

MENT 650 A9

S1 : 5
S2 : 4

A9 - Eros

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S/S

5 CORPORATE CHALLENGES

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Facebook's Penetration into China ✓

- Follow Rigorous Government restrictions
- Deal with censorship issues
- Intense competition from local social media sites with loyal customer base

What Facebook needs to do

- Follow Gov. rules but develop an ever-changing relationship to Gov. policies
- Partner with local company to gain acceptance from Chinese people
- Design products that are culturally relevant to Chinese audience

POS Systems Migration

- Resistance from various departments
- Retraining employees
- Change in business processes

Port of Seattle

For bid we
strategy
would have
been
better.

The strategy component was missing

Solution to the Challenge

- Be flexible and adjust business model to Chinese market
- Customize their products for Chinese market
- Reduce prices
- Offer pick & pack, assembling and delivery service together

Legal issues-Coca Cola Company

- A global leader in the beverage industry.
- Headquartered in Atlanta, Georgia.
- Human rights abuse lawsuits against Coca-Cola in various countries such as Colombia, Guatemala, Turkey, China, Mexico, India

Coca-Cola Company

- Many Complaints of violence, abuse and exploitation in countries around the world.
- Colombia: law suits were filled charging Coca-Cola Bottlers that utilized extreme violence and tortured or silenced trade union leaders.
- Guatemala: On Feb 2010 law suits were filled regarding violence including murder and attempted murder against the families of the trade unionists.

Coca-Cola Company

- Turkey: 105 workers were terminated and they organized a sit down strike.
- China: Chinese press reported the workers were involved in the most dangerous, intense and tiresome labor, work the longest hours, but receive the lowest wages and face arrears and even cutbacks in their pay.
- Mexico: health of millions of children and adults who suffer an inordinate rate of obesity, diabetes and other serious maladies.