



**LE RÉSEAU DE CRÉATION
ET D'ACCOMPAGNEMENT PÉDAGOGIQUES**

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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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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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The Boss and the yogi

The world's biggest jeans-maker makes an unfashionable bet on the middle market

LEVI'S, the oldest and most popular brand of jeans, has seen better days, such as when Bruce Springsteen wore a pair on the cover of his 1984 album, "Born in the USA". It has also seen worse ones, such as in the mid-1990s, when it failed to make jeans that were defiantly baggy enough for urban teenagers. Sales of Levi Strauss, the 161-year-old parent company, peaked at close to \$8 billion in the 1990s; by 2009 they were about half that.

Things have since stabilized. In 2013 both revenues and profit grew for the first time in five years. But troubles that have dogged Levi's since denim stopped being a statement and became merely a fabric have not gone away. Consumers are defecting to cheaper jeans, sold by "fast-fashion" retailers like Zara and H&M, and to trendier labels like Diesel and True Religion.

Among American men, Levi's most important customers, there is a trend to greater formality at work: they are wearing tapered trousers¹ to the office rather than 501s. There is another, more menacing trend, "athleisure" — wearing gym kit as everyday attire. Its main practitioners are women, who would just as soon lounge around in yoga pants as in jeans. On July 8th Levi Strauss reported that net sales dropped by 2% in the second quarter, compared with a year earlier, partly because of a sharp fall in sales to American women.

With its gold-rush pedigree and rock'n'roll resonance, Levi's exudes the sort of authenticity that most brands crave. But tradition is also a curse. A jeans-maker is unlikely to become a sportswear powerhouse like Nike, which has more than five times the sales. Nor can it easily branch out into dresses and blouses like its San Francisco neighbour, Gap. The brand is "trapped in its denim heritage," says AshmaKunde of Euromonitor International, a market-research firm.

One answer would be to redouble its bet on tradition by emphasizing Levi's American roots, shifting production back home and moving upmarket. [...] But that is not Levi's plan. It is loth to raise prices, which would cede the middle of the jeans market to rivals like Wrangler. Instead, it is taking almost the opposite tack: a new marketing strategy shifts the brand away from rust-belt edginess and toward a cheerier mainstream.

For the past several years Levi's has been urging consumers to "go forth" in chiaroscuro adverts that mention death, rough roads and a glimmer of light to show the way forward. In a Springsteen-esque touch, Levi's adopted a dilapidated steel town, Braddock, Pennsylvania, as the campaign mascot. But it spoke more to a moody minority than to the fun-loving middle that Levi's wants to reach. It has now dumped the campaign. A new one will focus on customers' biographies rather than the company's. People just wear jeans but they "Live in Levi's", it will say.

It will take more than a marketing fix to bring back the glory days. Chip Bergh, the chief executive, is chopping costs, perhaps to prepare the family-owned firm for the stockmarket. Just a quarter of its sales come from outlets it owns, including its websites; rivals sell women two tops per pair of jeans; Levi's sells less than one. Levi's is trying to correct this imbalances, by opening new stores and by striking deals with sports teams like the San Francisco 49ers, hoping to sell more men's shirts. [...]

It is also trying to become more "athleisurely". New jeans for women add yogic stretch to the denim. A sporty cyclists' version has cuffs that roll up to reveal reflective tape. Such innovations may keep Levi's on trend.

The Economist, July 12th 2014

¹ Tapered trousers : *pantalons droits*

CILVEA AGL

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)

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

What strategies can companies implement to remain competitive? Give examples.

III – INTERACTION ÉCRITE (20 points)

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

Lettre en date du 13 mai 2015.

Expéditeur : Eric Fey, directeur des achats du supermarché Beach Air Land ;
adresse postale : 9 rue de la Jetée, 33000 Bordeaux, France.

Destinataire : Paul Jones, directeur des ventes de l'entreprise Goodwear ;
adresse postale : 12 Ash Street, Brighton BN2 8DA, Angleterre.

Objet : réclamation suite à votre commande.

Corps de la lettre :

- vous aviez passé une commande de 400 pullovers (référence PUL 329C) ;
- on vient de vous livrer : 350 pullovers (modèle souhaité) et 50 pullovers différents (modèle PUL 392C) ;
- vous souhaitez un remplacement rapide des 50 pullovers livrés par erreur. En prévision de la période automnale, vous avez besoin de ces articles avant le mois d'août ;
- vous souhaitez obtenir des renseignements à propos de la réexpédition des pullovers non souhaités ;
- vous partez du principe que votre correspondant prendra en charge les frais de réexpédition ;
- vous comprenez qu'un incident ait pu se produire, mais vous espérez que cela ne se reproduira plus.

Présentation et formules d'usage.