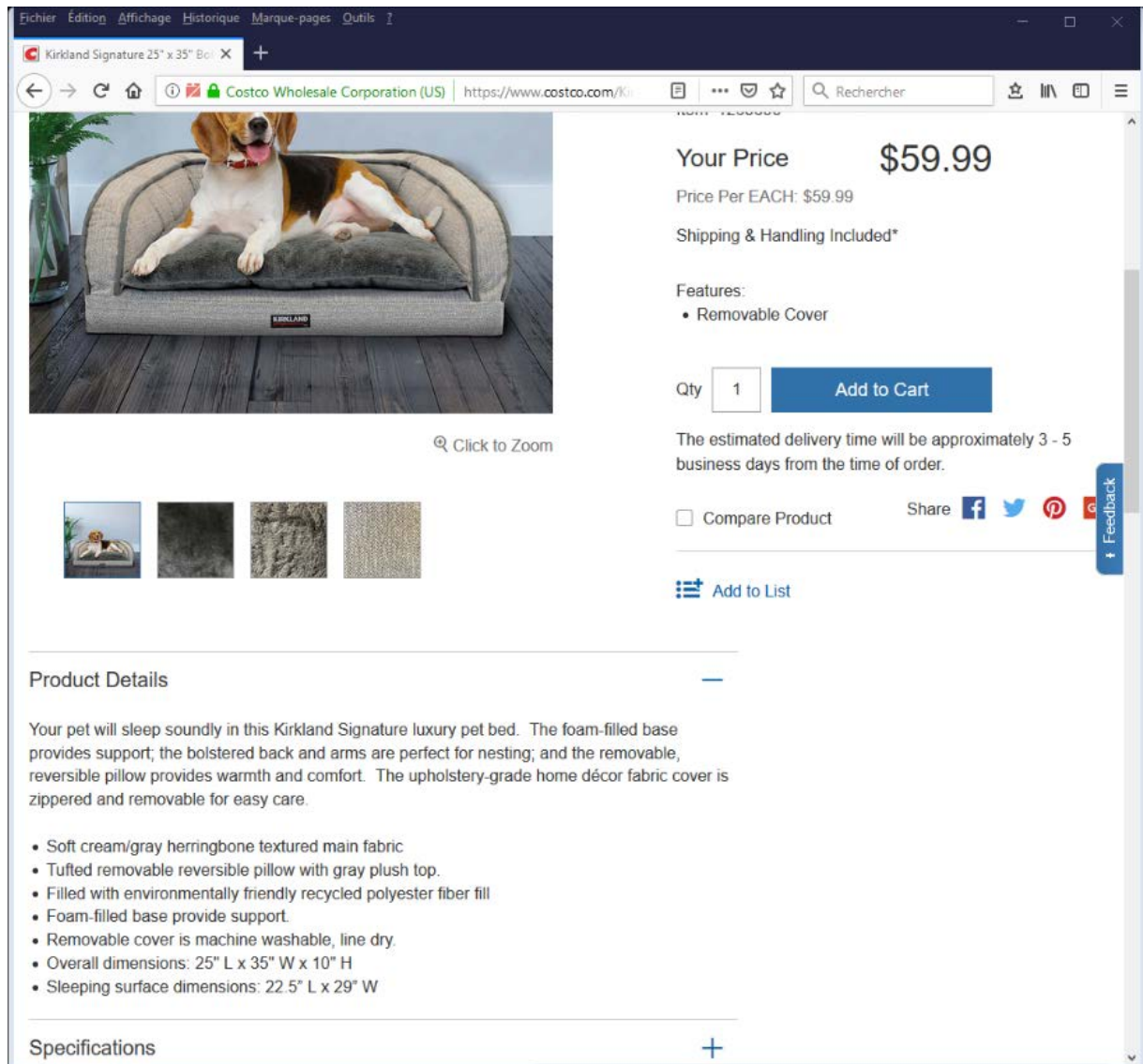


# BTS-NDRC – ANGLAIS (LV1) – SESSION 2020

## PARTIE 2: MISE EN SITUATION COSTCO STORE








**Your Price** **\$59.99**  
Price Per EACH: \$59.99  
Shipping & Handling Included\*

Features:  
• Removable Cover

Qty  **Add to Cart**

The estimated delivery time will be approximately 3 - 5 business days from the time of order.

Compare Product Share     

**Add to List**

**Product Details** —

Your pet will sleep soundly in this Kirkland Signature luxury pet bed. The foam-filled base provides support; the bolstered back and arms are perfect for nesting; and the removable, reversible pillow provides warmth and comfort. The upholstery-grade home décor fabric cover is zippered and removable for easy care.

- Soft cream/gray herringbone textured main fabric
- Tufted removable reversible pillow with gray plush top.
- Filled with environmentally friendly recycled polyester fiber fill
- Foam-filled base provide support.
- Removable cover is machine washable, line dry.
- Overall dimensions: 25" L x 35" W x 10" H
- Sleeping surface dimensions: 22.5" L x 29" W

**Specifications** +

<https://www.costco.com>

### SITUATION

Costco store in Cornwood has bought a small number of Kirkland Signature Bolsterbeds to test their attractiveness among their customers. You are asked to write a newsletter to promote this new product and present it.

How would you make the newsletter attractive and efficient ?

<b>BREVET DE TECHNICIEN SUPÉRIEUR NDRC</b>	
<b>SUJET ZERO</b>	<b>ANGLAIS - LV1</b>

Use the following elements:

- Identification of your customer base.
- Assets of the product, insisting on the quality as well as on the added value the product can bring to the pets.

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<b>SUJET ZERO</b>	<b>ANGLAIS - LV1</b>