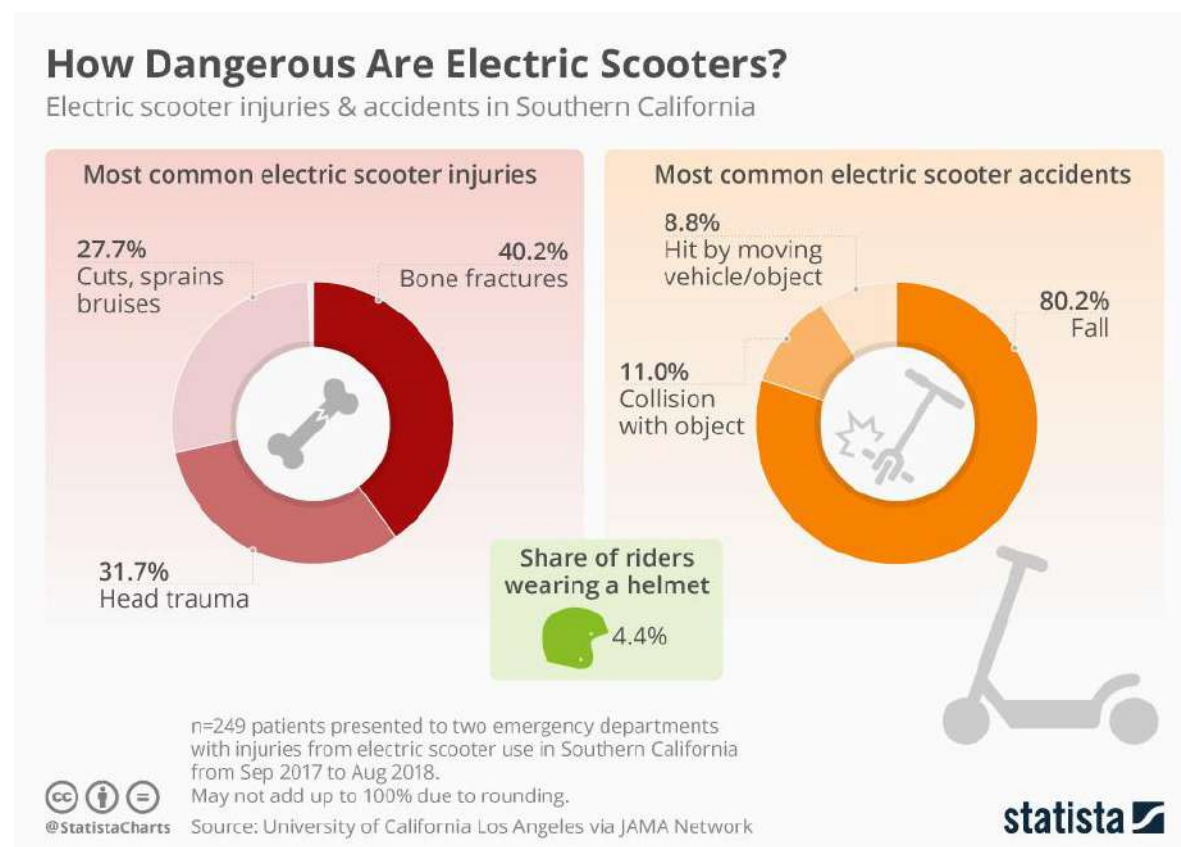


Déroulement de l'épreuve EF1 LV2 anglais session 2021

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



SITUATION:

You work as a salesperson at PET Ltd, (Personal Electric Transport), a company based in London which sells e-scooters.

You have to persuade the manager of a medium-sized delivery company to invest in a fleet of e-scooters.

You may take the following hints into account:

- Real benefits of this type of vehicle
- Environmental considerations
- Potential risks
- Conditions of sale

<b>BREVET DE TECHNICIEN SUPERIEUR NDRC</b>	
<b>SUJET N°1</b>	<b>ANGLAIS – LV2</b>

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1<sup>ère</sup> PARTIE : COMPTE-RENDU

## **The e-scooter: road menace or saviour of the commute?**

By Sam Wollaston

Adapted from *The Guardian*, October 7<sup>th</sup> 2020

They may be a common sight, but privately owned motorised scooters are still illegal on Britain's roads and pavements. But with rental scheme trials taking place across the country, could they be answer to getting to work in the pandemic?

Standing upright, you glide, ghostlike, along the street. You have no emissions. You are alone, outside, unlikely to catch anything or pass anything on. You are no burden to the public transport system, nor do you contribute much to congestion. You take up little space.

Now you join a busier road, one with buses. Perhaps you feel small, vulnerable. But when the traffic stops, you can pass. Ha! This is the future of urban travel, isn't it? Make that the present: it is here, you are here, going somewhere else quickly, with a smile. You are also breaking the law.

It may be surprising, given the number around, but privately owned electric scooters cannot be ridden legally on the road or on pavements in the UK.

A 45-year-old investment manager, Federico has a short commute\* in London, plus he goes to meetings across the city. He used to cycle, but it was tiring, he would arrive sweaty and he could not take his bike into meetings. The e-scooter – which he rides on the road and cycle paths, always wearing a helmet – has been a gamechanger. "I stopped taking the tube, taxis and Ubers," he says. "I could go anywhere and take it into the meeting room. It saves me time and money, it makes me more ecological and it is a tremendous amount of fun."

At weekends, he rides to the supermarket. He often takes one of his three kids – aged eight to 10 – out on the e-scooter, too. It does not compromise stability, he says: "It's a nice way of moving around London. It also gives them the appetite not to drive cars."

Federico – who is from Italy, where private e-scooters are legal, as they are in most of Europe and much of the US – thinks the government is being timid as well as sending out mixed messages. Year-long trials\*\* of e-scooter rental schemes, like those in Paris, Copenhagen and loads of other European cities, are under way in places. But the only place where you are legally allowed to use your own e-scooter is on private land with permission from the landowner. You can buy one in a shop (for anything between £150 and £1,500), but you are not allowed to ride it home. It makes no sense, says Federico. "The most dangerous drivers are those who rent, because they're often tourists or occasional riders. The safest drivers are those who own them."

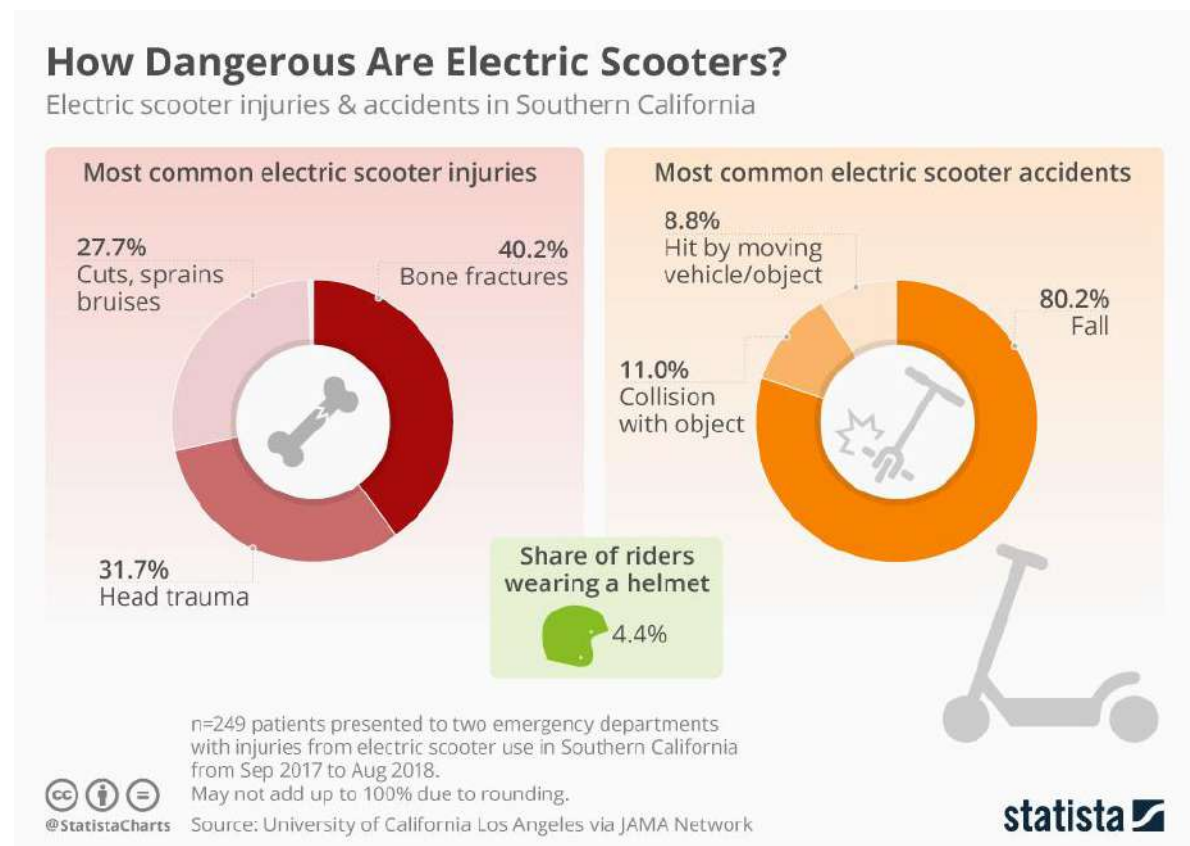
He says e-scooters, used responsibly, are no more dangerous than bicycles and have broader appeal. Not everyone can ride a bike – people with mobility issues, for example. "Anyone can ride a scooter – it's more democratic than a bicycle."

\*a commute: a regular journey of some distance to and from one's place of work. \*\*trials: tests, experiments.

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**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°1 (2 PARTIES)**

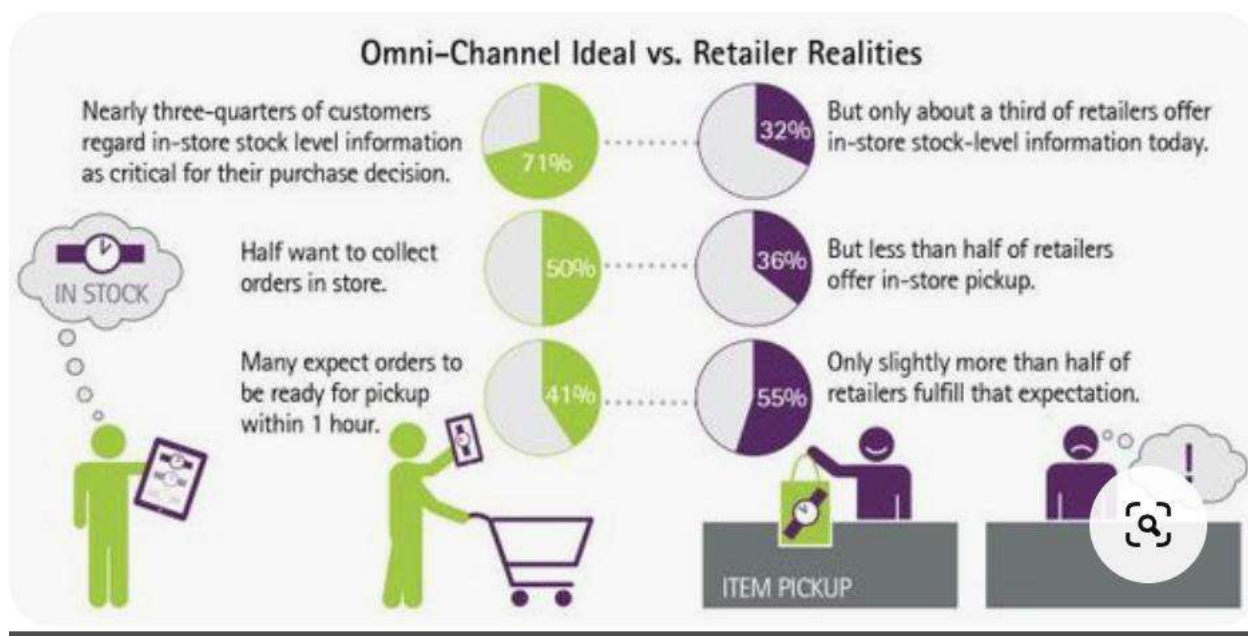
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Déroulement de l'épreuve EF1 LV2 anglais session 2021

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



SITUATION:

As a Tesco manager, you have decided to increase your online sales. You have to persuade your teams of the necessity of going online and thus cutting in-store jobs.

You may take the following hints into account:

- Benefits for both the store and the customers
- Creation of new jobs/ tasks
- Necessity of offering a digital training

1<sup>ère</sup> PARTIE : COMPTE-RENDU

**Tesco will create 16,000 new permanent jobs after lockdown led to "exceptional growth" in its online business.**

From *www.bbc.co.uk*, August 24<sup>th</sup> 2020

The new posts will include 10,000 staff to pick customer orders from shelves and 3,000 delivery drivers.

The recruitment drive reflects the shift to online shopping, which was accelerated by lockdown.

Tesco said it expected many of the roles to go to staff who joined them on a temporary basis at the start of the pandemic.

Supermarkets scrambled\* to meet a surge in demand for online deliveries while the UK was in lockdown.

Tesco said online customer numbers had risen from around 600,000 at the start of the pandemic, to nearly 1.5 million.

Before the pandemic, around 9% of Tesco's sales were online. Now, online sales amount to 16% of sales, and are expected to be worth over £5.5bn this year, the company said.

"The crisis has seen a dramatic increase in the size of the online grocery market in the UK," said Clive Black, retail analyst at Shore Capital.

"It does not look like, and Tesco UK does not seem to think, it is going to revert back to the pre-coronavirus levels."

Tesco UK & Ireland's chief executive Jason Tarry said: "These new roles will help us continue to meet online demand for the long term."

Tesco's announcement may sound like welcome relief from job cut announcements from retailers, but its real significance is to underline the shift in shopping habits from bricks-and-mortar retailing to online.

That shift benefits those with a big online presence, at the cost of the old-fashioned shops that don't.

[...] With lockdown, the shift accelerated dramatically, as even the remaining users of the High Street were forced to go online.

At first, online retailers like Tesco met the surge in demand for online delivery, hiring thousands of workers on temporary contracts.

However, now they're offering them permanent jobs it's clear that Tesco's executives believe much of the shift to online during the pandemic will be permanent.

Growth in the online grocery market will have made the sector more profitable, points out Mr Black.

There is no need to offer money-off coupons or free delivery to attract new customers in the current climate, he added.

Mr Black emphasised that the efficiency of deliveries is improved because drivers can serve customers who are closer together, and supermarkets can make better use of systems, staff and equipment: "You put all those things together and the industry goes from marginally loss-making to marginally profitable."

Tesco has already created 4,000 new permanent roles since March. The new roles are permanent and a mixture of full and part-time.

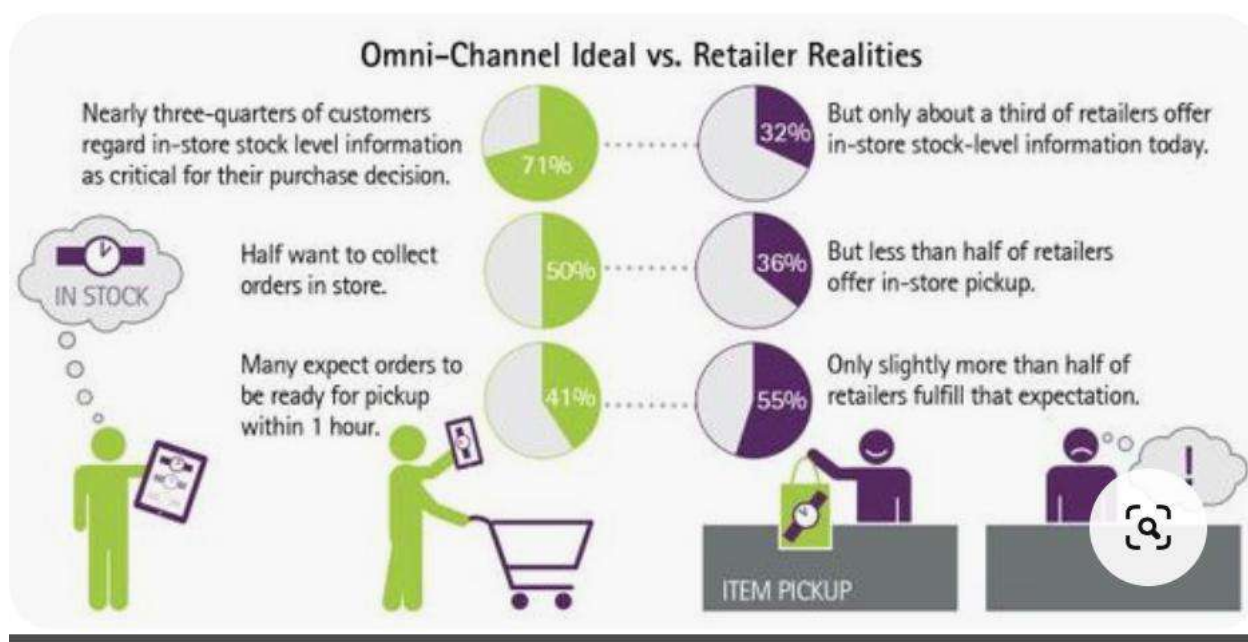
\* to scramble: to hurry



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2ème PARTIE : MISE EN SITUATION



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**Déroulement de l'épreuve EF1 LV2 anglais session 2021**

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MISE EN SITUATION

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**SITUATION:**

You are the sales rep of a catering company specialised in working with schools. You have to convince a school to regularly purchase from your company. Prepare your arguments.

You may take the following hints into account:

- Origin and quality of your products
- Customer satisfaction/ company's reputation
- Services provided
- Prices/ payment terms

**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°3**

**ANGLAIS – LV2**

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1<sup>ère</sup> PARTIE : COMPTE-RENDU

## **This Thanksgiving, hit the grocery store early to avoid overcrowding**

By Hayley Smith

Adapted from *www.latimes.com*, November 18<sup>th</sup> 2020

Amid an alarming statewide surge of COVID-19 cases, California's grocers are urging consumers to do their holiday food shopping ahead of time.

November and December are traditionally the two busiest months for the grocery industry, according to the California Grocers Association. This year, crowds could be a threat to shoppers and workers alike. Cases of the coronavirus have increased substantially in recent weeks, in most instances because of large gatherings and close contact. "Thanksgiving and Christmas are the Super Bowl days for grocery store retail," Ron Fong, California Grocers Association president and CEO, said Wednesday. "We recommend that you purchase non-perishable items starting today. It's not too early."

Unlike in earlier months of the pandemic — remember the run on toilet paper? — Fong said supplies wouldn't be an issue and there was more than enough turkey, stuffing and gravy to go around. The concern right now, he said, is people. "We do have capacity limits, and we will be enforcing that, which is another reason to shop early," Fong said. "What we're really worried about is the few days before Thanksgiving when everybody's rushing."

Much of California is now in the strictest, or purple, tier of the state's color-coded reopening system, which means that although grocery stores are considered an essential service, they must operate at 50% capacity. That could translate to longer lines and congestion for people who wait until the last minute. In a news release about the upcoming holiday, the grocers association said many stores had hired additional staff members, added cooler and freezer capacity and created pickup stations to keep things moving.

But the association also urged shoppers to take advantage of online delivery options and avoid entering grocery stores at all. Meanwhile, city officials are hoping people will be preparing smaller holiday meals. They are discouraging Thanksgiving travel, large indoor dinners and any gatherings with more than 10 people. If you must shop, the association said, don't bring extra people, maintain a distance of two carts between yourself and others at all times, avoid unnecessary handling of food items and products in stores, and always wear a mask. And — in the spirit of the season — be kind to one another.

"Our grocery store workers have families just like everybody else," Fong said. "They have the same worries, but they are choosing to go to work to serve their communities. A simple 'thank you' will go such a long way."



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2<sup>ème</sup> PARTIE : MISE EN SITUATION

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**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°3 (2 PARTIES)**

**ANGLAIS – LV1**

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**Déroulement de l'épreuve EF1 LV2 anglais session 2021**

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



**SITUATION:**

You work for a company specialized in making high-tech devices intended for retail store owners. You meet one of them (a supermarket owner) to persuade him/ her to buy the shelf-scanning robots and self-scanning checkouts.

You may take the following hints into account:

- Advantages of replacing supermarket employees by robots
- Consequences on the working conditions of the employees
- The end of traditional retail stores

**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°4**

**ANGLAIS – LV2**

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1<sup>ère</sup> PARTIE : COMPTE-RENDU

## **Robots Take Retail**

By Greg Petro

Adapted from *www.forbes.com*, January 10<sup>th</sup> 2020

The robots are coming! It sounds like a slogan for a science fiction film, but we need only look as far as the retail industry to see the truth in this statement. Robots have been with us for a while in retail, and technology powered through AI and machine learning to incorporate the voice of the customer to transform how retailers make product and pricing decisions is something I've been advocating for years. Amazon and many retailers are operating robots behind the scenes to help with inventory management. Walmart deployed 350 systems for inventory management across its stores in 2019 alone. That's an average of roughly one robot for each store.

As retailers look to cut costs and make operations easier, particularly along the supply chain, robots are only going to become more entrenched in retail's day-to-day operations, taking on greater roles and interacting with employees and consumers alike as AI becomes smarter. By 2025, more than 150,000 mobile robots will be deployed in brick-and-mortar retail establishments. And robots' work will certainly not be limited to warehouses.

The newest models of robots are already getting upgrades, and are coming equipped with machine vision algorithms able to capture and analyze images and video and respond accordingly. New technology is enabling them to analyze and interpret unclean areas and clean by themselves, understand when customers enter the store and greet them, and take photos of new cartons, analyzing items in the box and moving them to the right shelves.

At Walmart in particular, scanner robots are able to pinpoint locations where items are out-of-stock, send images to associates who use handheld devices, and also transmit that information to the fast unloader robots that are prioritizing which items get unloaded off trucks. Kroger plans to build as many as 20 automated grocery warehouses across the US where robots will help fulfill orders placed online. The company is also testing driverless robot delivery cars.

The plan is for robots to take over the mundane tasks and leave human employees open to doing more high-value jobs, like customer service. For example, employees could interact with customers to teach them about new products and, ideally, boost sales.

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**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°4 (2 PARTIES)**

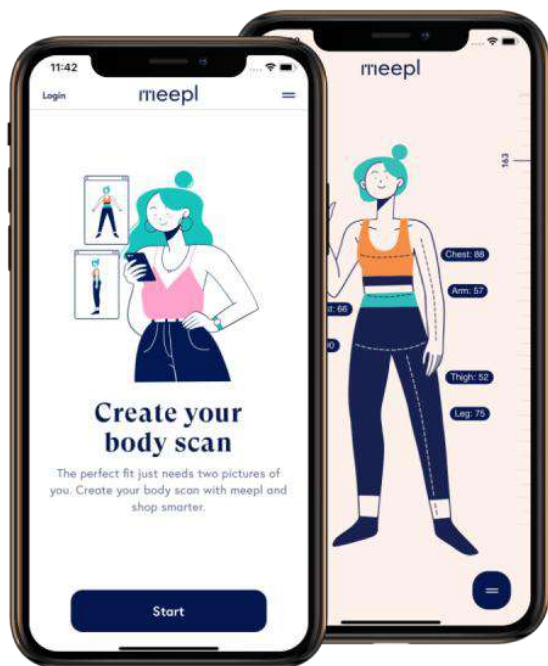
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MISE EN SITUATION



## Make Made-to-Measure scalable

meepl is the key to your customers accurate body measurements, based on our mobile 3D body scan technology, in real time, regardless of any regional barriers or scheduling conflicts.



**SITUATION:**

You work for a competitor of Fision.

After experiencing 2 lockdowns because of the COVID-19 pandemic, you have to instruct your sales rep team with a sales pitch to convince the clothing independent small retailers to adopt your app.

You may take the following hints into account:

- Influence of the pandemic on sales
- Customer satisfaction
- Shopping experience

**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°5**

**ANGLAIS – LV2**

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1<sup>ère</sup> PARTIE : COMPTE-RENDU

## **Zalando acquires body scanning tool Fision**

From [www.ecommercenews.eu](http://www.ecommercenews.eu), October 16<sup>th</sup> 2020

### ***Technology offers a body scanning app and virtual dressing room***

Zalando has announced it acquired Fision, a Swiss company that offers a mobile body scanning solution. For Zalando, the acquisition is part of its investment in the customer experience.

For eternity, the online fashion industry has been facing the key challenge of size and fit. Whereas customers can try on a shirt or skirt in-store, online they mostly have to rely on product images, sometimes a video, and in the best case, an augmented reality solution.

The Swiss company Fision (which operates Meep!) uses advanced computer vision technology to offer a body scanning app and virtual dressing room, designed to help consumers see how a garment would fit on their body.

### **Technology incorporated into Zalando platform**

The technology of Fision will be incorporated into the Zalando platform, so the German fashion retailer can give better size advice to its customers. No longer it will use only fit feedback and garment measurements, but now it will also offer more personalized advice, using garment and body measurements.

“Customers will be able to generate precise body measurements which they can use to receive even more accurate size advice, and purchase items they know will fit”, Zalando comments: “Brands, for the first time, can gain a deeper understanding of how well their assortment addresses the size and fit needs of a target audience which in the long run will enable them to produce better fitting garments.”

### **Customers can generate precise body measurements**

“We are excited to be joining forces with Zalando today,” adds Ferdinand Metzler, CEO and founder of Fision, “We share a vision for a customer-centric and sustainable fashion industry and look forward to scaling our combined know-how to over 34 million Zalando customers.”

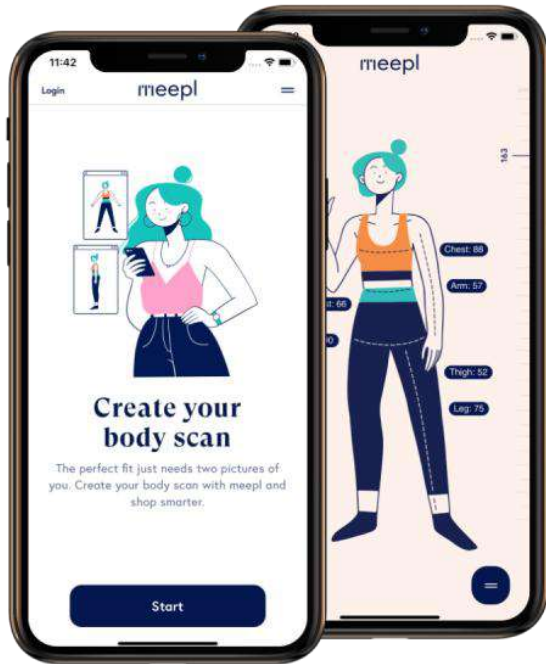
The Fision team will continue to be based in Zurich while fully integrating with Zalando. The investment underscores Zalando’s commitment to one of its key markets, Switzerland, ahead of celebrating the 10th anniversary there next year. It opens up an additional talent venue in Zurich - one of Europe’s technology hotspots. Zalando’s ambition is to build up a new tech hub in Zurich, growing the site to 150+ jobs over time.



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2ème PARTIE : MISE EN SITUATION



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**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°5 (2 PARTIES)**

**ANGLAIS – LV1**

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Déroulement de l'épreuve EF1 LV2 anglais session 2021

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MISE EN SITUATION



SITUATION:

A sales rep has just been fired for not respecting the company's dress code.

As the store manager of luxury products (clothes and accessories), you organize a meeting with all the company's employees to remind them of the dress code prevailing in the company. Explain the reasons for these rules.

(Employees include sales reps, team leaders, purchase and sales managers, delivery people in the click and collect department ...)

You may take the following hints into account:

- Need to respect the same dress code
- Impact of dress code on productivity
- Sales reps' dress code

1<sup>ère</sup> PARTIE : COMPTE-RENDU

## **Dress Code For Retail Employees-Still Appropriate?**

By Bob Phibbs

From *www.retaildoc.com*, August 2<sup>nd</sup> 2020

If a guy walked into your shop and saw you dressed in white makeup, wild red hair, clown shoes, a red nose, baggy colorful pants, a bunch of balloons and a painted on smile, he'd probably quickly decide *this guy is a clown*.

That's because customers judge you within nanoseconds of spotting you. Your good looks, your warm personality and your product knowledge will have to wait until after they have decided whether to trust you.

And that happens based on the clothing you wear - whether you are behind the counter, working with a customer or just returning from a break.

Dress codes were created because some team members don't *notice* any difference.

And that's a problem...

Because if customers don't trust you and don't feel you represent the brand – they won't trust anything you say to them about fit, appropriateness or style. Instead, they'll trust their friends on *Instagram* and cut the employee out of the buying cycle.

*And that's not good if customers don't trust you...*

According to this *blog* JC Penney's changed its dress code to: "*jeans, t-shirt, and clean tennis shoes. R.I.P. the tie and dress shirt, good-bye to dresses and panty hose, and farewell to high heels and dress pants. You will all be missed dearly - imagine having a lady in a t-shirt and jeans, no makeup or perfume. Now someone like this [sic] giving advice on how to wear a prom dress and what shoes to wear with it.*"

If you're a teen retailer dress codes might not need to be strict but if you are selling luxury watches, clothing or services, your sales associate needs to be seen as *a player* right away. That means for a luxury brand they aren't just wearing a suit, but an *Armani*.

Boomer customers dropping off their most precious pieces of jewelry want to see people they trust and have faith in. They won't trust a 20-something dressed casually.

Prioritizing brands you already know can help to quickly grasp this concept and begin to apply it to your *retail management practices*. To that end, I present my Levels of Dress Code.

The 8 Levels of Dress Code:

1. Tiffany's – Designer suiting, 2. Your bank – Business suiting, 3. Nordstrom – Business casual, 4. Macy's – Casual with guidelines, 5. Penney's – Casual, 6. Convenience Store - Street clothes, 7. Apple – Branded T-shirt, 8. Fast food - Uniform

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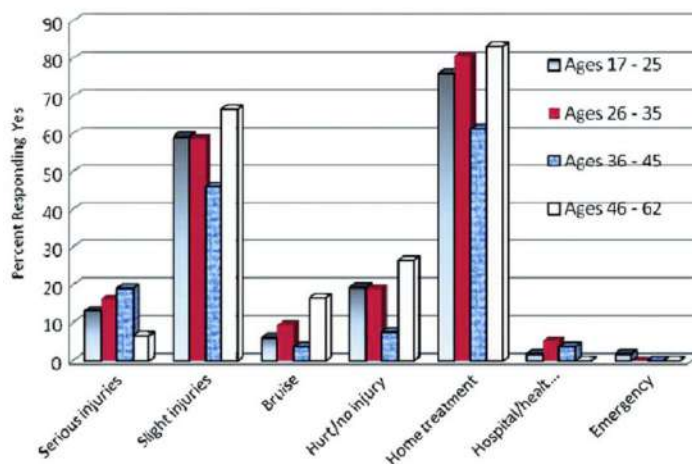
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MISE EN SITUATION



Percentage age groups receiving packaging-related injuries and their method of seeking treatment.

SITUATION:

You work in the after-sales service of the London-based Amazon warehouse. The company has received complaints from customers who have reported injuries (cut hand, sprained wrist, bruised hand ..) when unpacking the goods.

You are in charge of dealing with these complaints and suggesting solutions to avoid similar problems in the future while promoting sustainable packaging.

You may take the following hints into account:

- Compensations given to injured customers
- Safety warnings, instructions and visuals on packaging
- Packaging and sustainability

1<sup>ère</sup> PARTIE : COMPTE-RENDU

**Amazon will now deliver your orders only in original product packaging, as it looks to cut waste**

By Prachi Gupta,

Adapted from *www.financialexpress.com*, June 3<sup>rd</sup> 2020

Your orders from Amazon India may soon start to come in just the original packaging as the e-tailer looks to cut down on waste generated by packaging materials in the form of cardboard, paper cushions and plastic wraps etc.

Amazon India has minimised packaging waste across its supply chain under its packaging-free shipping (PFS) initiative in over 100 Indian cities. Amazon has debuted with the initiative in India and about 40% of the orders which get shipped from Amazon's fulfilment centers are now packed without additional layers of packaging. While items such as liquids, fragile items, and personal care products still need additional protection during transportation, the company has started to ship tech accessories, home and home improvement products, shoes, luggage, and other items without additional packaging.

"PFS is a sustainable packaging solution in which customer orders are shipped in their original packaging without any additional packaging, or significantly reduced packaging," the company said. However, the initiative was rolled out in June last year in 9 cities and the company has now scaled the operations to over 100 cities. With PFS, Amazon transports multiple customer orders in reusable boxes during deliveries. Earlier, Amazon had also announced that it will switch to biodegradable packaging material such as paper fillers instead of bubble wraps under its sustainability initiative.

Amazon uses technology to decide which orders can go without extra packaging based on parameters like the location of the customer, distance the order has to travel and the category of product ordered. "To keep up with Amazon's vast and rapidly expanding selection, Amazon uses machine learning algorithms to adjust packaging protection depending on the product and transportation conditions," it said.

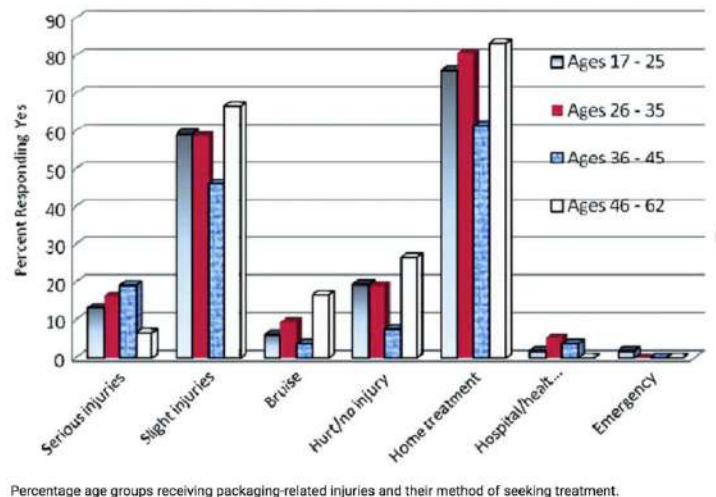
Amazon founder Jeff Bezos has been vocal about climate change issues and in his visit to India this year, he reiterated his interest in protecting the environment. Amazon had also earlier pledged to eliminate plastic usage by the end of June 2020.



Déroulement de l'épreuve E2 LV1 anglais session 2021

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- } maximum  
} 10 minutes

2<sup>ème</sup> PARTIE : MISE EN SITUATION



SITUATION:

You work in the after-sales service of the London-based Amazon warehouse. The company has received complaints from customers who have reported injuries (cut hand, sprained wrist, bruised hand ..) when unpacking the goods.

You are in charge of dealing with these complaints and suggesting solutions to avoid similar problems in the future while promoting sustainable packaging.

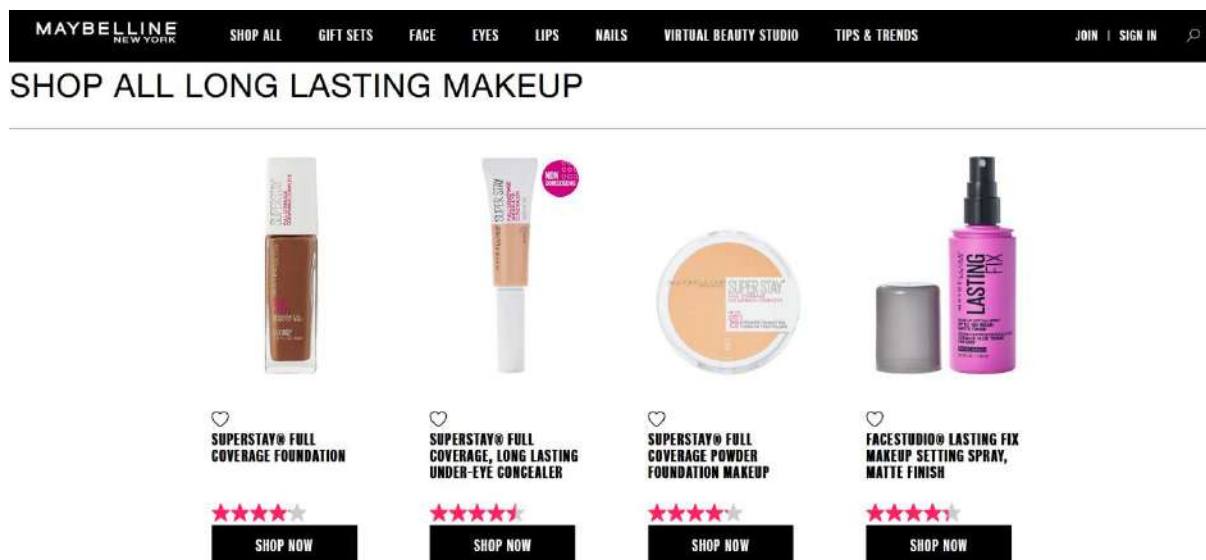
You may take the following hints into account:

- Compensations given to injured customers
- Safety warnings, instructions and visuals on packaging
- Packaging and sustainability

Déroulement de l'épreuve EF1 LV2 anglais session 2021

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



SITUATION:

You are a sales representative for Maybelline.

Your company has developed a new range of products due to the Covid-19 pandemic.

You are in charge of prospecting beauty salons and cosmetics stores.

Prepare your sales pitch.

You may take the following hints into account:

- Influence of the pandemic on cosmetics sales
- New markets
- Masks and cosmetics
- Digital solutions

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°8

ANGLAIS – LV2

Ce document devra impérativement être remis à l'examineur à l'issue de l'interrogation

1<sup>ère</sup> PARTIE : COMPTE-RENDU

## **Face masks may have killed off the ‘lipstick index’**

By Katherine Dunn,

Adapted from *www.fortune.com*, July 7th 2020

In a financial crisis, the theory goes, people cut back on gym memberships, eating out, and holidays. But on a bad day, a consumer will still reliably reach for retail therapy: picking up a cupcake, a magazine, or, famously, a tube of lipstick. This financial crisis might be different. After all, why wear lipstick when no one can see your smile anyway?

The mask could finally imperil the “lipstick index” theory, a shaky, but compelling economic view created just after the Sept. 11 attacks by Leonard Lauder, chairman of the international cosmetics company Estée Lauder.

Lauder’s theory was that in times of economic uncertainty, affordable luxuries like a striking lipstick shade help prop up select retailers even through downturns.

The theory itself is widely cited, but conveniently hard to prove: reliable lipstick sales are not typically published as a stand-alone metric, leaving serious economists unable to measure this effect in an economic downturn. And as Fortune wrote in 2010, there are indications the lipstick business is not quite as robust as we might think: In 2009, at the height of the last economic crisis, sales declined nearly 10%.

A McKinsey report from May showed that sales for the global beauty and cosmetics sector have risen every year since at least 2005, including through the global financial crisis. COVID-19, however, could be a different crisis altogether. McKinsey estimates that global beauty sales could fall by 20% to 30% in 2020, and by as much as 35% in the U.S. if there is another wave of COVID-19 later in the year.

While cosmetics are expected to rebound quickly, the market may also be fundamentally changed. The closure of the department stores, malls and airport boutiques that sell the bulk of cosmetics hit sales this year, pushing brands to sell on digital platforms.

But it has also shifted our relationship with makeup, at least for the time being. In April, just as lockdowns were going into effect globally, demand shifted. With little need to wear makeup outside, demand for cosmetics dropped, while demand spiked for skin care products, creams, and DIY home beauty treatments.

Lipstick in particular took a hit. Amazon sales in the U.S. tracked by McKinsey in the four weeks up to April 11 showed “lip care and color” saw the steepest decline in retail sales of any segment, with sales falling 15% and prices falling 28%.

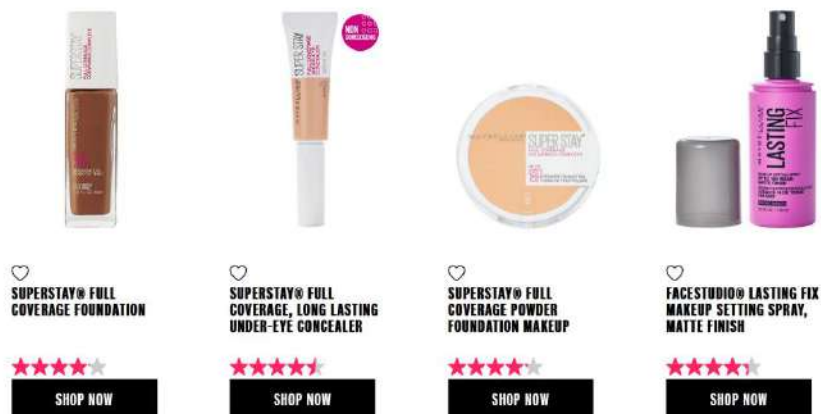
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2ème PARTIE : MISE EN SITUATION



SHOP ALL LONG LASTING MAKEUP



**SITUATION:**

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- Masks and cosmetics
- Digital solutions

**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°8 (2 PARTIES)**

**ANGLAIS – LV1**

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Déroulement de l'épreuve EF1 LV2 anglais session 2021

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



**SITUATION:**

You work for Aldi and you are in charge of the development of their click and collect service.

You have to present to your manager some solutions to incite your customers to use this service and to broaden your customer base.

You may take the following hints into account:

- New consuming habits
- Strategies to appeal to new customers
- Benefits for both customers and the manager
- Impact on the employees' working conditions

**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°9**

**ANGLAIS – LV2**

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1<sup>ère</sup> PARTIE : COMPTE-RENDU

## **Aldi looks at online move as shopping habits change**

By Emma Simpson,

From *BBC News*, September 28<sup>th</sup> 2020

Clive Perkins hasn't been to a supermarket since March, but he's just driven to an Aldi store in Loughborough to have his groceries delivered straight to his car.

He's one of the first customers to try its new click and collect trial - a loyal Aldi customer for the past nine years prior to the pandemic. "We've done everything online," he tells the BBC. "We've been able to isolate because of the risk. We've got a regular slot with somebody else, but we'll drop that if this works."

For more than a decade, discounters have been the disruptors in the supermarket aisles, stealing customers from their bigger rivals and growing sales. But this pandemic has been disruptive for them. They've missed out on the huge boom in online sales and increase in convenience store sales. Now Aldi's dipping its toe into the online food market, trialling several new concepts, including a Deliveroo rapid delivery service and a click and collect service.

"It's been an extraordinary six months, like nothing I've ever known in grocery," says Aldi's UK chief executive Giles Hurley. "The business performance has been very, very solid... but we also recognise customer habits are changing and that we need to evolve our business to meet the new demands and we're actively doing that."

Aldi's boss now wants to redefine discount retailing. The click and collect trial will soon expand to 15 stores. "I'm very, very confident that this is a model that we can scale successfully," he says. "We have a unique model, a set of efficiency principles unrivalled in the market, and that it is my firm belief that we can apply those principles to picking and packing stock in a very efficient way for customers... I'm very excited about it."

All this would have been unthinkable for Aldi a year ago. The business has just posted its annual results for the year ending December 2019 showing an 8% increase in sales to £12.3bn as well as a 49% rise in pre-tax profits compared with the previous 12 months.

But the pandemic has made things less easy. "Aldi has still seen strong growth, they're still selling 10% more than they did last year, but for the first time they've grown behind the market," says Fraser McKeivitt, Head of Retail and Consumer Insight at consumer analysts Kantar. Aldi has missed out on the extra purchasing by consumers during the pandemic, he says, especially with people shopping locally and online. "Shoppers were also doing fewer but bigger shopping trips so with the smaller stores the discounters have, they lost out a bit on that which isn't a position they've been in before."



**Déroulement de l'épreuve E2 LV1 anglais session 2021**

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2ème PARTIE : MISE EN SITUATION



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**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°9 (2 PARTIES)**

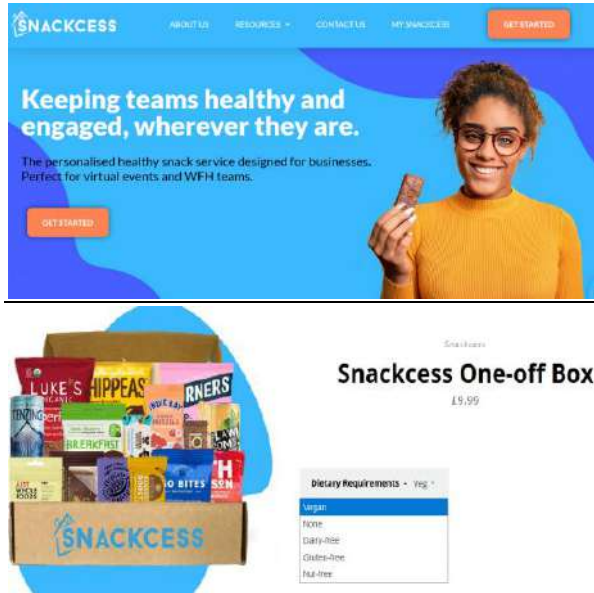
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**Déroulement de l'épreuve EF1 LV2 anglais session 2021**

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



**Contains:**

- ❖ **Healthy and Delicious Snacks** including a selection of healthy bars, crisps, chocolates, fruits jerky, nuts, trail mix, drinks and coffees.
- ❖ **Personalised Handwritten Letters** inside to each recipient from you or your company.
- ❖ **We cater for all Dietary Requirements** so that everyone can enjoy and no one feels left out.
- ❖ **Free UK Delivery** to any team member's address across the UK.

**NB:** WFH stands for Work From Home

**SITUATION:**

You have just been recruited as a sales representative for *Snackcess*. You have an appointment with the Human Resources Manager of Vodafone, the British multinational telecommunications company. Convince him/ her to buy your boxes on a regular basis.

Prepare your sales pitch.

You may take the following hints into account:

- Influence of the pandemic on prices
- Influence of the pandemic on product quality
- Advantages for both workforce and employers

**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°10**

**ANGLAIS – LV2**

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1<sup>ère</sup> PARTIE : COMPTE-RENDU

## **CEO Secrets: The graduates launching start-ups in lockdown**

From *BBC News*, October 6<sup>th</sup> 2020

As part of our CEO Secrets series, which invites entrepreneurs to share their advice, we are focusing on businesses that have launched during lockdown. We begin with recent graduates.

Student friends Joshua Barley, Sonny Drinkwater and Kieran Fitzgerald, all aged 22, realised the job market would be tough for new graduates, as the huge impact of coronavirus became clear in March and April.

Joshua and Sonny are old school friends. Joshua met Kieran at the University of Birmingham, introducing him to Sonny, who studied at Bristol. The three final-year students saw work placements and graduate scheme opportunities disappear in the spring. (...)

So, they decided to take matters into their own hands and started a company, pooling their abilities and expertise. Both Joshua and Sonny had studied nutrition, while Kieran had been working on the benefits of gift exchange in the workplace as part of his end-of-year project. They combined these interests to focus on what was clearly becoming an important new fact of life: working from home.

The trio created the company Snackcess, to provide gift boxes of healthy snacks for businesses to post to employees working at home. The box contains high-end, healthy, branded snacks, the kind that you might find in organic food stores.

The team negotiate lower prices by buying directly from the manufacturers. When they started in July they sold five boxes. That increased tenfold in August and in September they sold 800 boxes, with a turnover of more than £9,000. Originally they did the packing themselves in Sonny's parents' garage in Kent. They have now hired their first employee, a "chief packer". Large corporate clients include HSBC, Iress and Lululemon.

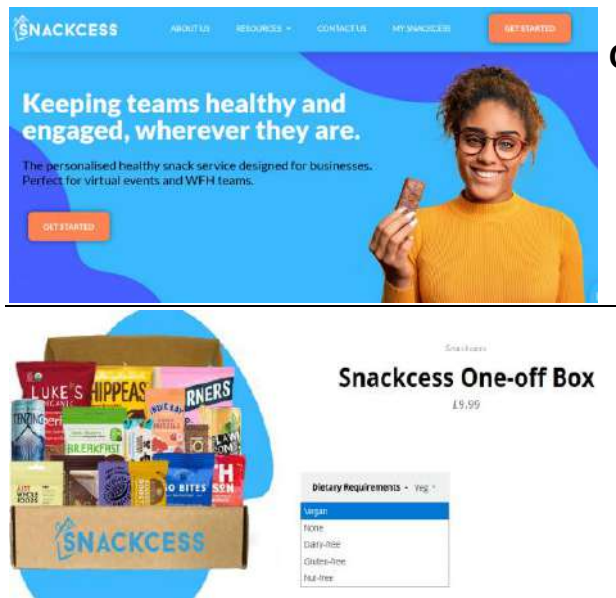
The success has resulted in a dilemma for the team. It was never meant to be a permanent venture, rather they thought of it as a stop-gap, until the economy picked up again and they could find other jobs, explains Sonny. "That's all changed now," he says. "We've had such a big growth, we're going to try and see this through." Joshua adds: "We see this as a long-term opportunity for us now."

"My advice is just do one small thing every day that makes your business idea more real, whether that's setting up a meeting, or building a prototype," says Sonny. "And don't be afraid to network," adds Kieran. "Just message people on LinkedIn, you'll be surprised who gets back to you."

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**BREVET DE TECHNICIEN SUPERIEUR NDRC**

**SUJET N°10 (2 PARTIES)**

**ANGLAIS – LV1**

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