

Test Your Speaking & Listening Skills

A Fair Price?

A. Look at the shopping items below. In your opinion, what is a **fair price** for each one, and how much is the **maximum** that you would be willing to pay for each? Give feedback to the whole class.

Fair Price (£/p or \$/c): Max. Price (£/p or \$/c):

A litre of milk –

A loaf of bread –

A kilo of beef –

A dozen (12) eggs –

A large bunch of flowers –

A newspaper –

6 apples –

A medium-sized box of chocolates –

12 bags of crisps –

A 2 litre bottle of diet cola –

A litre of petrol –

B. In groups of 4 or 5 learners, imagine that you are setting up a shop that will sell all of the above items (you could add some of your own to the list too). As a group, agree on a **fair price** for each one. Give feedback to the whole class.

C. Decide on some **special offers** that will persuade customers to come into your shop rather than going to a competitor's. For example, **BOGOF**, **3 for 2**, **Half Price**, and so on. How many special offers should you have and how long should they last for? How will they affect overall sales? Give feedback to the whole class.

D. In your group, visit a real shop or supermarket and compare their prices and offers with the ones you have agreed on. Do you need to rethink your plans in the light of this? Give feedback to the whole class.