

ÉVALUATION SPÉCIFIQUE POUR L'ATTRIBUTION DE LA MENTION « SECTION EUROPÉENNE »

Baccalauréat professionnel Métiers du Commerce et de la Vente – Option B

Session 2023

Épreuve orale

Durée de l'épreuve A et B : 20 minutes

Préparation : 20 minutes

A. Première partie : durée 10 min, préparation : 20 min

SUJET N° 1 Document candidat

TEA

Travail à faire

A calculator is required.

Role play :

You are working as a representative for English Tea Shop which is a leading distributor of tea in England.

You are involved in a canvassing campaign. You made an appointment with one of Tesco's head manager who could accept to sell your products in their supermarkets.

You have to meet the managers' needs and expectations, answer their questions, promote your products and fill in the order form.

You are expected to :

- Introduce yourself, present the English Tea Shop.
- Meet the customers' needs.
- Then promote your products in order to persuade the managers to buy them.
- End up the sale and take leave.

**You may complete the canvassing plan (appendix 1)
as well as the order form (appendix 2) to help you.*

Enclosures :

Document 1 : The English Tea Shop

Document 2 : Tesco

Document 3 : English Tea Shop products

Appendix 1 : Canvassing plan (to be given back to the jury)

Appendix 2 : Order form (to be given back to the jury)

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DOCUMENT 1 : The English Tea Shop

The company you are working for : English Tea Shop.

English Tea Shop was founded in 2010 to bring tea from the heart of Sri Lanka.

The success of their business is based on :

- 100% organic ingredients.
- Teas coming from small farms in limited quantities, grown without chemical fertilisers or pesticides.
- Paying small farmers a premium* on top of the Fairtrade price to make sure they can farm in the best sustainable way.
- Having a team of experts combining teas in their own factory to create the right balance of yummy, fabulous flavours.

Tea is hand packed, reducing carbon footprint. English Tea Shop tea bags, boxes and outer packaging are fully compostable. Tea bags are staple free and sachets are recyclable.

* *Premium* : supplément

DOCUMENT 2 : Tesco

Tesco was founded in 1919 by Jack Cohen as a group of market stalls in Hackney, London.

Tesco is a British multinational groceries and general merchandise retailer. It is the leader of groceries in the United Kingdom.

The company is headquartered in Hertfordshire, United Kingdom and employs approximately 420,000 people worldwide. The product portfolio includes food and beverages, clothing, home appliances, and financial services.

Tesco has worked alongside Greenpeace on the Deforestation issue over many years.



In support of zero deforestation, Tesco has undertaken the following actions:

- not selling any Brazilian meat (beef, chicken or pork) due to concerns about deforestation. In early 2018 they became the first UK supermarket to remove Brazilian beef from sale.
- In 2010, they committed to achieving zero net deforestation by 2020.

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DOCUMENT 3 : English tea shop products

TEA	Product information	Price/ VAT Included
	<p>English Tea Shop Organic Chai Black Tea - 20 Tea Bag Sachets</p> <ul style="list-style-type: none"> • packs a flavour punch with over 10 Asian herbs and spices! • Spicy, warming and exotic, our black tea chai is sure to enrapture your taste buds* • Organic 	<p align="center">£3.25</p>
	<p>English Tea Shop Organic Pure White Tea - 20 Tea Bag Sachets</p> <ul style="list-style-type: none"> • Sure to delight, our naturally sweet, pure white tea • With a lightness of touch and delicate aromas • Organic 	<p align="center">£3.10</p>
	<p>English Tea Shop Organic & Fairtrade Earl Grey - 20 Paper Tea bag Sachets</p> <ul style="list-style-type: none"> • Earl Grey is a very balanced tea with a clear taste of bergamot and a great base of high quality Ceylon Tea. An all-around tea for any occasions and the perfect blend for a well prepared afternoon tea whenever you want. • Organic 	<p align="center">£3.15</p>

	<p>English Tea Shop - Calm Me - Pack of 20 Tea Bag Sachets</p> <ul style="list-style-type: none"> • A healthy, calming blend of smooth liquorice, sweet peppermint, cinnamon and lavender • Forget your worries with this all natural calming blend • Organic 	<p>£3.80</p>
	<p>English Tea Shop - Energise Me - Pack of 20 Tea Bag Sachets</p> <ul style="list-style-type: none"> • An invigorating, caffeine-free mint and rooibos tea blended with energizing herbs and spices (spearmint, Peppermint, Blackberry and Ginseng). This flavour is the perfect “pick me up” tea, fit to be enjoyed any time of the day. • Organic 	<p>£3.90</p>

* *taste buds* : papilles

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APPENDIX 1 : Canvassing plan (to be given back to the jury)

Introducing yourself	
Presenting English Tea Shop	
Asking the managers' expectations / needs Convincing Tesco's managers into buying a wide range of tea boxes (presenting the products and the main selling points in order to match the managers' requirements) Complete the order form	
End up the sale and take leave	

APPENDIX 2 : Order form (to be given back to the jury)

Order number	98B565
Date	
Salesperson	

Buyers' Names		
Phone Number		
Shipping/Delivery Address		
E-mail		

Quantity	Item	Unit Price	Total Price
Shipping charge and handling			FREE
TOTAL			