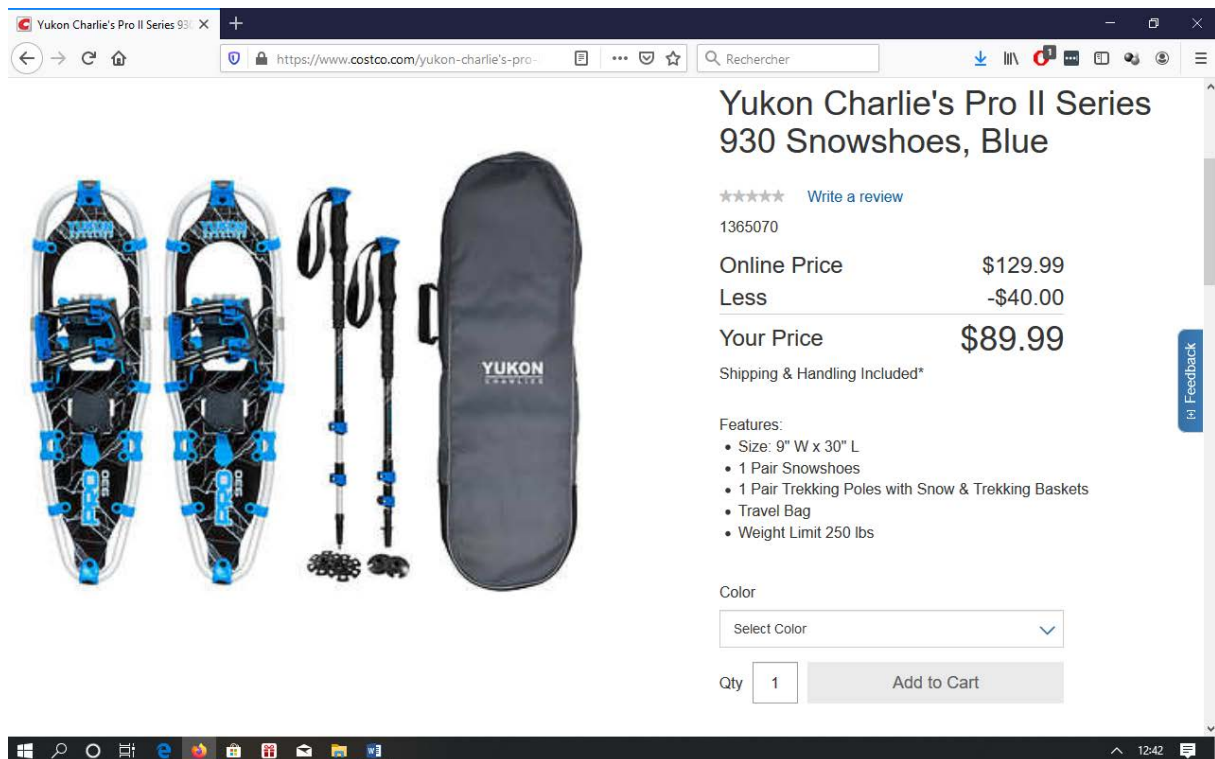


## **MISE EN SITUATION**

### **The Nevisport Shop**



### Product Details

This Pro II series is engineered for users who want to naturally perform while hiking through severe surroundings. With Rocker Frame, Swift Strap Heel Strap, Free Flex Axel System and molded traction fasteners, this snowshoe is a great backcountry shoe for those who want the ability and confidence to expand their winter hiking experience.

<https://www.costco.com/>

You work in the Nevisport Shop at the Gondola Sport Station in Scotland. Your boss would like you to sell off the stocks of Yukon snowshoes. Explain your marketing strategy.

- You must identify your customer base.
- List the assets of the product.
- Give suggestions to promote the product

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