**BTS NDRC – LVA OBLIGATOIRE 2024**

**MISE EN SITUATION**

Mylivell LED Flashlight gloves

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| Une image contenant main, personne, doigt, gant  Description générée automatiquement | $15.99   * Waterproof, reflective, water resistant * Battery powered * One size fits most, stretchy for large hands * Made of polyester * Come with adjustable velcro straps * Suitable for indoor and outdoor use |
| Une image contenant personne, capture d’écran, habits, voiture  Description générée automatiquement | Une image contenant texte, personne, eau, orthèse  Description générée automatiquement |

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| **SITUATION**  You work as a sales advisor for Mylivell. Homebase, a famous British DIY Store, has bought a stock of Mylivell LED Flashlight gloves and plans to launch this new product in all of its British stores.  You are asked to make a presentation of the product to the store managers.  You could :  ● Identify your customer base  ● List the assets of the product  ● Suggest different ways to promote it. |