



FARM Academy
أكاديمية المزرعة

English for Retail

Know Your Store 2. Front Area

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First impressions are formed in *the front area*.

The Main Entrance is the place where customers enter and leave the supermarket.



The shopping cart *or the trolley*



The shopping basket *for less than 10 items*



Dialogue 1

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A: Let's take the basket.

B: But we need to buy more things.

A: So, let's take the trolley. Much better for us.

B: Ok.



Customer Service is the place where customers can *complain about a problem* and at the same time *make suggestions*.



The cashiers should be provided in large numbers to provide the services for the customers faster.



□ The role of the cashier is significant.

The cashier receives the customer with a smile.

His role is not restricted to making people pay for their purchases, but he can guide his customers and advise them about special offers.



THANK

-YOU-

