

CASE: BILKA

Focus areas:

- *You can present relevant information in English.*
- *You can use a reasonably precise and nuanced vocabulary.*
- *You can express yourself in writing according to the purpose of communication.*



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.

ASSIGNMENT: WHAT IS TYPICALLY DANISH?

Bilka would like to attract more foreign tourists through the social media platform, TikTok. They want to show tourists a variety of the products they sell at their hypermarket. With more than 100,000 different products to choose from, they need your help to choose and promote some typically Danish products.

YOUR TASK AT HAND.

Choose one or two products which you think are typically Danish products and which can be bought in Bilka.

Write a text/ manuscript about the product(s) designed to be performed on TikTok.

You can see the range of products on [Bilka ToGo's webpage](#) (food) or, [Bilka's webpage](#) (non-food).

Your manuscript should:

- explain what the product(s) is, and what it is for.
- explain why you think the product(s) is typically Danish.
- be exciting, informative, and catchy.
- use correct English grammar and spelling.
- have a total length of max. 1500 characters.

