**5. Shopping and services**

**a)** shopping facilities (shops, hypermarkets, markets)

**b)** services (post office, bank, police station, petrol station)

**c)** sales promotion and its influence on customers

**d)** ways of shopping and payment (catalogue selling, to buy something on an instalment plan, weekly shopping, e-commerce

**e)** imported products, export of Slovak goods

A lot of people love shopping. There are also people who hate shopping and say that it is a waste of time (strata času). But whether (či už) the people like shopping or not they have to go to a shop, more or less frequently, to buy what they need because shopping is a necessity (nevyhnutnosť).

There are many kinds of shops ranging from (v rozmedzí od) large department stores (obchodné domy), self-service shops (samoobsluhy) and supermarkets to (do) small specialized shops such as the **grocer’s**/grocery (potraviny, zmiešaný tovar), **baker’s** (pekár)/bakery (pekáreň), **butcher’s**/butcher (mäsiarstvo), **greengrocer’s** (obchodník s ovocím a zeleninou)/greengrocery (zelovoc), **stationer’s** (papiernictvo), **chemist’s** (lekáreň s drogériou), **ironmonger’s** (hardware shop – železiarstvo), **haberdasher’s** (textilná galantéria), **bookshop**, **footware shop** (shoe shop) and **boutique** (butik – obchod s módnym oblečením). Local shops that sell food, alcohol and magazines are called **corner shops** in Britain and convenience stores (zmiešaný tovar, večierka) in the USA, where they are often open 24 hours a day. Wherever the customers enter they are attended by shop assistants who are ready to help them: What can I do for you? Can I help you? What will you have? Is anyone serving you? What can I show you? These are the most frequent questions heard in shops since morning till late evening. Nowadays more and more customers prefer shopping in large department stores with self service, where everything can be found under one roof, to shopping in small specialized shops.

**At the grocer’s** people can buy foodstuff (potraviny) including flour, sugar, salt, eggs, vegetable oil, stewed fruit (kompót), various kinds of tea and coffee, bottled beer and juice, sweets, chocolate, frozen (mrazené) and tinned (konzervovaný) vegetables and fruit. There are also **dairy products** (mliečne výrobky) such as milk, butter, cream (smotana), cheese and yoghurt. **A grocery store**, more often called a corner shop, can be found locally in most town and cities.

**A SUPERMARKET** is a large self-service (samoobslužný) grocery shop. It also sells some other products, such as clothes or household appliances (domáce spotrebiče). In Slovakia we have several chains of supermarkets, e.g. BILLA, LIDL, JEDNOTA, TERNO, etc.

**At the baker’s** various kinds of fresh bread, rolls, buns (brioška, koláčik), doughnuts and cakes can be bought.

**The butcher** sells meat including pork (bravčové), beef (hovädzie), lamb (jahňacina) and poultry (hydina – chicken, duck, turkey, goose). Here we can buy smoked (údené) meat products such as ham, bacon (slanina), sausages (klobásy, párky). At the butcher’s people can also buy tinned (konzervované) and frozen (mrazené) meat and fish.

The people, who like gardening and some do-it-yourself (DIY) work around the house, frequently need some **hardware** (železiarsky tovar) and **tools** (náradie). They can go to an **ironmonger’s** in Britain or a **hardware store** in the US to buy hammers (kladivo, pliers (kliešte), nails (klince), and other tools and materials.

**At the stationer’s** writing paper, wrapping paper (baliaci papier), envelopes (obálky), notebooks, pens, pencils, crayons (pastelky), sharpeners (strúhatká), glue, rubber, rulers, and compasses (kružidlo) are kept. All the things needed by school children can be bought here.

**The haberdasher’s** (textilná galantéria) is the place where the housewives go when they need buttons (gombíky), threads (nite), needles (ihly) and pins (špendlíky).

Fresh vegetables and all kinds of fruit can be bought **at the greengrocer’s**. Many people prefer shopping at the market where there is a wider choice (širší výber) of potatoes, cabbages (kapúst), beans (fazúľ), carrots, tomatoes, apples, pears, oranges and bananas.

**The chemist’s** is a specialized shop where people can buy medicines. In the USA they sell medicines at the **pharmacy**. In Britain the chemist also keeps cosmetics and toilet supplies (toiletry) (toaletné potreby) such as make-up, shaving-cream, body lotion, razor blades, shampoo, soap and tooth-brushes, tooth paste, toilet paper and sanitary pads/towels (hygienické vložky).

**Boutiques** sell the latest fashion. Here especially the young people have a wide choice of dresses, shirts, skirts – plain (rovné) and pleated (skladané), blouses – made of cotton or silk, pullovers including the fashionable polo-neck pullovers, blue jeans, but also stockings (pančuchy), tights (pančuchové nohavice), socks and scarves (šatky, šály). They also sell fashion jewellery (bižutéria) such as bracelets, rings, earrings, necklaces and other accessories – for example purses (peňaženky), belts (opasky), handbags (kabelky), gloves (rukavice) hats and caps.

Some of the boutiques also offer leather goods such as leather jackets, shoes, bags and leather belts.

We buy flowers **at the florist’s**, jewellery at the **jeweller’s** and high quality food (like cheeses and cold meats from different countries) **at a delicatessen**.

There are lots of people who can’t imagine their day without reading the newspaper, so they go to a **newsagent’s**, a newsstand (a small movable structure on the street) or a kiosk (a small shop which has an open window) to pick up their morning paper, weekly magazine or just chewing gum. They also sell cigarettes and public transport tickets (lístky na MHD).

Many people like to go shopping to **DEPARTMENT STORES OR SHOPPING CENTRES.** THE DEPARTMENT STORES are large buildings usually several storeys high (niekoľko poschodí vysoké). They have many departments which offer their customers all kinds of foodstuff, clothes, shoes, toys, sports equipment, leather goods, cleaning supplies and cosmetics, china (porcelain) and glass, hardware goods, household appliances (domáce spotrebiče), books, stationary (papiernicky tovar) and furniture (nábytok), all under one roof.

Nearly all the big department stores have cafés, snack bars or restaurants where the people can relax when they are tired of shopping. Department stores are found both in city centres and the suburbs (okrajových štvrtiach) of towns, usually with a large car park (parkovisko) next to them or under them.

Shopping in these places has a lot of advantages (výhod): customers (zákazníci) can get almost everything under one roof and save time not having to run from one small shop to another. It is more convenient (pohodlné) since they can buy large amounts (množstvá) of goods (tovaru), using a shopping trolley (nákupný košík), and then easily get everything they bought back to their car to put into the boot (kufor auta). Prices are usually lower in department stores, too, and there are also **special sales** (špeciálne výpredaje), **discounts** (zľavy) and bargains (výhodné nákupy, zľavnené) at different times of the year. The big department stores started in America. One of the biggest department stores in Britain is Selfridge’s in London. It is situated in the Oxford Street in the centre of the West End. Other world-famous stores include Harrods in London and Macy’s in New York.

A **HYPERMARKET** is a big store which combines a supermarket and a department store. A wide variety of products are sold under one roof, such as clothes, household appliances and furniture. These days, a lot of Slovaks do their weekly shopping in a hypermarket, such as Carrefour or Tesco. An example of an American hypermarket is Wal-Mart, in Britain they have SAFEWAY and TESCO. Hypermarkets are usually situated outside cities and are surrounded (sú obklopené) by large car parks. Some are even (dokonca) open 24 hours a day, 7 days a week.

In Slovakia more and more SHOPPING MALLS/SHOPPING CENTRES are built every year. A shopping mall is a large indoor shopping centre that contains (obsahuje) many different types of stores. These shops are often open for much longer hours, including evenings and Sundays. The shopping malls have cafés, snack bars or restaurants where people can relax when they are tired of shopping. They also have cinemas, wellness centres and bowling centres.

Nowadays more and more customers prefer shopping in hypermarkets, department stores or shopping malls, where everything can be found under one roof, to shopping in small specialised shops. It is very difficult for small specialised stores to compete (konkurovať) with them and that is why a lot of the small shops close down (sa zatvára). People who prefer small shops say that the goods are fresher and the contact with the shop assistants is much more personal in small shops. They also do not spend too much time shopping. On the other hand, big stores have a wider choice of goods (širší výber tovaru), usually at cheaper prices and everything can be bought in one place. Big shopping centres are often criticised because they encourage (povzbudzujú, podporujú) the consumer society (konzumnú spoločnosť) – extensive advertising (rozsiahlu reklamu) and media influence (mediálny vplyv). They produce so called shopaholics who cannot resist (nemôžu odolať) spending money on things that they do not really need.

Apart from direct sale (priamy predaj), it is becoming more and more popular to buy goods through mail order. Many people buy things from catalogues (z katalógov) and Internet shops. Slovaks mostly use the Internet to buy books, electronics, clothes and also things they cannot find in shops. Door-to-door selling (podomový predaj) is becoming less and less popular in our country. More and more Slovaks get things **on hire purchase** (na pôžičku) which means that they only pay a part (časť) of the **required** (požadovanej) **amount** (množstva/sumy) **of money** for the goodsthey want and then they paythe rest of sum **by regular instalments** (pravidelné splátky).

Slovakia imports a lot of products from different countries all over the world and exports mainly vehicles (motorové vozidlá - cars), machinery, electric equipment (elektrické zariadenia), metals, chemicals and plastics.

**SERVICES.** There are many companies which do not offer any goods for sale, but they provide (poskytujú) services for people. In everyday life, people need different kinds of services. Women have their hair cut by hairdressers, men have their beard shaved by barbers. If your car has broken down you go to the garage to have it serviced where it is repaired by car-mechanics. If you need some fuel for your car, you go to the petrol station where you can fill up (natankovať) your car with petrol or diesel. At some petrol station there is also a car wash, where they wash your car. Garden designers design gardens, plumbers (údržbári) repair gas pipes and central heating. If people want to sell or buy a new house or flat, they go to a real estate agent. When people are ill, they go to the hospital where doctors and nurses look after them.

In a town there are a lot of different kinds of services. Almost everybody uses the services of a **POST OFFICE**. You go to a post office when you want to post a letter, parcel, postcard or to pay bills. You can also buy stamps, envelopes and lottery tickets there. Slovak companies also use UPS or DHL to deliver (na doručenie) their documents, because they guarantee express delivery worldwide. Nowadays, people do not send letters very often. They send e‑mails and text messages instead (namiesto toho).

**BANKS** provide (poskytujú, zabezpečujú) financial services for people. We can pay for goods and services IN CASH (v hotovosti) or BY CREDIT CARD/VISA. In Slovakia it is not common to pay by cheque (platiť šekom). Most people have a **current account** (bežný účet) in a bank. If they need some money, they go to the bank or they can get it from a bank machine (bankomat).

**POLICE** protect our lives and property (majetok). In Slovakia there are two groups of policemen: the city and the state police. City policemen check our documents and behaviour in the street. If someone behaves badly, for example he is drunk or drug addict (drogovo závislý), they take them to the police station. They also fine (pokutujú) drivers for bad parking. If citizens (občania are victims of crime (obeťmi zločinu) or involved in (to be involved in – byť zúčastnený na/ byť účastníkom čoho) a car accident (dopravnej nehody), people call the state police. State policemen fine drivers for speeding, too. At the police station people can also get new identity cards (občianske preukazy) and passports.

SALES PROMOTION (reklama - PODPORA PREDAJA)

In the past, during the communist period, shops and services were owned by (boli vlastnené) by the state. There were no private petrol stations, shops or banks. Nowadays, all shops and services try to stay competitive (konkurencieschopný) on the market and they invest into advertising (reklamy). Advertising in the media has an enormous impact (dopad, vplyv) on people. When a company introduces a new product or service, they usually do a promotion (podporná kampaň predaja). This can be done through various channels (kanály), such as TV, radio, press, billboards or the Internet, which are often combined to achieve (aby sa dosiahol) a bigger effect (účinok). When you watch TV, there are several commercial breaks (reklamné prestávky) that interrupt (prerušujú) a programme you are watching. We usually go to the toilet or have some snack during these breaks. Most people hate those breaks and think they are annoying (otravujúce). But there are people who can easily get influenced by such advertising and they buy products because they believe they are as good as showed on TV. Sometimes we do not even realize that a product or a company is advertised, for example in a film.

(competition – konkurencia, competitive – konkurencie schopný, advertising – reklama, advertisement (reklamný inzerát), commercial break – reklamná prestávka.