

**BACCALAUREAT PROFESSIONNEL  
SECTION EUROPEENNE  
SESSION 2016  
METIERS DU TERTIAIRE**

**SUJET 2 : BOOTS THE CHEMIST**

**Mise en situation :**

**Vous êtes stagiaire dans le magasin Boots situé 145 Victoria Street à Londres (code postal : SW1E 5NH, téléphone : 0207 834 40 17). La responsable du magasin, Mrs Sandra Davis, est votre maître de stage.**

**Mrs Davis vous demande de promouvoir la carte du magasin appelée « Boots Advantage Card » auprès des clients.**

**Elle vous a remis un extrait du document de présentation de la carte, émis par la Direction Commerciale du siège social à Nottingham.**

**Votre « cible » commerciale : les parents d'enfants de moins de 3 ans.**

**Your tasks**

**1 – Read the documents attached to this one, look for the appropriate information you may need.**

**2 – Welcome a customer who is pregnant<sup>1</sup>. Present her the card and the advantages she can get by joining the "Parenting club". Fill in the form of the Advantage Card with the customer.**

**Role play**    ➤ the candidate: trainee in the shop  
                  ➤ the teacher: Mrs Lynn Riley, the pregnant customer

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<sup>1</sup> Pregnant: expecting a baby (enceinte)



## Boots Advantage Card



### Spending Boots Advantage Card points

1. You must have enough Boots Advantage Card points to cover the cost of the item; you cannot make a part payment of points towards a product or service.
2. Boots reserves the right to ask for identification such as driving licence or bus pass when spending points.

### Boots Parenting Club offers

1. Boots Parenting Club is free and exclusive to UK Boots Advantage Card members who are pregnant or have a child under three years of age.
2. To collect 10 points for every £1 you spend on baby products in the baby area every time you shop excluding infant milks (up to six months), you will need to be signed up to Boots Parenting Club and have the 10 points offer activated on your Boots Advantage Card account. Your 10 points offer will be activated within 72 hours of joining.
3. You must present your permanent Boots Advantage Card every time you shop to receive the 10 points offer. The points will not be awarded retrospectively.
4. Additional offers and gifts all take the form of coupons to be redeemed in store or online and are subject to availability. Further conditions may apply to each offer, and these will be clearly explained on the coupon for each offer that is sent to you.
5. During special store-wide points events you will only collect 10 points for every £1 you spend on baby products in the baby area. For products and services on Boots Advantage Card points promotions, you will only receive the fixed number of points advertised. No additional points will be collected.
6. On occasion, promotions for **double or triple points** may be offered. During these promotions, members of Boots Parenting Club will receive either eight or 12 points for every £1 spent respectively. For every £1 spent on qualifying items, an additional six points will be collected.

