<Straive, please replace header with Business Digital Teaching Hub / Lesson 14 Factors that Determine the Location of a Business 2 / Worksheet 2>

Worksheet 2

Name Class \_ Date

**The pandemic accelerates the growth of ecommerce**

Read the following text and then answer the questions that follow.

# <box>

Meditation apps, digital fitness classes and online cookery courses are booming. Zoom, a videoconferencing service now worth around $40 billion through which many such classes are broadcast, has become one of the most important ‘social wellness’ companies. Though much of this is down to the impact of the COVID-19 pandemic, it is likely that in some cases the changes may become more permanent.

The stuck-at-home are also keen to improve themselves. Downloads of the top five recipe apps doubled in China during February 2020’s lockdown. In Britain, John Lewis, an upmarket department store, reported a five-fold increase in sales of its Marcato pasta machine compared with typical sales for this time of year. Kettlebells and yoga mats are selling like toilet paper. Joe Wicks, a trainer who posts workout videos online, saw subscriptions to his channel more than double after he launched live physical-education lessons for children no longer able to burn off their energy at school. During the first week of classes 15 million viewers joined in.

The popularity of live group activities challenges the idea that you have to be physically present to be together. People who work out in groups are more committed and get more health benefits than those doing so alone. It is also showing just how much can be ‘experienced’ from the comfort of the couch, raising the bar for experiences such as concerts and classes in the post-COVID world.

Even before the pandemic, fitness fans wondered whether paid-for online platforms, such as Peloton a home exercise-bike company, could replace gyms. That debate will pump up further if gyms go bust because of the shutdowns.</box>

**1** Explain two main benefits of being an internet-based ‘footloose’ business in a pandemic.

You should write two separate answers which both follow the structure you have learned for a three-mark, ‘explain’ style question.

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**2** Are the changes identified in the passage likely to continue after the pandemic ends?

Write a few sentences to explain your answer but also acknowledge an alternative viewpoint or piece of information.

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