



**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

U22 - Langue vivante étrangère B 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.

BTS Commerce International à Référentiel Commun Européen		Session 2015
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How small British firms can crack the US market

Just because a company is successful in the UK does not mean it will have an easy time infiltrating the US market - just ask Tesco.

Last year the supermarket group finally called time on its troubled Fresh & Easy chain in the US.

Tesco's exit from the States cost it £1.2bn, but it decided to pull the plug after six years of losses.

5 From when Tesco opened its first Fresh & Easy branch in 2007, until last year's sale of its stores, the US business never once made an annual profit.

If a company of Tesco's size can fail so thoroughly in the US, what hope is there for small and medium-sized British firms – and those from other countries – that want to crack America, and how can they best achieve it?

10 For UK folding bike maker Brompton, which makes all its bikes in London, its original policy for the US – a country more renowned for big cars than small bicycles – was to pedal very slowly.

While its bikes had been quietly available from US stockists for 20 years, it was not until 2008 that Brompton appointed its first employee in the US to boost sales – 60-year-old Ed Rae.

15 A year later Mr Rae opened Brompton's first US office, in Portland, Oregon.

"Until recently Brompton didn't have a lot of interest in North America, partly because I think they thought the feeling was mutual," says Mr Rae.

20 But in recent years Brompton has seen a cultural change in the US which has greatly strengthened its position - more and more Americans are now cycling.

Mr Rae, a veteran of the US bike industry, says the big development is that more Americans now see the bicycle as a means of getting to work, or to and from the shops, instead of just something they raced, exercised on, or simply used for fun at weekends.

25 And while commuting by bike remains a niche market in the US – less than 1% of Americans do it – the marketplace is growing. According to the US Census Bureau the number of people who cycle to work is 60% higher than a decade ago.

To help boost Brompton's US sales and brand profile, Mr Rae and his one colleague visit bike shops and carry out marketing work, such as taking part in community cycling events, and boosting the firm's social media presence in the US.

30 And later this year Brompton will open a second US office on the other side of the country in New York. This will also have two members of staff.

With the company's bikes now being sold at 100 bike shops across the US and Canada, Brompton has high hopes of substantially increasing its sales which – across the two countries – are currently less than 10% of its global 50,000 annual total.

35 However, it is not all plain sailing for Brompton in the US, as the firm still has to deal with issues such as the fact that bikes are subject to an 11% import tariff, giving its American rivals a price advantage.

40 Sam Craig, professor of marketing and international business at New York University's Stern School of Business, agrees with Brompton's patient, long-term approach to the US market, saying that such a policy is vital if a foreign firm wants to gain a foothold.

"There is a big difference between selling products in the US and establishing a strong presence," he says.

"Your product or service has to stand out, be distinctive, and offer superior value."

CILVEB AGL

I. COMPRÉHENSION DE L'ÉCRIT (20 points)

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

II. EXPRESSION ÉCRITE (20 points)

Répondez en anglais aux deux questions suivantes. Indiquez précisément le nombre de mots.

1. Do you think it is more difficult for a small company to export than for a large one? Explain. (120 mots, +/- 10%)
2. What are the elements a company must take into account when they want to tap a new foreign market? Illustrate your answer with examples. (180 mots, +/- 10%)

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 : Madame Pia ROSSI, responsable export chez Olympia Cicli, Via G. Galilei 12/A, 35028 PIOVE DI SACCO, PADOVA, Italie.

Destinataire : Monsieur John PETRONELLE, responsable import chez Cycles in Africa,
165 Old Main Road, PINETOWN 3610, Afrique du Sud.

Objet : confirmation d'un rendez-vous commercial.

Contenu : suite à la rencontre avec Monsieur Alan NASIRRUDIN le 30 avril 2015, vous confirmez que :

- vous souhaitez vendre vos cycles en Afrique du Sud ;
- vous accueillerez Monsieur PETRONELLE à la mi-juin et vous lui avez réservé une chambre au Visconti Palace Hotel du 16 au 18 juin ;
- vous avez prévu une réunion le 17 juin avec visite du site de production pour lui donner toutes les informations concernant les vélos que vous fabriquez ;
- vous souhaitez discuter des conditions du service après-vente que vous offrez et de la manière dont vous pouvez adapter vos produits en matière d'emballage, d'étiquetage ;
- pour préparer la visite de Monsieur PETRONELLE, vous lui envoyez un catalogue et les conditions de vente pour l'Afrique en ce qui concerne les cycles et les pièces détachées.

Présentation et formules d'usage.