



Laduree Expanding to China

By Benjamin Buchwald

GRIN Verlag. Paperback. Condition: New. 24 pages. Dimensions: 8.0in. x 5.7in. x 0.2in. Examination Thesis from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 1, 7, Anglia Ruskin University (Ashcroft International Business School), language: English, comment: Analyse und abgeleitete Handlungsempfehlungen möglicher kultureller Herausforderungen der französischen Grobckerei und Feinkostkette Ladure bei einer Expansion nach China , abstract: Since its foundation in Paris in 1862 Ladure offers sophisticated French desserts such as macarons, pastries, cakes and chocolates. It is a company that stands for tradition and French values. By expanding the product range with adorned gift boxes and beauty products, the brand delivers more than just the products per se. The tea-rooms spirit is always full of elegance and refined indulgence. They create an atmosphere, which makes the customer feel and experience the French culture. The concept is very successful throughout Europe and in Japan. The organisation is currently thinking about further growth by internationalising even more (24 heures, 2010). A high potential market is China with its big and busy cities. Businessmen in Shanghai, Chinese and foreigners, would like the idea to have a short rest in a traditional tea-room during the day and experience French...



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