

Cultural and Economic Analysis of Danone Europe

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Abstracts

Companies provide same products to all of their customers in all countries or they provide the unique solution to all localities. Both approaches have their pros and cons. Now as the world is becoming global world so companies tries to fulfill the individual needs of each segment. DANONE adopted the approach of localization. They adopted their products according to the needs of their local customers so that they can fully satisfy their customer needs and can provide better solution to their problems (S.F. AL-ZENKI, 2007). The culture of DANONE is according to the needs of local customer, they try to meet the needs of their local customers. They are creating a unique consumer insight. (Contt.750 words of this report)

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Single regional plan or region wise adoption

DANON

Kuwait Danish Dairy

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