



Managing the Global Environment: Analysis of the Vietnamese Market for Clothes Manufacturer

By Miriam Mennen

GRIN Verlag. Paperback. Condition: New. This item is printed on demand. 40 pages. Situation: Qubo, an Italian clothing company, which produces casual wear of medium quality, wants to expand its international operations to Vietnam. The country is, with a population of 84.9 million and a GDP growth rate of 7.1, an emerging Southeast Asian economy with a high potential of successful foreign trade. (The Economist, 2006, p110) CODE Management consultancy was asked to analyse the Vietnamese culture, the environment and ethical issues which might occur in the new location. In order to successfully expand manufacturing of Qubo to Vietnam, the following report will deal with cross-cultural and environmental issues of Vietnam facing the company. Additionally the market will be analysed and possible management challenges as well as ethical issues will be outlined, guaranteeing Qubo a successful market entry. This item ships from La Vergne, TN. Paperback.



READ ONLINE
[5 MB]

Reviews

Completely essential study publication. Better than never, though I am quite late in start reading this one. I am very easily could get a delight of reading a composed publication.

-- **Marilyne Macejkovic**

Completely essential go through ebook. It is definitely basic but shocks in the 50 percent from the publication. I am delighted to let you know that this is the best pdf I have go through inside my individual lifestyle and can be the best pdf for possibly.

-- **Damien Reynolds I**

Other Kindle Books



The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality to your satisfaction. please tell your friends...



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the...



Growing Up: From Baby to Adult High Beginning Book with Online Access

Cambridge University Press, 2014. UNK. Book Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.



Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.



Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School

Book Condition: Brand New. Book Condition: Brand New.