

Green Wood Resources A Global Sustainable Venture in Making TheCasesolutions.com

Introduction

- created in 1946 by Pietro Ferrero
- a huge cult brand
- worldwide success
- 250 000 tonnes per year
- 75 countries of the world
- perfect product able to explain globalization



Conclusion

- a product known by everyone (popular food)
- perfect example of what globalization
- sell all around the world
- ingredients come from everywhere



Location and process

- 9 global Factories in 6 continents
- main ingredients come from multiple sources worldwide
- processing in many locations
- company based in Italy
- present in every continent except in Asia
- travelled around 250 000 Kilometers



Communication

- publicity campaign on TV
- posters
- radio
- cinemas
- sports events
- the 3rd food-processing investor in terms of advertising in France.
- World Nutella Day on February 5th



The aspects of Nutella

- economical impacts
- the industry of palm even makes 570 000 inhabitants live
- Turkey represents 70 % of the world production, Ferrero picks up more than a quarter of it
- a stop of consumption make the whole economy collapse
- 50 million people are dependent on cocon
- vital economic product



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