

UNIVERSITÉ DE TOULON ET DU VAR  
FACULTÉ DES LETTRES ET SCIENCES HUMAINES

SESSION / SEMESTRE	: Septembre 2010 – Semestre 5
DÉPARTEMENT	: LEA
CODE U.E. / ANNÉE	: U.E 51d
MATIÈRE	: ANGLAIS MONDE DES AFFAIRES
DURÉE de l'ÉPREUVE	: 1h
DATE	: SEPTEMBRE 2010
SALLE	: Y002
ENSEIGNANT	: H. Ledouble
DOCUMENTS AUTORISÉS	: -

I. Read the text and answer the questions below

Nature & Découvertes : chain stores with a heart

by Erwan Pianezza

Well established in more than 50 French cities, *Nature & Découvertes* has high expectations in terms of sustainability<sup>1</sup> and plans to raise public awareness about the environment. And that's no hoax<sup>2</sup>: visitors clearly encounter a fresh spirit when being welcomed by the soft glitter of indoor solar powered fountains.

"Oasis of nature in the heart of cities" is the slogan that defines *Nature & Découvertes* shops. What do you find there? A concentration of goodies you could encounter in any retail store : environmental books, solar lights, bambooware, trekking boots, garden tools, astronomy lenses, relaxation stones, games for children . All products you'll find there share a specific purpose: help you get closer to nature, get to (re)discover flowers, sky, day and night, in short learn to live in harmony with the environment.

They develop four major pragmatic elements: customer satisfaction, pedagogic efficiency, ecological integrity, economical independence. Employees own 10% of the capital of the company that has also created a foundation to help local environmental associations.

With 4 million customers and 600 employees, *Natures & Découvertes* proves to be a good example of a positive intrusion of ethics in one of the most visible aspect of the modern world: the relation with the public.

adapted from [http://www.treehugger.com/files/2005/07/nature\\_decouver.php](http://www.treehugger.com/files/2005/07/nature_decouver.php)

Questions

- 1) Present a SWOT analysis for this concept (make sentences for each idea, use you own words) (8 points)
- 2) According to you, what are the target markets? (2 points)

<sup>1</sup> durabilité

<sup>2</sup> canular