

ANGLAIS

Durée : 1 heure
Coefficient : 1

Marketing Anxiety : Green Products

Stuart Rose, chief executive of Marks & Spencer (M&S), is no slouch at spotting new trends. In less than three years he has transformed Britain's biggest clothing retailer from a fuddy-duddy purveyor of black socks and cashmere sweaters into a nimble retailer of fast-moving fashions. The latest rage is ethical consumerism, which is based on the notion that customers can save the planet with their shopping trolleys.

On January 15th M&S said it planned to spend as much as £200 million on becoming more environmentally friendly. It will cut emissions of carbon dioxide by saving power and using renewable energy, with a view to becoming carbon-friendly by 2012. It will also sell more healthy products and source more clothing and food from Fairtrade suppliers, who guarantee a "fair" price to producers in the developing world. Most British supermarkets have gone green to some extent, but the scale of M&S's initiative dwarfs all that has come before.

M&S has realized that Britain's wealthier shoppers are growing more conscious about the effect of what they eat on their health. One-third of shoppers now choose one product in preference to another if its label contains more details about the ingredients. Also for some time M&S has been cutting artificial additives and salt from its prepared meals, and stocking its aisles with organic food and vegetables, many marked with a colourful "eat well" logo. This has boosted food sales by 10%.

M&S has also been turning to ethical buying. TNS, a research firm, says a quarter of British shoppers claim to be willing to pay more for clothing that comes from firms which pay their employees fair wages or protect the environment. Another research firm, Mintel, reckons that one-third of Britons now buy Fairtrade products when these are available. Sales of these products more than trebled between 2002 and 2006, despite the relatively higher prices of such products.

M&S is betting that its £200 million investment in "greenery" will generate enough new sales to pay for itself. But this is based on two unproven assumptions. The first is that customers who are prepared to pay a premium for what they believe is healthy - a selfish and immediate benefit - will also be willing to pay for something more intangible, such as reducing climate change. The second is that those who salve their consciences over third-world poverty by buying the occasional T-shirt will also be willing to pay over the odds for a pair of ordinary knickers.

(adapted from the "Economist" 18.01.07)

I. Version (6 points)

Traduire le titre du ci-dessus texte et depuis « M&S has realized... » jusqu'à « of such products ».

II. Essay (7 points)

Are you prepared to pay more for « green » products? If so, why, and about how much more (%)?

(180 mots exigés, +/- 10%).

(Indiquer obligatoirement le nombre de mots à la fin de l'essai.)

5 -	
6 -	
7 -	
8 -	
9 -	
10 -	
11 -	
12 -	
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