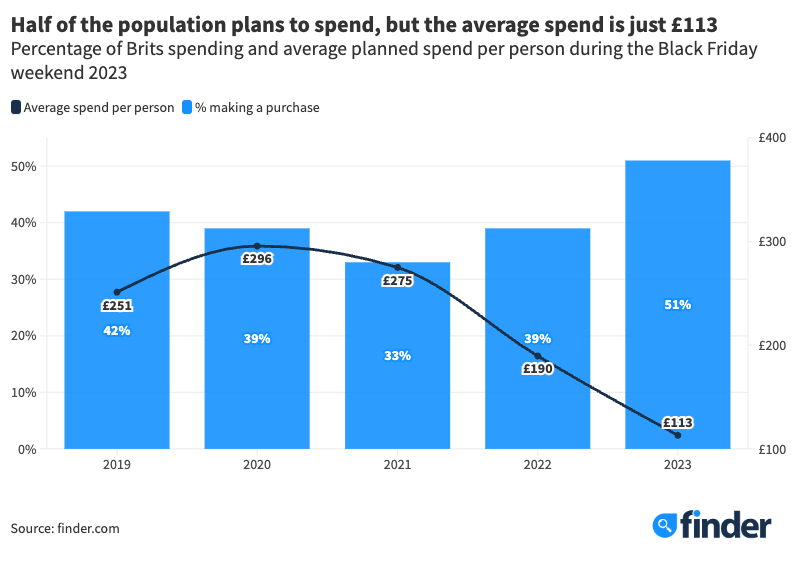
**BTS NDRC – LVA OBLIGATOIRE - 2024**

**MISE EN SITUATION**

**Black Friday**



**SITUATION** :

You work for a sport shoes shop and you’ve been asked to organize a Black Friday event.

Using the information you have about how people plan to spend, explain what you would do.

Think about :

-What type of event you would like to organize

-how to promote your event (ex: posters / social media / TV ad…)

-who is your target audience

-how to attract more customers