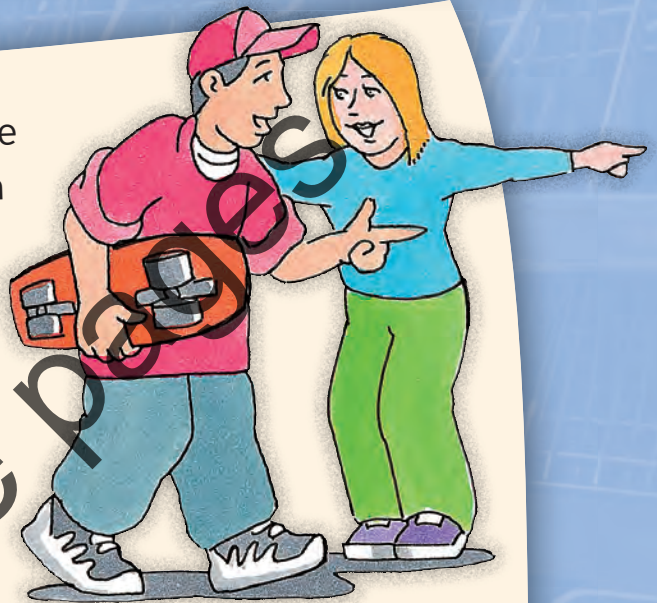


# At the Shopping Centre

The following is a list of people found at a shopping centre on a Saturday morning:

- families
- senior citizens
- adults
- teenagers
- children.

All these consumers (buyers and users) have different shopping needs. Which shops do you think each group would like to visit? What might they buy in each of the shops in this shopping centre?



Sports and  
Surf Shop



Post Office

Chemist

Hardware Store



# Springhill Plaza



Toy  
Shop

Café

Bank

Bakery

Electrical  
Goods



Supermarket



# What Is Trading?

What will you give me for this Shane Warne card?

I'll give you three of my basketball cards.



Since very early days, people have been trading, or exchanging, goods and services. People trade because they need goods that other people have or can make. Sometimes services are traded. In the past, the service might have been mending a coach wheel. Today, it could be fixing a car.

People need food, water, clothing and shelter to survive. But today, people also want thousands of other things that make life comfortable. They want factory-produced goods like televisions, computers, dishwashers and cars. They also want services like taxis, post offices and ambulances.