**BTS NDRC – LVA OBLIGATOIRE – 2024**

**MISE EN SITUATION**

**Polaroid Go Instant Camera**

Une image contenant texte, capture d’écran, gadget, multimédia

Description générée automatiquement

**Polaroid Go Instant Camera**

**Features**

* **Polaroid’s smallest and rechargeable camera**
* **Self-timer. Selfie-ready.**
* **Warranty coverage**
* **Accurate human-friendly flash system**
* **Internal rechargeable lithium-ion battery**
* **Wrist strap and USB charging cable included**
* **Pocket-sized**
* **Compatible only with Polaroid Go film (Sold Separately)**
* **1 Year Limited Warranty**

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| SITUATION  You are a sales representative in charge of promoting this Polaroid camera to potential customers. How would you try to sell the product?  Identify your customer base and consider the following elements:   * The advantages of the camera * The warranty * The different ways you can promote it. |