



Primark

Reading Test

EXAMPLE

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Student

Time: *Approximately 1 hour*

Two types of lesson

Lesson#1: [Easy] ***** [B2/C1]

1. Predict the content of the text by reading the title. Write down the key terms & ideas.
2. Read the text. Check the unknown words with a dictionary.
3. Answer the comprehension questions.
4. Check your answers with the provided key (pass mark is 70%).

Lesson #2: [Hard] ***** [C1]

1. Read the text without looking up any words.
2. Answer the comprehension questions.
3. Check your answers with the provided key (pass mark is 70%).

Teacher

Two types of lesson

Lesson#1: [easy] ***** [B2/C1]

1. Distribute **text 1 (without reference words underlined)** a week before the test. Students read, check vocabulary & meanings.
2. Test day. Distribute **text 2 (with reference words underlined)** & the **questions** (no dictionary or notes).
3. Set 1 hour to read the text & answer the questions.
4. Take in & correct or go through answers in class (pass mark is 70%).
5. **Extra activity.** Students write the *summary (add 30 minutes to the test).

Lesson #2: [hard] ***** [C1]

1. Test day. Distribute **text 2 (with reference words underlined)** & the **questions**.
2. Set 1 hour to read the text & answer the questions.
3. Take in & correct or go through answers in class (pass mark is 70%).
4. **Extra activity.** Students write the *summary (add 30 minutes to the test).

*Summary writing: www.academic-englishuk.com/summary

Primark: A Case Study (Text 1) EXAMPLE

By A Watson (2022)

Primark is primarily a fashion retailer specialising in the latest trends in both men's and ladies' clothing. [REDACTED], it now offers children's clothes, beauty products and home accessories whilst continuing to offer "[REDACTED]" throughout Europe and the north-eastern states of the USA (Primark, 2021).

Primark's continuous growth in sales and expansion [REDACTED] of managing customer proposition through low operational costs. Newman (2021) claims that Primark is able [REDACTED] of the way from the supply chain to the physical store. For example, when shipping the manufactured items from the factory, Primark relies on pallets, which stack the products, ready for [REDACTED], where they remain until the price is reduced enough to sell them through, before being replenished by the pallet again. On the other hand, [REDACTED] store, where customers will face a limited number of fitting rooms, a difficult refund process which deters [REDACTED] of staff in comparison to the amount of shoppers, whose focus is on attractive merchandising and speedy over-the-counter transactions (Newman, 2021). For these reasons, Primark is able to offer [REDACTED]. Consequently, as Primark is considered to be affordable, it is also extremely popular, and continues to grow exponentially. [REDACTED] Associated British Foods, has drawn up plans to open more than 100 new stores in France, Spain, Italy and the USA, which would [REDACTED]. ABF (2021) also reports that despite the global pandemic which resulted in store closures and an initial decline in sales, once Primark stores reopened, sales records hit such heights [REDACTED] recuperated in a matter of months, as can be seen over the summer alone, when Primark's revenues stood at £1.6bn.

As aforementioned, [REDACTED] its physical stores were closed due to several national lockdowns, which has prompted many people to wonder why Primark does not have an online store. For Primark, however, [REDACTED] online business, including online returns, are not worth it. Jack and Frei (2021) argue that a company [REDACTED], operating an online business could actually reduce profits, due to the high costs involved with designing and programming an attractive website, offering virtual support through online chat, [REDACTED] can hold stock inventory, or customer account details, for instance. Furthermore, as online returns of clothing are [REDACTED] as well as the demand for returning items not only via post but also through courier and third-party collections, managing this area requires round-the-clock maintenance, especially in [REDACTED], which requires serious investment (Jack and Frei, 2021). All in all, moving Primark online is not something the [REDACTED] feel it needs to do, or should have to do.

Instead, Primark has focused its attention more recently on implementing more sustainable and circular [REDACTED]. In terms of the environment, the overall aim is to reduce carbon emissions by 50% within the next decade through the use of more recycled or sustainably sourced materials to produce [REDACTED] single-use plastic and non-clothing waste, and regenerating agricultural practices, whereas with regards to ethics, [REDACTED] particularly women, with access to a living wage, financial literacy training, and skills development so that they are able to seek more opportunities to progress professionally, [REDACTED] taken care of (Primark, 2021). A lack of transparency and traceability has been levied at the fashion industry in

recent times, [REDACTED] can be seen as one way to counter this criticism.

Thus, although it seems unlikely that [REDACTED] in terms of online trading, there is a clear indication that Primark is beginning to make changes with regards to its ethical and environmental concerns. [REDACTED], it is even more important for Primark to move with it, if it wishes to remain as profitable as it has been over the last fifty years.

Reference list

Associated British Foods plc, (2021). *Trading Update* [online]. Available at: https://www.abf.co.uk/media/news/2021/trading_statement [Viewed 02.03.2022].

Jack, L. & Frei, R., (2021). *Fashion retailer Primark is refusing to sell online – here’s why it is right to do so* [online]. Available at: <https://theconversation.com/fashion-retailer-primark-is-refusing-to-sell-online-heres-why-it-is-right-to-do-so-153511> [Viewed 01.12.2022].

Newman, G., (2021). *Primark And The eCommerce Debate* [online]. Available at: <https://www.linkedin.com/pulse/primark-ecommerce-debate-gordon-newman> [Viewed 02.02.2022].

Patridge, J. & Kollewe, J., (2021) *Primark plans more than 100 new stores worldwide in Covid rebound* [online]. Available at: <https://www.theguardian.com/business/2021/nov/09/primark-new-stores-covid-shares-abf-ftse-100-sales> [Viewed 02.02.2022].

Primark, (2021). *About Us* [online]. Available at <https://www.primark.com/en/aboutus> [Viewed 03.02.2022].

Primark, (2021). *Our Approach; Our Commitments* [online]. Available at: <https://corporate.primark.com/en/our-approach/our-commitments> [Viewed 01.02.2022].

Primark: A Case Study (Text 2) EXAMPLE

By A Watson (2022)

Primark is primarily a fashion retailer specialising in the latest trends in both men's and ladies' clothing. [REDACTED], **it** now offers children's clothes, beauty products and home accessories whilst continuing to offer "[REDACTED]" throughout Europe and the north-eastern states of the USA (Primark, 2021).

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Thus, although it seems unlikely that [REDACTED] in terms of online trading, there is a clear indication that Primark is beginning to make changes with regards to its ethical and environmental concerns. [REDACTED], it is even more important for Primark to move with **it**, if it wishes to remain as profitable as it has been over the last fifty years.

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Jack, L. & Frei, R., (2021). *Fashion retailer Primark is refusing to sell online – here’s why it is right to do so* [online]. Available at: <https://theconversation.com/fashion-retailer-primark-is-refusing-to-sell-online-heres-why-it-is-right-to-do-so-153511> [Viewed 01.12.2022].

Newman, G., (2021). *Primark And The eCommerce Debate* [online]. Available at: <https://www.linkedin.com/pulse/primark-ecommerce-debate-gordon-newman> [Viewed 02.02.2022].

Patridge, J. & Kollewe, J., (2021) *Primark plans more than 100 new stores worldwide in Covid rebound* [online]. Available at: <https://www.theguardian.com/business/2021/nov/09/primark-new-stores-covid-shares-abf-ftse-100-sales> [Viewed 02.02.2022].

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Primark, (2021). *Our Approach; Our Commitments* [online]. Available at: <https://corporate.primark.com/en/our-approach/our-commitments> [Viewed 01.02.2022].

Comprehension Questions

1. Headings: choose a subheading for each paragraph. One title is not needed.

1	<i>F (example)</i>	A	
2		B	Ambitious goals
3		C	
4		D	Entering the Asian market
5		E	
		F	An overview of Primark

___ / 4

2. True / False / Not Given: One question per paragraph.

		T / F / NG
Paragraph 1		
i.	Primark has 400 stores in the USA.	
Paragraph 2		
ii.		
Paragraph 3		
iii.	Primark does not sell its products online because it worries about data protection.	
Paragraph 4		
iv.		
Paragraph 5		
v.	Primark has had a good turnover for the last five decades.	

___ / 5

3. Open Answer Questions.

Paragraph 1. What THREE things does Primark sell in addition to its fashion range?

i.		ii.		iii.	
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___ / 3

Paragraph 2.

i.		ii.	
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___ / 2

Paragraph 3. What is the reason why Primark does not have an online store?

i)	
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___ / 1

Paragraph 4.

i)	
ii)	
iii)	

___ / 3

Paragraph 5. How can Primark ensure that it remains profitable?

i)	
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___ / 1

4. Reference Words: Explain what these reference words connect to: (underlined in the text).

Paragraph	Word(s)	Connection
1	<u>it</u>	<i>Primark (example)</i>
2	them	
2	For these reasons	
3	it	
3	this area	
4	they	
4	this	
5	it	

___ / 8

5. Vocabulary: Search for the word in the paragraph that means:

Paragraph	Explanation	Word
1	[REDACTED]	<i>Primarily (example)</i>
1	A general development or change in a situation or in the way that people are behaving.	
1	[REDACTED]	
2	To fill something up again.	
2	[REDACTED]	
3	The work needed to keep something in good condition.	
3	A [REDACTED]	
3	Dishonest and illegal.	
4	The [REDACTED]	
5	A set of beliefs about what is morally right and wrong.	
5	[REDACTED]	

___ / 10

Overall Total: ___ / 37

Comprehension Questions **ANSWERS**

1. **Headings:** Choose a subheading for each paragraph. One title is not needed.

1	<i>F (example)</i>	A	No reason to adapt to the digital era
2	<i>C</i>	B	Ambitious goals
3	<i>A</i>	C	The successful operation of Primark

___ / 4

ALL ANSWERS INCLUDED IN PAID VERSION...