

## Questão 47

*If you take a look at my smartphone, you'll know that I like to order out. But am I helping the small local businesses? You would think that if you own a restaurant you'd be thrilled to have an outsourced service that would take care of your delivery operations while leveraging their marketing might to expand your businesses' brand. However, restaurant owners have complained of lack of quality control once their food goes out the door. They don't like that the delivery people are the face of their product when it gets into the customer's hand. Some of the delivery services have been accused of listing restaurants on their apps without the owners' permission, and oftentimes publish menu items and prices that are incorrect or out of date.*

*But there is another reason why restaurant owners aren't fond of delivery services. It's the costs, which, for some, are becoming unsustainable. Even with the increased revenues from the delivery services, the fees wind up killing a restaurant's margins to the extent that it's at best marginally profitable. Therefore, some restaurants are pushing harder to drive orders from their own websites and offering special deals for customers that use their in-house delivery people.*

*The simple fact is that these delivery apps are here to stay. They are enormously popular and have significantly grown. I believe that restaurant owners that resist these apps are hurting their brands by missing out on potential customers. The good news is that the delivery platforms are not as evil as some would portray them. They have some skin in the game. They are competing against other services. They want their listed restaurants to profit. Maybe instead of fighting, the nation's restaurant industry needs to proactively embrace the delivery service industry and figure out ways to profitably work together.*

**The Guardian.** 02 December, 2020. Adaptado.

Em "I believe that restaurant owners that resist these apps are hurting their brands by missing out on potential customers" (3º parágrafo), a expressão sublinhada pode ser substituída, sem prejuízo de sentido, por:

- (A) harming.
- (B) deceiving.
- (C) challenging.
- (D) losing.
- (E) disturbing.

**ALTERNATIVA D**

Pois o phrasal verb "missing out" e a palavra "losing" têm o mesmo significado dentro do contexto da frase que é "perder".