Retailing in Europe Video Clip

1. What are the major differences between retailing in Europe and the U.S.?

2. What retail formats have the best potential?

3. What are the growth areas and trends?

McDonald’s – A Global Retailer Video Clip

1. What are the challenges McDonald’s faced when entering India? How did they adapt their strategy?

2. What are some of McDonald’s strategies for getting a foot hold in a global market and achieving growth? How do they create a strong business infrastructure?

Retail’s One-China Problem – article

What are the problems faced by retailers when selling in China?