




MISE EN SITUATION

 	<p>Product information sheet :</p> <p>Product : 23 L red microwave Brand : Morphy Richards Features: 23 L capacity ,27cm glass turntable, 5 power levels available. Coordinated across an extensive range, match this product to the existing range of matching kitchen appliances, including a stylish toaster, kettle, slow cooker and coffee machine. Price : £119.99 ⇒ NOW : £99.99 Free delivery over £ 39.99 The 2-year standard guarantee, automatically get an additional year registered if purchased from www.morphyrichards.co.uk</p> 
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Review

★★★★★ 5 out of 5 stars

Quality : ★★★★★
 Performance : ★★★★★
 Design : ★★★★★
 Features : ★★★★★
 Ease of use : ★★★★★

Paman , a year ago.

Great functional design !

My Samsung microwave was more than 30 years old, worked fine and I loved it. But needed a smaller one to fit in our new kitchen. Searched online and in London stores for 6 months before settling on this one. It is great! Lovely colour and design...I was tired of grad and black. I can see in from outside, thanks to an interior light. The controls are extremely user-friendly and varied, suitable for all cooking, defrosting needs. It's powerful yet one of the least noisy microwaves . AND it fits into a small space, while still catering for a medium-sized family hotpot. My red microwave looks fab and classy. Only quibble is that the operating manual could have been better edited, though it had good diagrams.

Review panel member : Yes

✓Yes, I recommend this product ,otherwise you'll miss out.

<https://www.morphyrichards.co.uk/Special-Offers/cookingappliances/511512-23L-Red-Accents- Microwave.html>

BTS Négociation et digitalisation de la relation client		Session 2021
Nom de l'épreuve : Anglais	Code : NDRC/ANG/ORAL/OBL	Page 1 / 2

BTS NEGOCIATION ET DIGITALISATION DE LA RELATION CLIENT

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Session 2021

Situation :

You are a sales rep for Morphy Richards which has been a pioneer in household appliances in Europe for over 80 years both in terms of latest designs as well as technology. No wonder that over 90 % of British homes use Morphy Richards equipment.

You need to write a newsletter about this product for 2021 winter sales. Find out the best ideas so as to adapt your newsletter to your customer base.

Use the following instructions :

- Identify your target.
- How can you present the product, its features and assets in the newsletter?
- Think about what customers expect on winter sales.
- How could you write this newsletter to make it pleasing?

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