

CASE ASSIGNMENT

Focus areas:

- *You can research relevant information for the assignment.*
- *You can address different groups of receivers.*
- *You can use a precise and fluent English.*



WHAT IS BILKA?

The first Bilka store opened back in 1970 in Tilst, just outside Aarhus. Today there are 18 stores throughout Denmark. Bilka's philosophy is quite simple: quality at a low price, good customer service and skilled employees. Bilka is the only hypermarket in the country, which is why they have the biggest product selection. A hypermarket is a store that combines a grocery store and a department store.

Bilka is part of Salling Group, which is Denmark's largest retail group with more than 1700 stores in Denmark, Poland, and Germany, made up of Føtex, Bilka, Netto, BR, Salling, Starbucks and Carls Jr. Salling group serve more than 10 million customers per week.



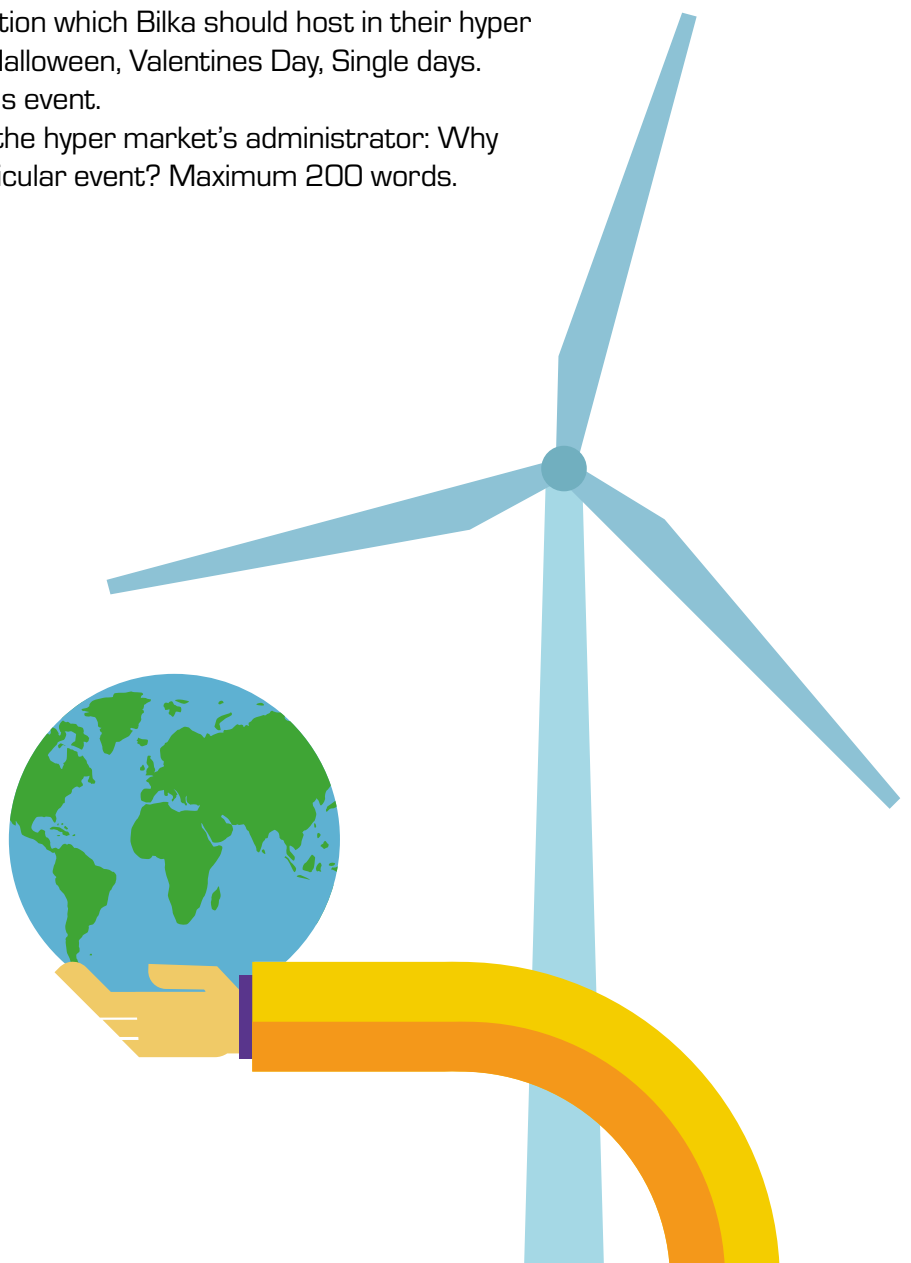
You are the event manager of one of Bilka's hyper markets. Your task is to organize a festive celebration of a tradition from outside Denmark which is to take place at the store. You will present it to Bilka, the employees responsible for setting it up and the customers. It must be in English, so non-Danish speaking employees and customers can read it.

The aim is to attract a young audience and foreigners visiting or living in Denmark.

ASSIGNMENT 1: WHY THIS EVENT?

Your task at hand:

- Choose a celebration of tradition which Bilka should host in their hyper market. Bilka already hosts Halloween, Valentines Day, Single days. Choose a different one for this event.
- Write an E-mail in English to the hyper market's administrator: Why should Bilka choose this particular event? Maximum 200 words.





ASSIGNMENT 2: HOW TO DO IT!

Your Bilka Hypermarket needs to set up the event. Your task is to write a practical plan for the employees describing how to set up the event and how to host it on the day of the event.

- **Write a practical guide for Bilka's employees in English:** How to host the activity at Bilka. What will the activity look like and what will happen? No maximum on words.
- How can elements of the celebration of tradition be used in the event?
- Which of Bilka's goods could be relevant to present to the customers at the event?

ASSIGNMENT 3: COME VISIT US

Produce a written SoMe product in English: Come visit Bilka. The purpose is to make young Danish people and foreigners in Denmark visit the event. Maximum 50 words.