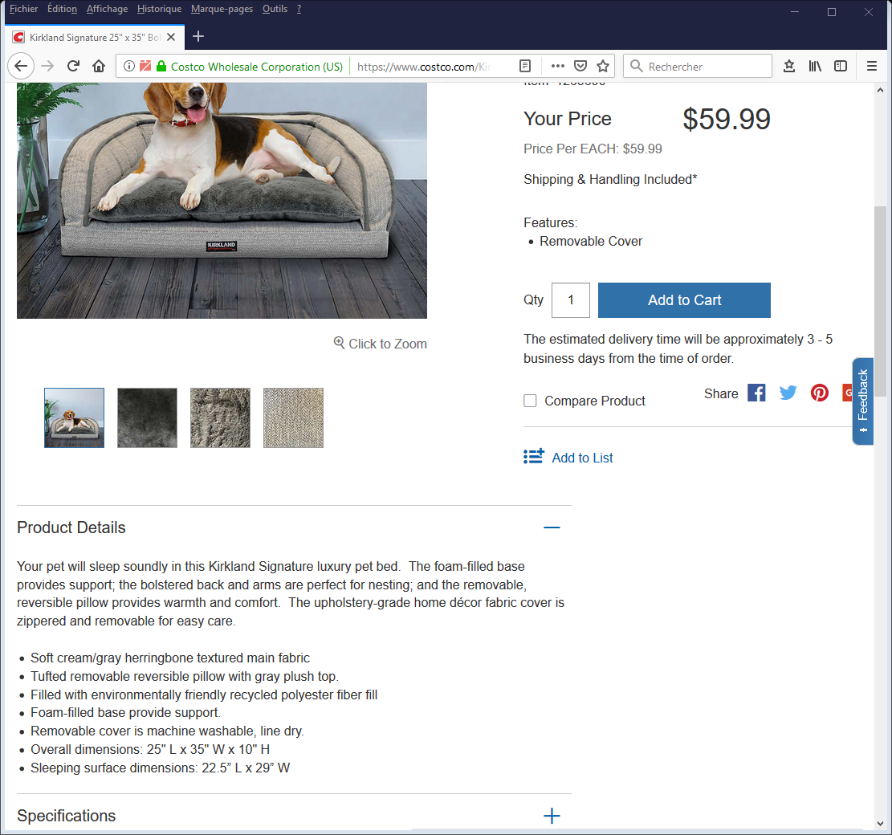
**BTS-NDRC – ANGLAIS (LV1)**

**SUJET 0:**

**Partie 2: Mise en situation**

**Costco store**



https://www.costco.com/

Costco store in Cornwood has bought a small number of Kirkland Signature Bolsterbeds to test their attractiveness among their costumers.

You are asked to write a newsletter.

* Identify your customer base.
* List the assets of the product.
* How would you make the newsletter attractive and efficient?