A New Shop in Green Street (B1 · English B1)

Tekst / Transcript

Daniel had worked for a big sports company for nine years. Last winter, he decided to leave and open his own shop. He found a small place in Green Street, near a busy block of flats. The rent was high, but the area was commercial, with cafés and a supermarket on the same corner. His sister thought he was crazy, and she told him so twice.

The shop sold running shoes and simple training clothes. Daniel did not want too many products. He chose one strong brand that he trusted, and he sold nothing else in the first month. His first client was an older woman who wanted comfortable shoes for long walks. She spent an hour in the shop, and Daniel listened to every question. She came back later with two friends.

Slowly, the business grew. Daniel built a simple website, where each product had its own category. People could click on a picture and see the price at once. He decided not to charge anything for delivery inside the town, because he wanted local people to try him first. In the evenings, he packed the boxes himself and left them at the post office in the morning.

One day, an old friend visited the shop. Marek had been Daniel's football coach at school, many years earlier. He now trained a youth team near the station, and the children needed new kit. The two men talked for a long time about old matches and lost finals. Then Marek asked for a special price, and Daniel agreed. He committed to giving the team a discount for two full seasons. In return, the young players wore his shop's name on their shirts.

By autumn, Daniel had a small collection of running photos on the wall behind the counter. Every picture showed a customer after a race. A big company later offered to buy his shop and turn it into another branch of their chain. Daniel thought about it for a week. Then he said no, politely, and stayed in Green Street.

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