

# DISCOUNTS

As we near the end of the summer season, retailers will begin to get more aggressive with their discounts as they try to make room for autumn arrivals. Whether you are a big shopper or a penny saver, waiting for summer end sale can help you save a lot of money and make you the owner of more than what you thought you would buy. In a time of economic uncertainty smart shopping is budget shopping, and end of season sale is perfect for family shopping. After all, August is not only the best summer month to get clothing discounts, but you can also get hot deals on accessories, home décor products, gardening items, back-to-school items, etc.

To find out what sort of offers retailers provide, look at the words and expressions in the following exercise, that are used to talk about discounts.

A. Connect the words in the left-hand side column with their definitions in the right-hand side column.

1. doorbuster	a.	an article that is on sale at a lower price than its true value
2. loss leader	b.	a brief occasion when goods are sold at specially reduced prices
3. car boot sale	c.	an article that is sold cheaply in order to attract customers and make them buy other, more expensive things
4. clearance	d.	an occasion when household linens are sold at reduced prices
5. close-out	e.	an event in a public place where people sell their unwanted possessions, often from the backs of their cars
6. bargain	f.	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
7. deal	g.	an occasion when the price of remaining or unprofitable goods in a shop or factory is reduced
8. cut-rate sale	h.	an occasion when goods are sold at very favourable prices for the buyer; a bargain
9. garage sale	i.	an occasion when goods are sold at reduced prices to dispose of old merchandise and create space for new goods
10. white sale	j.	an occasion when people sell things, often in their garage or outside their house, that they no longer want

Key: 1f, 2c, 3e, 4i, 5g, 6a, 7h, 8b, 9j, 10d

B. 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.

- We *went/got/received* a really good deal on our new computer.
- All people who *hold/have/maintain* a garage sale are required to obtain a permit by midnight on the day of the sale.
- I picked *up/collected/found* a really good bargain in the market.
- A lot of retailers *offer/provide/have* doorbuster prices on selected merchandise to attract consumers on Black Friday.
- Another great time to *invest in/shop for/buy items on* clearance is the end of the season.
- Buying in bulk usually means that you will *receive/obtain/present* a discount from the supplier.
- Products that are *used/priced/shared* as loss leaders are usually well-known brands and frequently purchased.
- The camera was *taken/bought/purchased* on a close-out last year.
- Some retailers are willing to *mount/offer/make* a price reduction in exchange for selling more quickly.
- Some items *can be found/are/assume* on sale for 20% off the regular price.

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

C. While efficient bargain shopping is often dictated by the economic tide, many merchants faithfully follow certain annual sale trends. To find out what days or periods 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

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31. kolovoza: cijena  
po satu **samo 119 kn!**