



**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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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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U21 - Langue vivante étrangère A - ANGLAIS	Code : CILVEA AGL	Page 1/3

Tesco and Carrefour plan 'strategic alliance' to buy products

While link-up could lead to more choice, analysts say it will squeeze suppliers further.

Tesco and Carrefour, Britain's biggest grocer and Europe's largest retailer, have increased the pressure on supermarket suppliers by teaming up to buy products for more than 19,000 stores – a move they claim will lead to greater choice and lower prices for customers.

5 Analysts said the planned three-year strategic alliance between two retail powerhouses would squeeze suppliers further as the supermarket industry fights back against the rise of Amazon and discounters such as Aldi and Lidl.

10 Tesco and its French peer Carrefour will buy own-brand products together and attempt to secure better deals from multinationals such as the Nescafé maker Nestlé and Unilever, which makes Persil and Marmite. Tesco and Carrefour said they aim to improve the quality and choice of products in their supermarkets and sell them at cheaper prices. Each company will continue to work with their suppliers at a local and national level.

15 The Tesco chief executive and former Unilever executive, Dave Lewis, said: "By working together and making the most of our collective product expertise and sourcing capability, we will be able to serve our customers even better."

The strategy could lead to more camembert, wine and other French products being sold in Tesco stores and more British products in Carrefour supermarkets, although details have yet to be finalised, according to a Tesco spokeswoman.

20 Both retailers are under pressure because Amazon has moved into traditional grocery retailing with the acquisition of Whole Foods and launched an online delivery service, Fresh, in the UK last year.

Sainsbury's has made it clear that if its proposed takeover of Asda is given the go-ahead from competition regulators, it will target its biggest suppliers for cost reductions by flexing its increased buying power.

25 "Tesco and Carrefour will look to do the same while reducing the number of branded products they sell as they increase their own-brand ranges," Patrick O'Brien, the UK retail research director at GlobalData, said. "For suppliers, this is another signal of battles ahead."

30 Analysts at Jefferies estimate the combined buying power of Tesco and Carrefour at more than £80bn annually. They believe the groups could reap total savings of £400m from the alliance.

Under the alliance, to be formally agreed within the next two months, Tesco and Carrefour could also reduce their costs by clubbing together to buy petrol for delivery vans as well as functions such as legal services and accounting.

35 Neil Wilson, the chief market analyst at Markets.com, said: "An entente cordiale between the two giants of British and French retailing is yet another sign that squeezing the cost base is the biggest priority for supermarkets as they seek to contain the discounters and protect margins. On both sides of the Channel, rising costs are putting pressure on margins. Meanwhile, every retailer is looking over their shoulder at Amazon and the potential disruption it could still cause in the grocery sector."

40 Carrefour is slashing thousands of jobs and other costs, and ramping up digital investment after profits fell for the second year in a row.

45 Tesco has fared better recently, but it remains under pressure from the German discounters Aldi and Lidl. The independent retail analyst Natalie Berg tweeted: "Interesting collaboration. Buying alliances are common in Europe but unusual to see two of the largest global food retailers join forces. Everyone's choosing sides before Amazon strikes."

Adapted from *The Guardian*, 2 July, 2018

CILVEA AGL

I- COMPRÉHENSION DE L'ÉCRIT (20 points)

Après une lecture attentive du texte, vous en ferez un compte rendu en **français** et vous 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.

What benefits do companies expect when they set up partnerships, joint ventures or mergers? What are the risks?

III- INTERACTION ÉCRITE (20 points)

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

Expéditeur : monsieur J. van der Walle, directeur commercial de Mona Di Orio, Cruquiusweg 111 K, 1019 AG Amsterdam, Pays-Bas

Destinataire : monsieur Lee Myoeng-soo, directeur des achats, Galleria Department Store, 211 Daedeok-daero, Seo-gu, Séoul, Corée du Sud

Date : 15 mai 2019

Objet : réponse à demande de renseignements en date du 4 mai 2019

Corps de la lettre :

- Remerciez monsieur Lee Myoeng-soo pour le courrier qu'il vient de vous adresser (du 4 mai) et pour l'intérêt qu'il a porté à vos produits, tous élaborés dans le sud de la France.
- Rappelez que vous vous êtes rencontrés au salon Cosmetagora de Paris en janvier dernier.
- Vous joignez le catalogue de vos gammes complètes de produits, quelques spécimens, ainsi que vos prix à l'exportation, calculés DAT Seoul Airport, emballages spéciaux compris.
- Vous précisez les termes de paiement (envoi de marchandises contre documents, paiement par traite bancaire à 90 jours).
- Ajoutez qu'un représentant de la société le contactera prochainement pour prendre un rendez-vous téléphonique rapidement afin de discuter les termes de la commande (possibilités de remises pour de grosses quantités, ainsi que pour des commandes prises au moins trois mois avant Noël).
- Rappelez enfin que les délais de livraison ne devraient pas excéder trois semaines après une commande ferme.

Présentation et formules d'usage.