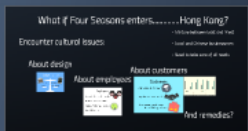




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Structure

1) Introduction

2) Philosophy - brand identification strategy - Positioning in the market

3) Problems of Four Seasons in Paris - hours of air service set up - Differences between Paris & London

4) Supporting activities, values and cultural differences for business expansion

5) Implemented measures to overcome cultural differences in Paris

6) Four Seasons entering Hong Kong - cultural issues and their solving

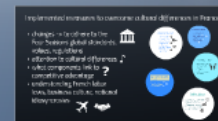


Four Seasons Goes To Paris ¹

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What if Four Seasons enters Hong Kong?

Envision cultural issues:

About design: [Image]

About employees: [Image]

About customers: [Image]

And remedies? [Image]



Structure

1. Mission

2. Philosophy - Transformation strategy - Positioning the Firm

3. Problems of the Seasons of Paris - Issues that reduce value - Differences to other brands

4. Support (Government, International, Global, Local) for Four Seasons expansion

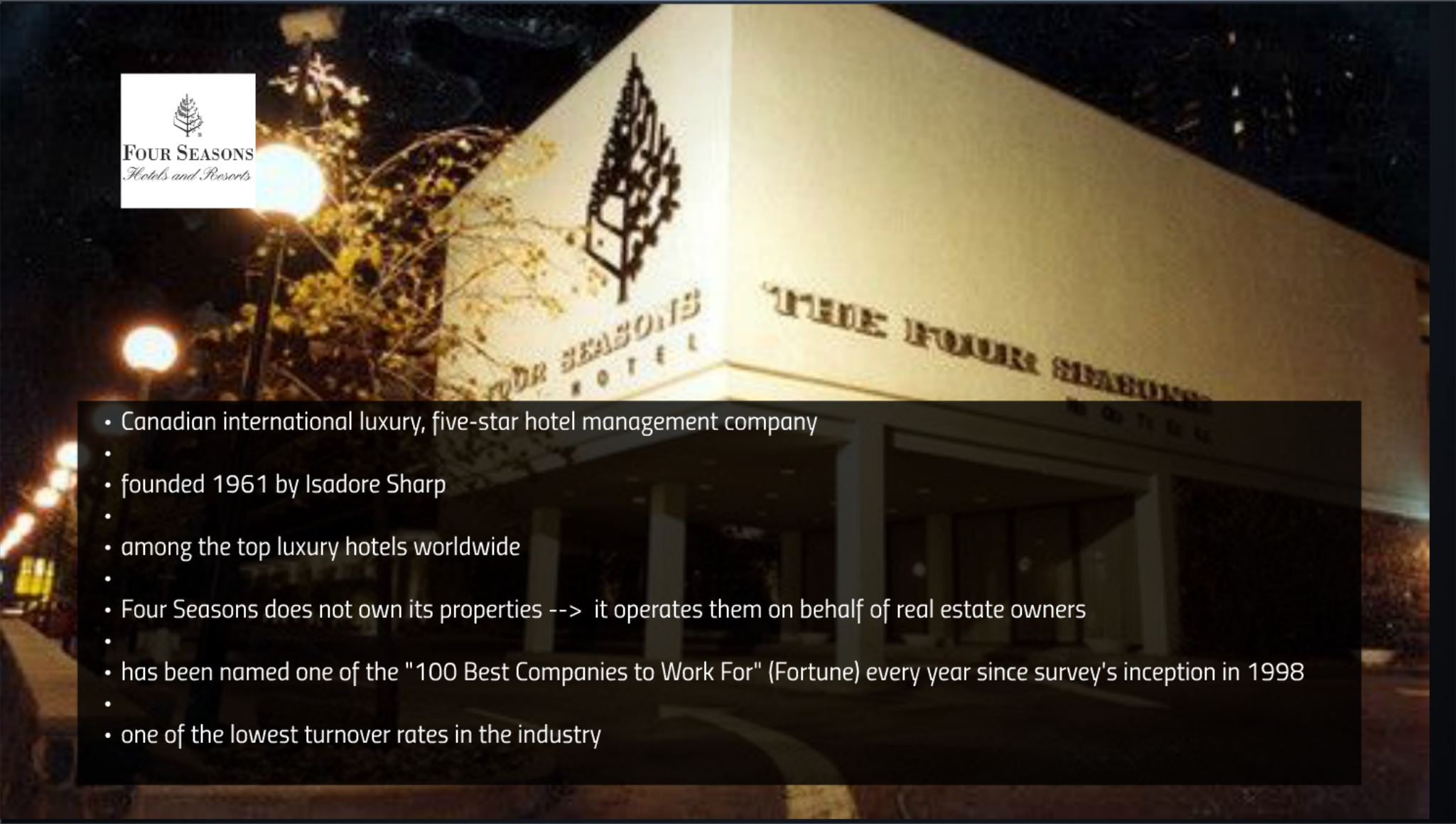
5. Implementation - Success factors - Success factors - Success factors

6. Four seasons entering Hong Kong - Cultural issues and how solving

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