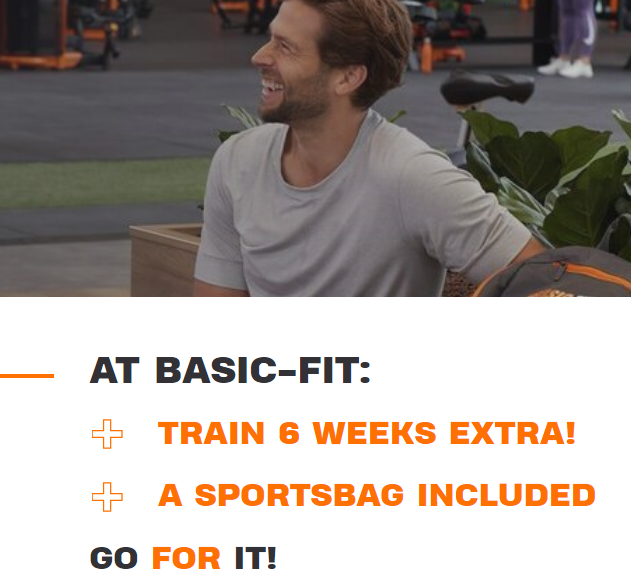
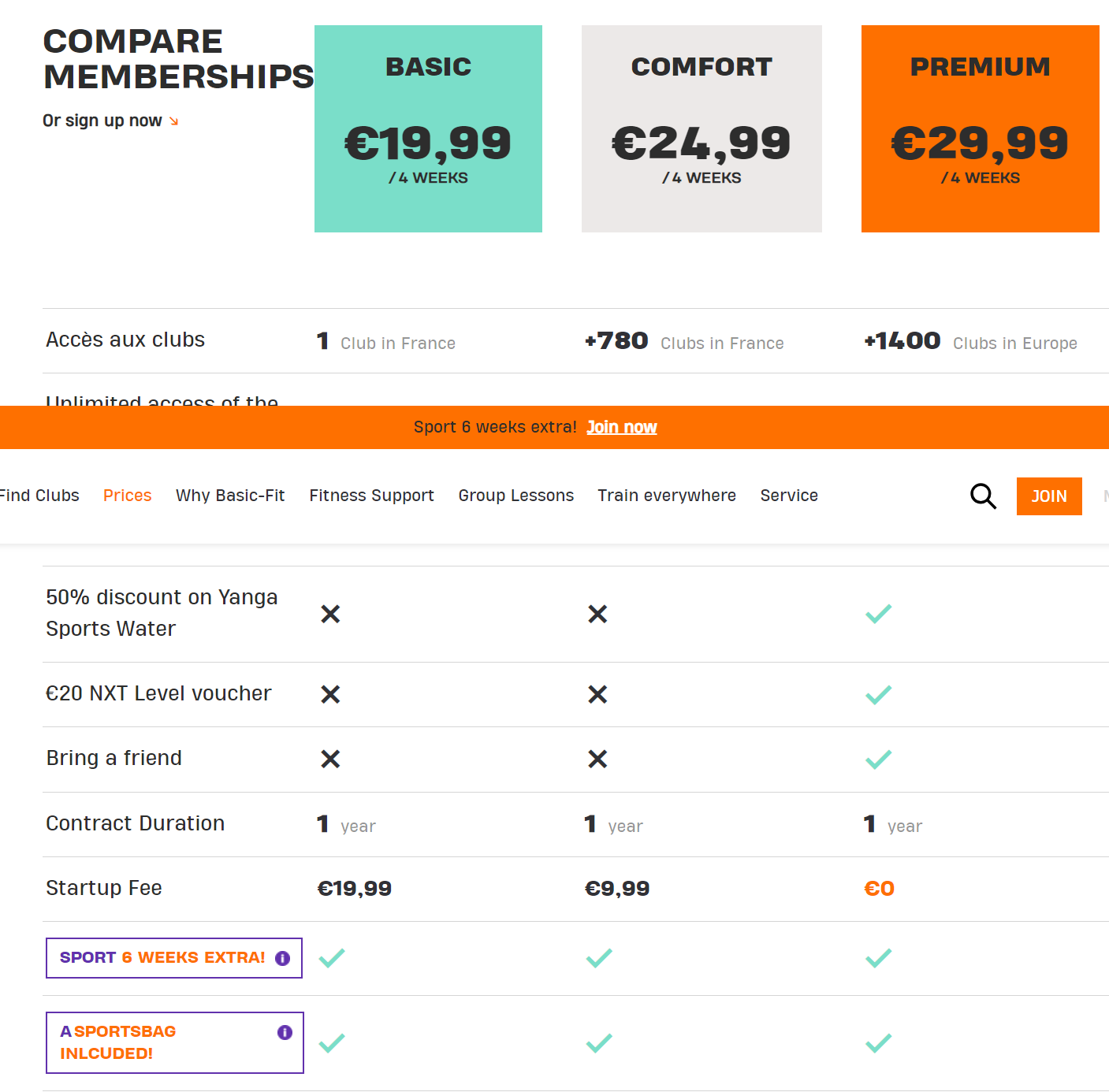
**BTS NDRC – LVA OBLIGATOIRE – 2024**

**MISE EN SITUATION**

**BASIC-FIT**

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**SITUATION**

**You work as a sports coach for Basic–Fit. You meet a potential customer looking for the services offered at Basic-Fit. Prepare your arguments to convince the customer that a membership is exactly what he or she needs. You may focus on :**

- the different memberships

- the range of activities

- the price

- the brand recognition