

BY DANIEL KLIMES

# Shopping

## Bartering

### THE EARLEST METHOD OF SHOPPING

The very first form of shopping was bartering ("trading"). This shopping method was, when one person has some thing, f. e. a pig and he wants a goat. The second person has the goat, but he wants the pig. So they can change goods and both will be satisfied.



## Monetary system

### "THE MORE ADVANCED ONE"

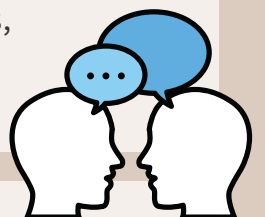
For inventors are considered the Babylonians. The biggest advantage is it, that you can transfer anywhere, anywhen and with anyone. You don't have to wait for someone who wants your goods and he has you wanted goods.



## Haggling (bargain)

### "... 5 POUNDS!" "NO! 7 POUNDS!"

It's kind of negotiations, when two side (buyer and seller) are debating about the prize and circumstances of transfer. You can't you use this method in supermarkets, pharmacy or in others shops, where is prize fixed, but you can use f. e. in flea markets.



## Supermarkets

### EVERYTHING IN ONE PLACE

Today is the most used places for shopping. You should find here everything, what you can think of. From pastry to toilet paper. The big helper during shopping are trolleys. You can put into trolley your goods and you don't have to carry your foodstufs in your hands. Disadvantages can be that not all goods in shop is de luxe. But still advantages > disadvanatges.

## Specialised markets

### MORE PLACES, BUT BIGGER QUALITY

Can you imagine that you should have to go for sausage to buthchery or for toothbrush to drugstore? This was a reality of 20th century. Other exmaples of specialised markets: bakery, greenery, dairy.



# Shopping

## Department stores

### ALL SPECIALISED STORES IN ONE BIG

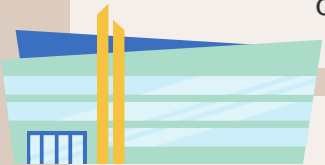
Department store is mostly building, where is located small stores. Simply it is predecessor of supermarkets. Under socialism in Czechoslovakia it has built *Prior* department store (Kotva, Máj, Jetěd). Other example is Department store *Kaufhof* in Frankfurt am Main.



## Shopping centres

### "DO YOU WANNA DRESS?"

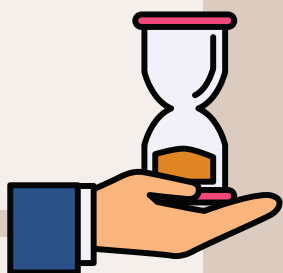
It's very similar to department stores. But there is one little different. Shopping centres ("malls") is modern and bigger. If I should explain on one example, let's imagine Tesco and Breda. Breda is shopping centre, because it's group of stores and Tesco is one big store with all types goods. It's open around the clock.



## Second hand

### OLD BUT GOOD

I suppose that everyone have ever got some clothes from another (older sibling, bigger friend, ...). Second hand (in czech "sekáč") is exactly the same, but in a bigger scale. Everything is mostly old (worn out) and cheaper.



## Online shopping

### SIMPLY AND FAST

Where can we buy food, clothes or boots, when everything is closed in this time? Of course, on the internet! The biggest advantages is, that everything you need is internet and credit card. On other side, disadvantage is that you can't try clothes, so you have to know your size.

