

Unit 1- Section Three

Groceries Online

Smart Shopping for Busy People is Peapod's slogan. Peapod, grocer on the Internet, has made life easier for a great many people. Although Peapod is not yet a national in scope, it is giving us a glimpse into the future of retailing-the virtual store. Peapod is a pioneer in a rapidly expanding industry that is dedicated to enabling us to buy almost anything from our PCs. Peapod subscribers go shopping at the virtual grocery store by logging on the Peapod site on the Internet. Once online, they can shop interactively for grocery items, including fresh produce, deli, bakery, meat, and frozen products. Rather than running from aisle to aisle, you simply point and click around the screen for the items you want.

Peapod's online shopping system is linked directly to its partner stores computer systems (for example, Safeway in San Francisco and Jewel in Chicago). When you send your shopping list to Peapod, an order is transmitted to the nearest partner store. A professionally trained shopper takes your order, grabs a shopping cart, and does your shopping for you. The professional shopper takes a fraction of the time you would take because the list is ordered by aisle and the shopper knows exactly what to get. You can redeem your coupons when the shopper/delivery person arrives with your food. This

is one of many interactive online approaches to shopping that can help take the hassle out of shopping.