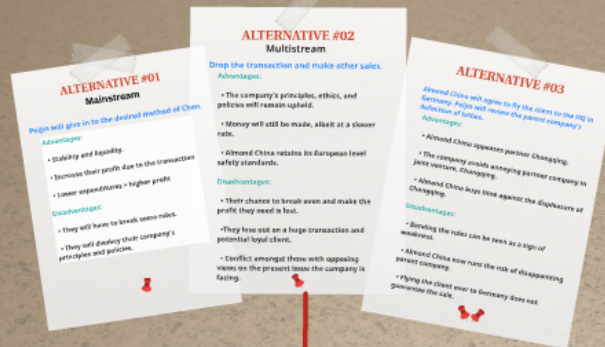


## ALTERNATIVES



## RECOMMENDATION

### Criteria

- practicality, reality, and experience

### Weaknesses of other alternatives

- we have to adapt to our new environments as much as possible
- the latter is still co-owned by Chongqing, thus..
- Chongqing executives did say that incentives and gifts were not rare to see in China and that **Almond's competitors practice such actions**

### Recommended course of action

- mainstream way of doing business would be the most effective one

### Goals and objectives

- **Estimated time frame:** 10-20 years more or less.
- **Appropriate specific goals:** profit and flexibility.
- **Benefits:** loyal customers, recommendations, expanded networks, more profit.
- **Expected costs:** incentives, depreciation value of equipments, replacements and/or repair of defective machinery.

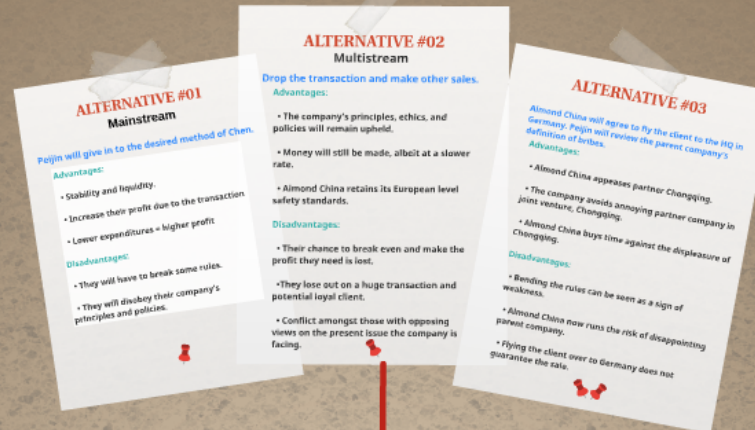
### Key Strategic Issue/Problem Identification Section

Liu Peijing, president of Almond China, insists on upholding the **European standard** in which to do, following the principles of Almond China's parent company. Chongqing, however, would much rather follow **Chinese business practices**.

# Culture Clash In The Boardroom



## ALTERNATIVES



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# Business Practices

**European practices** : they strictly follow their ethic and moral conducts.

**Chinese practices** : it is normal for them to give incentives and bonuses per transaction.