



SERVICES CULTURE ÉDITIONS
RESSOURCES POUR
L'ÉDUCATION NATIONALE

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Campagne 2012

Brevet de Technicien Supérieur

COMMERCE INTERNATIONAL à référentiel commun européen

Épreuve écrite E2

U22 - Langue vivante étrangère B

ANGLAIS

Durée : 3 heures

Coefficient : 2

L'usage d'un dictionnaire unilingue est autorisé.

Les dictionnaires numériques sont interdits.

Tout autre matériel est interdit.

Avant de composer, le candidat s'assurera que le sujet comporte bien
3 pages numérotées de 1/3 à 3/3.

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U22 - Langue vivante étrangère B - ANGLAIS	Code : CILVEB AGL	Page 1/3

PINKBERRY LOOKS ABROAD TO KEEP ITS COOL

When Pinkberry opened its first store in 2005 among the glitterati of West Hollywood, Chief Executive Officer Ron Graves recalls people lining up for hours to get their hands on the frosty yogurt dessert. (A small cup can cost up to \$4.95.) The city issued \$175,000 in parking tickets during a single month to Pinkberry customers, he says. Now a host of copycats has emerged just as the American frozen yogurt craze may be melting. Graves's solution? Expand the 119-store, Los Angeles-based Pinkberry chain overseas, with new shops scheduled to open this year in Britain, Turkey, Morocco, and the Philippines.

"Consumer brands have to look at the landscape through a global lens, as opposed to the domestic lens that Starbucks started from 40 years ago," says Starbucks CEO Howard Schultz, who joined the Pinkberry board in 2007. Currently, more than half of Pinkberry's shops are in Southern California or Manhattan. By year-end, however, about one-fourth of the chain's stores will be outside the U.S., says Graves. That's more than twice the proportion now.

The push may help Pinkberry because there's less competition abroad, says Ron Paul, president of restaurant tracker Technomic. In the U.S., pricey ice cream shop operator Cold Stone Creamery will add frozen yogurt to its menu this spring. Red Mango, a rival yogurt chain, this year plans to almost double its U.S. store count, to 200. Meanwhile, the number of frozen yogurt servings in U.S. restaurants fell 11% last year, according to researcher NDP Group.

It's a different story in foreign markets. Pinkberry's highest-volume store is in Kuwait, and its three stores in Peru handle more than 50% more transactions, on average, than its U.S. shops.

While Graves won't disclose sales figures, Technomic estimates Pinkberry pulled in \$109 million in revenue last year in the U.S. That's less than one-third the sales of Cold Stone and a sliver of the \$6 billion U.S. frozen dessert market. Yet neither Cold Stone nor Red Mango has demonstrated the star power of Pinkberry, which counts rocker Bret Michaels or designer Isaac Mizrahi among its celebrity devotees. That's one of the things that attracted Schultz, whose private equity firm, Maveron, plugged \$27.5 million into the chain in 2007.

Ted Philip, a Pinkberry board member whose Highland Consumer Fund invested in the company in 2009, says the yogurt chain has sidestepped some common errors, such as being too rigid with flavours, as it expands abroad. In Asia, Pinkberry will dish up green-tea-flavored yogurt. It also caters to local tastes via the topping bar, with dates and pistachios at Middle-Eastern stores and the chocolate hazelnut spread Nutella in Russia.

Fast-food restaurants could pose a threat to Pinkberry, says Technomic's Paul, since chains such as MacDonal'd's can easily add frozen yogurt to their menus. "You have to ask yourself: Is this a strong enough concept that people will make it a destination?" he says.

Graves is betting Pinkberry will keep its hot spot status because of the customization its large number of toppings allows and its store personnel, who eagerly chat up customers. "Pinkberry has created an emotional connection between our people and our customers," he says.

Bloomberg Businessweek, May 2-May 8, 2011

I - COMPRÉHENSION DE L'ÉCRIT (20 points)

Après avoir lu attentivement le texte ci-dessus, vous en ferez un compte-rendu **en français**, en faisant apparaître les idées essentielles.
(Minimum 220 mots – maximum 250 mots. Indiquer précisément le nombre de mots.)

II - EXPRESSION ÉCRITE (20 points)

Traitez les sujets suivants **en anglais**.

1. How can you explain the success of Pinkberry? (150 mots, ± 10%)
2. Why do some firms decide to launch a product in a foreign country? (150 mots, ± 10%)

III - INTERACTION ÉCRITE (20 points)

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

EXPÉDITEUR : Thomas LAVAL, directeur des ventes, Laval et fils, 182, rue Barbier D'Arcourt, 13100 AIX-EN-PROVENCE, FRANCE

DESTINATAIRE : Mr Peter MIDDLETON, Directeur du service comptabilité, Quality Products Ltd, 42 Bromley Road, HATFIELD AL9 5ES, GRANDE BRETAGNE

DATE : 25 avril 2012

OBJET : relance de paiement de la facture n° 2113

CONTENU DE LA LETTRE :

- Avisez le client que la facture de 2500 livres sterling dont vous donnez la référence n'a pas été réglée.
- Faites remarquer que le client n'a pas respecté les conditions de votre accord (paiement à deux mois après réception de la facture, délai dépassé de trois semaines).
- Demandez un règlement dans les sept jours qui suivent puisqu'il s'agit d'un deuxième rappel.
- Si le client rencontre un problème majeur, le règlement peut être différé.
- Vous attendez une réponse rapide.

Présentation et formules d'usage.