

Préparer l'action commerciale

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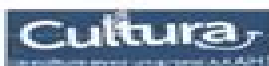
COMPÉTENCES

- Proposer des actions commerciales génératrices de trafic dans l'unité commerciale.
- Sélectionner les gammes de produits à mettre en avant en lien avec la stratégie de l'unité commerciale.

SAVOIRS ASSOCIÉS

- Les études en matière de comportement du consommateur, de satisfaction client et de concurrence
- L'information sur le marché
- Les bases de données commerciales, les fichiers clients
- La segmentation de la clientèle
- Les logiciels spécifiques

Contexte professionnel



L'enseigne Cultura, leader sur le marché des loisirs créatifs et culturels, distribue environ 1 million de références en loisirs créatifs, livres, vidéos, presse, musique, jeux vidéo, papeterie, jeux éducatifs. Cette grande surface spécialisée (GSS) souhaite faciliter l'accès à la culture dans les zones commerciales périphériques et essaie de développer continuellement sa clientèle en proposant des ateliers et des animations.

Le directeur du magasin d'Auxerre, Ali Boulehri, vous demande de lui proposer des actions afin d'acquérir de nouveaux clients en créant du trafic dans son point de vente. Pour débiter votre période de formation chez Cultura, il vous confie au chef du secteur « Livres », Éric Sarpati.



« Mercredi en folie !!! » dans un point de vente Cultura
lennathan.fr/r43rd8



Découvrir Cultura



Consultez le site internet www.cultura.com et parcourez les onglets « Ateliers & Académies » et « Expériences & Communautés ». Indiquez les objectifs de l'enseigne Cultura en proposant ce type de services.

- 1 En quoi consiste ce « mercredi en folie » ? À qui s'adresse cette animation ?
- 2 En quoi l'action proposée peut-elle permettre de développer la clientèle du point de vente ?

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Seacuterie Cours

RS Peters

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