Four Seasons Goes To Paris
Structure

1) Introduction

2) Philosophy - Internationalisation strategy - Positioning in the IR framework

3) Problems of Four Seasons in Paris - Issues due to service nature - Differences to export from US

4) Supporting practices, values and cultural artifacts for Four Season's expansion

5) Implemented measures to overcome cultural differences in France

6) Four seasons entering Hongkong - cultural issues and their solving
• Canadian international luxury, five-star hotel management company
• founded 1961 by Isadore Sharp
• among the top luxury hotels worldwide
• Four Seasons does not own its properties --> it operates them on behalf of real estate owners
• has been named one of the "100 Best Companies to Work For" (Fortune) every year since survey's inception in 1998
• one of the lowest turnover rates in the industry