

Company projects 2010 May 2010



ISUGA Master students (4th & 5th year students) have been assigned to a company project since October 2009. Presentation of their studies was scheduled on May 3rd & 4th, 2010 on Quimper campus.

They got the opportunity to investigate one actual company study related to international business:

- survey of new Asian customers;
- search for new suppliers in Asian low cost countries;
- benchmarking of competition & definition of marketing strategy in a particular country.

For instance above photo is related to Britt project; this local brewery is interested in Asian export markets and has asked a group of French-Chinese-Japanese & Indian students to investigate potential in India & Japan for their beers. Students proposed a detailed marketing mix to assist Britt manager in refining his strategy towards these promising countries.

