

PELLAT Ghislaine  
Grenoble University  
Brno University

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## CASE OF NEGOTIATION



**Innocent Drinks** is a company that makes [smoothies](#), juice and veg pots, sold in supermarkets, coffee shops and various other outlets. The company sells over two million smoothies per week.<sup>[1]</sup> Innocent is over 90% owned by [The Coca-Cola Company](#).

### Products :



**Spirit of the brand : “trnd project” : to be in the innocent community**



## **The innocent AGM**

We've always liked to know what you think of the stuff we make. That's why we ask you to call the banana phone, drop us an email, or pop into Fruit Towers. It's good to have a chat and even better to hear what you think we should do next, or could do better. So each year, we hold our very own AGM (A Grown-up Meeting) where 150 of you get to come in, ask some questions, learn a bit more about our business, make and taste some new stuff in our kitchen, and eat a lot of cake. Watch more videos of the AGM and see all your questions answered [here](#)



**tweet tweet**

There's nothing more uncomfortable in the modern workplace than being passed a Birthday card and having no idea where to pass it next. [about 1 hour ago](#)

The amazingly talented Brian Hull sings 'Let it Go' from Frozen as different Disney characters. <http://t.co/3cwgyi3EOH> [about 19 hours ago](#)

This week we've been supporting the [@startsmartuk](#) project, aimed at raising awareness of health and nutrition for kids in the UK. [about 20 hours ago](#)

How to grow your own food from scraps <http://t.co/syQRCGW0Pi> <http://t.co/2FbBEE6bSB> [about 22 hours ago](#)

To know a little bit more on the spirit of the company : <https://vimeo.com/10237103>

To know anymore on products and company : <http://www.innocentdrinks.co.uk>

**Would you please prepare one on this three situations. Play roles will lay the foundations of the application training : (Exercice sessions)**

**1. Negotiation with a Czech fruit and vegetable merchant, producer of fresh fruits and vegetables and Innocent purchaser : A meeting in the client's office...Let's go for the trade !**

**2. You get interested by a job at the Innocent Company. You sent a CV and got a meeting with the human resources manager. Please prepare the interview and meet the Manager to negotiation your recruitment in the Company.**

**3. Negotiation with Woolmart Distributor : Innocent would like to sell products through this distributor channel. Negotiation is in a first time for the Czech Republic Area...A meeting in the client's office...Let's go the trade !**