Primark plans home delivery in Britain

LEVEL A2/B1


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I. WARM-UP

1. Where do you prefer to buy clothes: online or in a shop? Why?
2. What makes a delivery service good or bad for you?
3. Have you ever used click-and-collect? How was it?

II. KEY VOCABULARY

retailer
a company that sells products to the public

warehouse
a large building for storing goods before they are sent out

delivery
the act of sending and bringing goods to your home

e-commerce
buying and selling on the internet

analyst
a person who studies a business and gives opinions

compete
to try to be better than another company and win customers

platform
a website or app where people buy and sell things

profit
money a company makes after it pays all its costs

III. READING

Primark says it will launch home delivery in Britain. The retailer did not give a date. It bought a warehouse in Sheffield to prepare. The move comes four years after its first step into e-commerce in 2022, when it started click-and-collect. Primark hopes delivery will lift sales.

A hot summer slowed demand for autumn and winter clothes, but trade improved when the weather cooled. Analysts say the plan shows pressure from rivals like Shein and Boohoo. Platforms such as TikTok Shop and Vinted also compete for shoppers.

Owner Associated British Foods expects UK sales to grow about 1% in the fourth quarter. In older shops, sales are about the same as last year in the UK and down 3% worldwide. Experts add that cheaper courier options may help, but Primark still needs to make a profit and offer easy returns.

Reading text adapted from reporting by **BBC News***: "Primark finally set to launch home deliveries". Original article linked at theenglishwire.com.*

IV. COMPREHENSION QUESTIONS

1. What new service does Primark plan to offer in Britain?
2. Which city did Primark choose for its new warehouse?
3. When did Primark first step into e-commerce?
4. Which rivals and platforms are putting pressure on Primark?
5. What UK sales change does the owner expect for the fourth quarter?

V. DISCUSSION

1. What matters most to you when you shop online?
2. Would home delivery make you use Primark more? Why or why not?
3. How fast should a standard delivery be, in your opinion?
4. Have you ever returned clothes? What made it easy or hard?

VI. GRAMMAR FOCUS

Past simple

Use the past simple for finished actions. Regular verbs add -ed (cool → cooled). Irregular verbs change (buy → bought).

> *"It **bought** a warehouse in Sheffield to prepare."*
> *"A hot summer **slowed** demand for autumn and winter clothes, but trade improved when the weather cooled."*

VII. GRAMMAR EXERCISE

Complete the sentences with the past simple form of the verb in brackets.

1. In June the shop (sell) ___ its last bicycle. _____
2. Last week the team (clean) ___ the old machine. _____
3. Last winter the lake (freeze) ___ for three weeks. _____
4. In 2019 the village (start) ___ a small market. _____
5. Last summer visitors (walk) ___ along the river. _____

Teacher's Notes

TEACHERS ONLY

These notes are designed to help you get the most out of this lesson. Please do not share this page with students.


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I. LESSON GUIDE

- Timing: 8 minutes warm-up, 10 minutes vocabulary, 12 minutes reading, 10 minutes comprehension, 8 minutes grammar, 12 minutes discussion.
- Pre-teach key terms and names: retailer, warehouse, e-commerce, delivery, Sheffield, Shein, Boohoo, TikTok Shop, Vinted. Clarify profit and platform with simple examples.
- Run a gist task first: What is Primark changing? Then scan for details (place, year, rivals, sales). For discussion, start in pairs before opening to the class so quieter students can prepare ideas.
- Differentiate by task: stronger students summarise the reasons for the change; others underline dates and numbers and explain them in simple sentences.

II. DISCUSSION FACILITATION TIPS

1. Elicit price, speed, returns, and trust; board ideas and ask for one example each.
2. Poll the room first, then pair students from opposite views to share reasons.
3. If answers are short, set a 30-second think time and ask for exact times (e.g., 2–3 days).
4. Model a short story of a return; prompt steps like label, parcel, refund time.

III. EXTENSION ACTIVITIES

Survey: In groups, design and run a 5-question class survey on delivery and returns, then share results in 3 minutes.

Writing: In pairs, write a 70-word website notice announcing Primark's new home delivery and returns policy.

IV. ANSWER KEY OVERVIEW

Comprehension questions: short factual answers from the text.

Grammar exercise: Past simple

Discussion: open-ended. Accept any reasonable ideas supported by examples and reasoning.

Answer Key

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IV. COMPREHENSION QUESTIONS

1. What new service does Primark plan to offer in Britain?
   Home delivery.
2. Which city did Primark choose for its new warehouse?
   Sheffield.
3. When did Primark first step into e-commerce?
   In 2022, with click-and-collect.
4. Which rivals and platforms are putting pressure on Primark?
   Shein and Boohoo; TikTok Shop and Vinted.
5. What UK sales change does the owner expect for the fourth quarter?
   About 1% growth.

V. DISCUSSION

Open answers. Accept any reasonable ideas supported by examples and reasoning.

VI. GRAMMAR FOCUS

Key point: Use the past simple for finished actions. Regular verbs add -ed (cool → cooled). Irregular verbs change (buy → bought).

> *"It* **bought** *a warehouse in Sheffield to prepare."*
>
> *"A hot summer* **slowed** *demand for autumn and winter clothes, but trade improved when the weather cooled."*

VII. GRAMMAR EXERCISE

Complete the sentences with the past simple form of the verb in brackets.

1. In June the shop ___ its last bicycle. **sold**
2. Last week the team ___ the old machine. **cleaned**
3. Last winter the lake ___ for three weeks. **froze**
4. In 2019 the village ___ a small market. **started**
5. Last summer visitors ___ along the river. **walked**