



Three Wise Kangaroos



Amazon Go, the go-to for hassle-free shopping

Lead-in

1. Do you see shopping as pleasure or as a drag?
2. What kind of things do you least enjoy shopping for?
3. What factors might influence your decision to shop at a particular supermarket?
 - price
 - range and availability of products
 - opening hours
 - number of check-outs open at any given time
 - how ethical the business is (has responsibly sourced products, pays its employees a good wage, cares about the environment)
 - other?
4. When you're in a supermarket, do you prefer to be served by a person or do you use the self-service check-outs?



Video

Watch an advertising trailer about Amazon Go and answer the questions.

<https://www.youtube.com/watch?v=NrmMk1Myrxc>

1. How does Amazon Go differ from a standard supermarket?
2. How does this technology work?

Watch another short video about Amazon Go and answer the questions.

<https://www.youtube.com/watch?v=plFoehDaVQI>

1. How does the new Amazon Go grocery store sell fruit and vegetables?
2. How do the prices compare to those at a nearby grocery store? Out of the three products compared, which one differed the most in price?
3. What still remains to be seen about this walk-out technology?
4. A major labour union has raised concerns over the new stores saying their cashier-free policy would lead to _____.
5. Which other supermarket chain is testing the walk-out technology at their headquarters in Texas with the view to implementing it in their stores?



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Over to you

1. Do you find Amazon Go appealing?
2. Do you think that being cashier-free gives the retailer a major advantage over its competitors?
3. Can you think of any disadvantages of stores like Amazon Go?
4. Do you think that a wide adoption of this technology will lead to major job losses? Should the use of this technology be discouraged to ensure employment?
5. Is automation a threat to your job industry?

Vocabulary practice

Use the words given to complete the sentences below.

- fire back
- cash in on
- sit well with
- supplants
- scales
- retailer

1. If an idea doesn't _____ somebody, it means they disapprove of it or find it unacceptable.
2. If you _____, you quickly react to what has been said or done.
3. A set of _____ is what you use to measure the weight of something.
4. A _____ sells goods directly to the public, as opposed to a wholesaler who sells to businesses.
5. If you _____ something, you take advantage of a situation and make more money as a result.
6. If something _____ something, it replaces it.