

Comparison and adaptation

Compare and try to explain

- How and why product is adapted
- How and why price is adapted
- How and why channel is adapted
- How and why promotion/communication is adapted

Compare 3 countries globally!!!



- <http://www.coca-cola.com/index.jsp>
- <http://www.hm.com/>
- http://www.tchibo.com/corweb/servlet/content/74288/TchiboCorporateWebsite_en.html
- <http://www.sony.net/>
- <http://www.ikea.com/>