

BTS-NDRC – ANGLAIS (LV1) – SESSION 2020

PARTIE 2: MISE EN SITUATION COSTCO STORE

The screenshot shows a web browser window displaying a product page for a Kirkland Signature pet bed. The browser's address bar shows the URL <https://www.costco.com/Kirkland-Signature-25-x-35-Bolsterbed>. The product image shows a dog lying on a beige and gray pet bed. The price is listed as \$59.99. The page includes a 'Click to Zoom' button, a 'Compare Product' checkbox, and social media sharing options. The 'Product Details' section is expanded, showing a description and a list of features.

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

<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 ?

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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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