

Brevet de Technicien Supérieur

COMMERCE INTERNATIONAL à référentiel commun européen

Épreuve écrite E2

U21 - Langue vivante étrangère A

ANGLAIS

Durée : 3 heures

Coefficient : 2

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Tout autre matériel est interdit.

Dès que le sujet vous est remis, assurez-vous qu'il est complet.
Le sujet se compose de 3 pages, numérotées de 1/3 à 3/3.

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Aldi tries high-end food and discounts, too

Aldi became one of the world's biggest food retailers using a simple formula of no-frills stores offering a small assortment of products at rock-bottom prices. After decades of expansion in Europe, it followed the same strategy in the U.S., where it gets about \$8 billion in annual sales and is growing from 15 percent to 20 percent a year, estimates
5 Jim Hertel, managing partner at food-retail consultant Willard Bishop. Now the low-end discounter is working to also make itself more attractive to a different consumer: the type that shops at Trader Joe's.

Both supermarket chains are controlled by different factions of Germany's billionaire Albrecht clan, but there's more than just a family rivalry at play. Aldi U.S. Chief
10 Executive Officer Jason Hart has seen American shoppers become more concerned about the content and quality of the foods they eat. So his chain recently added organic quinoa and coconut oil, chia seeds, and grass-fed beef. It's also testing cage-free eggs and sriracha sauce to pull Americans from not only traditional supermarkets, but also specialty chains. Aldi's own SimplyNature all-natural and organic line has become its
15 fastest-growing brand.

The grocer, with 1,400 U.S. locations, is set to compete fork-to-fork against established West Coast foodie favorites such as Trader Joe's and Sprouts Farmers Market. Next year, Aldi will enter California, and it plans to reach 2,000 locations nationwide by the end of 2018.

20 Aldi's reputation as a low-end retailer has changed since the recession, says Hertel. "People got forced into it and realized that it was good quality food and great value," he says. "The perception started to change."

The secretive company was founded more than a century ago when Anna Albrecht opened a small store in Essen, Germany. In 1948 her sons, Karl and Theo, took over and expanded to 30 locations in seven years. The name was shortened from Albrecht
25 Discount to Aldi in 1962. [...] Globally there are about 9,950 Aldi stores.

Aldi made its U.S. debut in 1976 in southeastern Iowa with just 500 items (it has about 1,300 core ones now). In 1998 it had 500 stores in the U.S. and a decade later expanded beyond the Midwest to Florida and Connecticut. Hart, who took over as CEO
30 in April, plans to have 45 stores in Southern California by the end of 2016.

Americans, who spent about \$33 billion on organic goods last year, according to the *Nutrition Business Journal*, expect to find them at both traditional supermarkets and discounters such as Aldi. The store plans to give them such goods but at the extreme discounts it's known for. In Chicago, it sells a regular can of tomato sauce for 25¢,
35 while bananas are 38¢ a pound. Hart says Aldi's prices are as much as 40 percent below that of traditional grocery stores and 25 percent less than big-box discounters such as Wal-Mart Stores.

A July grocery price survey by Bloomberg Intelligence found Aldi to be cheaper than other discounters including Wal-Mart and SuperValu's Save-A-Lot chain. [...]

40 The chain, which Hart says primarily targets 25- to 45-year-old moms plus anyone looking for a deal, keeps its costs low. Aldi stores are small, averaging just 10,000 square feet of retail space – about a third the size of a Walmart Neighborhood Market small-format grocery. [...]

Although Aldi is based in Germany, it's seeing most of its expansion in other areas as
45 consumers worldwide look for low prices in smaller, easy-to-shop stores. Its "growth really comes from the U.S. and also from the U.K. and Australia," says Denise Klug, an analyst at Planet Retail in Frankfurt. "In European markets and in some industrialized nations, big boxes in general are losing their importance."

Bloomberg Businessweek, August 10, 2015

I - COMPRÉHENSION DE L'ÉCRIT (20 points)

Après une lecture attentive du texte, vous en ferez un compte rendu en français et ferez apparaître les idées essentielles en 220 mots (+/- 10%).
Indiquez précisément le nombre de mots.

II - EXPRESSION ÉCRITE (20 points)

Répondez en anglais à la question suivante en 300 mots (+/- 10%). Indiquez précisément le nombre de mots.

Explain why hard discounters are expanding so quickly.

III - INTERACTION ÉCRITE (20 points)

Lettre commerciale à élaborer et à rédiger en anglais selon l'usage commercial courant.

Expéditeur : Le Bon Vin, 17 Silver Street, RIPON, Yorkshire HG4 4DX, Royaume-Uni

Destinataire : monsieur Henri GRIVOTOT, directeur de La Chablisienne, Cave Coopérative, boulevard Pasteur, 89800 CHABLIS, France

Lettre en date du 17 mai 2016.

Objet : lettre de réclamation.

Signataire : monsieur Richard LEWIS, directeur commercial.

Contenu :

- concerne votre commande de 30 cartons de 6 bouteilles de Chablis ;
- vous remerciez pour l'arrivée de la commande ;
- vous rappelez que lorsque vous vous êtes rencontrés au salon « Les Grands Jours de Bourgogne » qui s'est tenu à Chablis le 16 avril 2016, votre correspondant vous a accordé une remise de bienvenue de 15% sur votre première commande ;
- cependant, la facture reçue avec l'envoi ne la fait pas apparaître ;
- au lieu des 1 889,55 euros de la facture pro forma, la somme demandée est donc de 2 223 euros ;
- vous informez votre correspondant que vous laissez votre règlement en suspens en attendant une nouvelle facture et espérez qu'il ne s'agit que d'un malentendu.

Présentation et formules d'usage.