Nadia's Little Shop (B1 · English B1)

Tekst / Transcript

Nadia had wanted her own shop since she was a student. She loved cheese, bread and honey from small farms. After ten years in an office, she finally decided to try. She rented a tiny property on a quiet street near the station. The rent was low, and the owner was friendly. On the first morning she stood behind the counter and waited.

Almost nobody came in that week. Nadia sat with her notebook and thought about the problem. She had no plan for marketing, so people simply did not know about her shop. She printed small cards and gave them to her neighbours. She also started a page online with photos of her products. Slowly, a few customers arrived, and some of them came back the next week. Her sister helped her at the weekend.

The first month brought no profit at all, because the costs were higher than the sales. Nadia checked her bank account every evening and felt nervous. Then she changed her plan a little. She offered a small discount to anyone who bought three jars of honey. People liked the idea and told their friends. Nadia also learned that every consumer wants to feel welcome, not just cheap prices. She started giving free tastes at the door on Saturdays.

In the spring, a woman from Italy visited the shop and loved the honey. She asked Nadia to export twenty boxes to her restaurant in Milan. Nadia had never sold anything abroad before. She had to learn about trade rules between countries, and it took her several weeks. She also had to think about currency, because the restaurant paid in a different money system. Luckily her bank explained everything clearly. The first payment arrived in June, and Nadia almost cried.

After that, business grew slowly but steadily. Nadia began to import olive oil from the same Italian farm, and her customers loved it. Every Saturday she also had a small table at the town market near the church. She met other sellers there and learned a lot from them. They talked about the economy and about how hard the last few years had been. Some of them said the economic situation was still difficult for small shops. Nadia agreed, but she felt hopeful. Her little shop was not rich, but it was alive, and it was hers.

Woordenlijst

Word	Meaning
account	
currency	
economy	
economic	
export	
import	
profit	
property	
payment	
discount	
trade	
consumer	
marketing	

market
supply
policy
campaign
candidate
production
program
receipt
tax
trend
standard
value
alternative
afford
invest

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