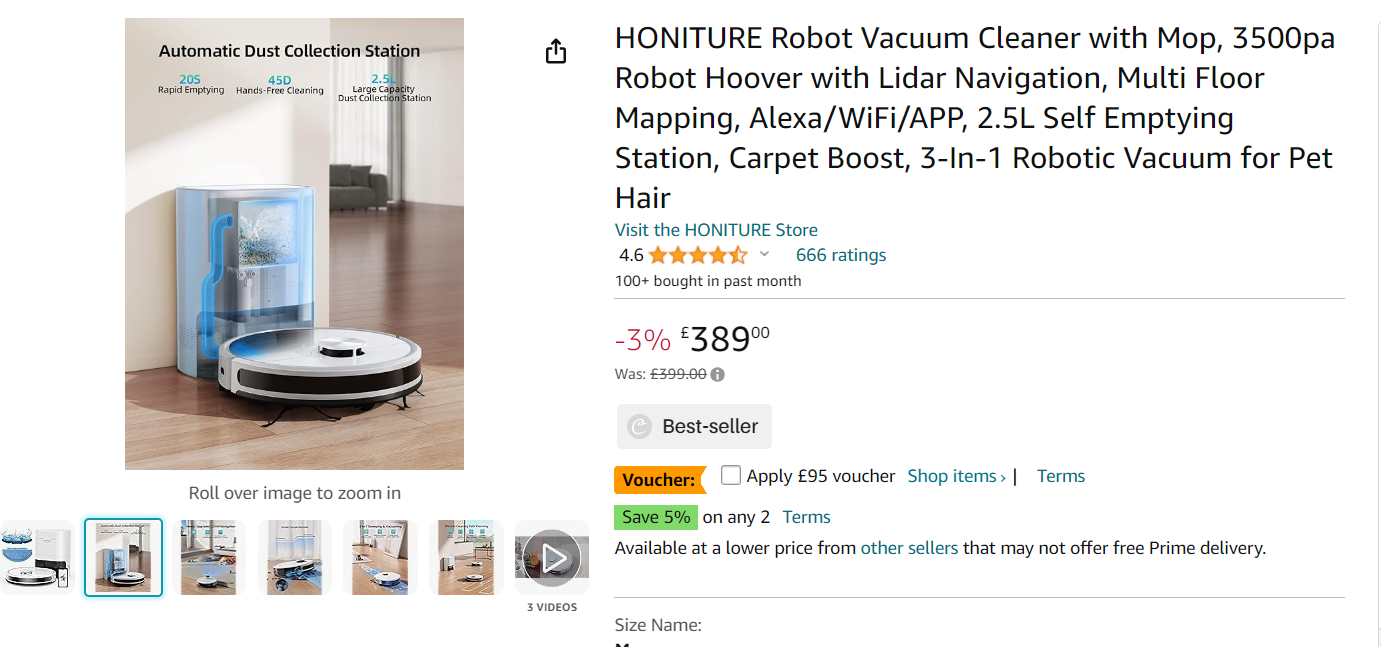
**BTS NDRC – LVA OBLIGATOIRE 2024**

**MISE EN SITUATION**

A screenshot of a robot vacuum cleaner

Description automatically generated**HONITURE Robot Vacuum Cleaner**



A screenshot of a computer

Description automatically generated

***SITUATION:***

You are a marketing advisor for a household appliance company which intends to launch this robot vacuum cleaner on the market and you have a meeting with your team to discuss strategies to promote this new product.

After defining your customer base, imagine arguments to convince as many customers as possible.

Then you will give suggestions to promote the product. You could focus on:

→ the price

→ the advantages of the product and the various situations/places where it can be used

→ special offers