students choose the correct answers. Check their answers.
- **Answers:** 1 b 2 c 3 b

Exercise 1

- **Pre-watching:** Ask the students to read the summary and try and complete it before they watch the DVD clip again.
- **Weaker classes:** Play the DVD clip first and pause after each answer.
-  Play the DVD clip to check the answers.
- **Answers:** 1 retailer 2 Leeds 3 businessman 4 cashier 5 700 6 361 7 online 8 website 9 85,000 10 250

Exercise 4

- **Pre-watching:** Ask the students to try and order the events before they watch the DVD clip again.
- **Weaker classes:** Play the DVD clip first and pause after each answer.
-  Play the DVD clip to check the answers.
- **Answers:** 1 C 2 F 3 B 4 A 5 D 6 E

Round up

Exercise 5

- Put the students in groups. Give them a few minutes to discuss the questions.
- **Answers:** Students' own answers

Vocabulary

Exercise 6

- Ask the students to read through the sentences first, then choose the correct answers.
- **Answers:** 1 assistant 2 hours 3 customers 4 joined 5 team 6 feet

Exercise 7

- Ask the students to read through the text first, then complete the sentences. With a **weaker class** you could elicit the meanings of the words first.
- **Answers:** 1 partnership 2 established 3 business 4 expanded 5 brand 6 revenue

Extension

Exercises 8 and 9

- **Materials needed:** Large pieces of paper and pens
- **Preparation:** Put the students in groups of three. Tell them that they are going to open a new shop in the town centre. Nominate one of the students to design the poster.
- **Language:** On the board, write: *Shopping online is better than going shopping.* Ask the students if they agree or disagree with this statement and why. Elicit the key phrases for giving an opinion / a reason / an example and for making an additional or contrasting point.
- **Activity:** Give the students 5–8 minutes to talk about their shop and another 3–4 minutes to design the poster. Ask each group to present their shop to the rest of the class.
- **Extension:** Put the posters up on the wall. Then give the students some 'money' and ask them to walk around the class and decide which shop they want to spend it in.

Marks & Spencer

Marks & Spencer has been one of the most famous retailers in the United Kingdom for over 125 years. If you go to your nearest town or city centre, you'll almost certainly find one. It is an important part of British life. But who were Marks and Spencer?

Michael Marks was a businessman from Belarus, which, at that time, was part of the Russian Empire. Thomas Spencer was born in Skipton, Yorkshire. He worked as a cashier for a wholesale company. They were both very ambitious, but at the time they were unlikely business partners.

Michael Marks immigrated to England in 1882 and moved to Leeds. He wanted to start a business so he met Isaac Dewhirst, a wholesaler operating from this warehouse, which is still called the Dewhirst Building today. Marks borrowed £5 from Dewhirst and established a stall here at Kirkgate market. It wasn't easy. Marks worked long hours and was on his feet all day serving customers. But his stall quickly became popular and he opened several 'Penny Bazaars', a shop where everything cost a penny. His business was growing rapidly and he soon needed a partner.

He asked Isaac Dewhirst. He said no but he recommended his senior cashier instead – Tom Spencer. Spencer agreed to join Marks, and on 28 September 1894, Marks & Spencer was born. The partnership was an instant success and throughout the 20th century, the business continued to grow.

Today, there are over 703 Marks & Spencer stores in the United Kingdom and 361 international stores in more than 40 countries. They employ over 85,000 people, and everyone – from the sales assistants to the chairman – works as a team.

The Marks and Spencer group has an annual revenue of over £10 billion and over the next few years the company is going to expand in other countries. They are going to open 250 new stores, meaning they'll sell more in India, China, Russia, and the Middle East. They are also going to expand their online shopping business so they'll soon sell everything through their website too.

And they won't stop there. After over 120 years, they will continue to build on one of the biggest brands in British business.