

BTS NEGOCIATION ET DIGITALISATION DE LA RELATION CLIENT

ANGLAIS OBLIGATOIRE

Session 2021

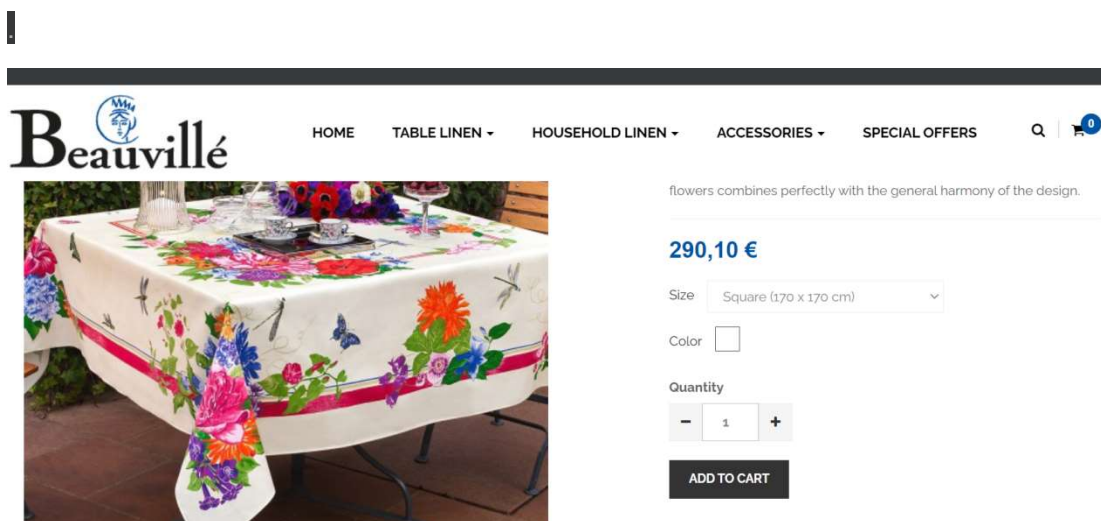
Mother's Day* : Palais Royal stain resistant tablecloth

The incredible variety of flowers inspired by the garden of the Chateau de Chenonceau gives to this design all its richness. The choice of flowers combines perfectly with the general harmony of the design.

- 5 The name Beauvillé is the ultimate for tablecloths ,household linens printed for over two centuries in Ribeauvillé in France . Discover our wide range of table linen,household linen and accessories that make today's moments be tomorrow's memories.

- 10 These materials are carefully selected to last a lifetime ,to fit durably in your home . Our teams work to create sustainable products that will stand the test of time for one's occasion - * Mother's Day, Father's Day, wedding anniversaries ,birthdays or Christmas reunions.

Our customer service : (+33(0)89737474)



SPECIAL OFFER :

**Free Delivery for 150 euros of purchase
(including taxes) .**

**Free Delivery for 300 euros of purchase
(including taxes) + 1 gift tea towel ***

(*in EU)

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Beauville is awarded
entreprise du
patrimoine vivant (EPV)
– Living heritage
company by the French
government.

<https://www.beauville.com/shop/en/table-linen/96-palais-royal-tablecloth.html>

SITUATION :

You work as a retail advisor at Harrod's world leading luxury department store in London and you are asked to organize an event to promote French products such as Beauvillé table linen.

- Identify your customer base
- List the features and assets of the product
- How could you promote your event ?