INTERNATIONAL METHODS OF MANAGEMENT

16/01/09

Introduction

Acquire basics of innovation in international methods of management (projects managed, marketing, communication, new product, service launching)

Learn to manage new products launching and new process introduction

Management: create project, lead project and check results

Leader: charisma, trust and confidence, vision

First goal of management is innovation
Ex: - apple is not innovator because they base their offer to the packaging
- Google is an innovator

Second goal: be competitive to can sell my service

Management must disturb: like DIESEL brand (LEVIS is first).

Common idea 1:
International management…is advertising
No cause

Common idea 2:
Consumer is a king
Brand management is everywhere. The king is us because we are manager and we decide the brand.
Management is king and brand management is leader

Common idea 3: law of supply and demand is a basic in international management
International management is a yoghourt
We must change management rules

- Addidas : go back to the past
- Jean Paul Gautier
- LG : washing machine bar
- Hilton : restaurant under water

You have to create your rules and not follow the predecessors (read the Bible and throw it).

Common idea 4: management is safe with analysis
“Who wants to hear actor speak” Warner Bross.
“I believe in a global market of…5 computers IBM CEO
“Why should people have computer at home?”

Analysis
?

Demand → Supply
An important innovation in the international management: Internet process (intranet application far companies, and private application for families).

A happy customer is ready to purchase and keep a good souvenir of a business place/mall

International strategy

A strategic marketing plan outlines the specific actions you intend to carry out to interest potential customers and clients in your product and/or service and persuade them to buy the product and/or services you offer.

Marketing mix (4P's): product, price, place, promotion.
Created by J McCarty (1961) it's a bit passed

New management: 5p2i: partnership + innovation + (sensorial) identity (from Tomasella 2003 and improved by Saucet 2007)

Always break the rules in management and marketing.

Cost dimension:
- psychological price
- costs
- competitors

2 kind of strategy:
- penetration: decrease my price to enter into the market
- skimming policy (écrémage): same product, same options/services but different price

  ex : internet sell, student preferential prices

Evolution of car business

I. Practice case

Manage a new launching product/service on an international market inside a company. Deadline 4p.m. PPT and present

Launch a cosmetic with advertising campaign on American market
L'Oreal: note from the head marketing

- with the worldwo cosmetic crisis, l'Oreal France has decided to reinforce its communication strategic actions to enhance ist position on the American cosmetic market
- in a highly competitive environment, L'Oreal is trying to build an image, more in line with beauty luxury
- objecti : increase its American market shae (PaG)
- oral wants a new management

We consulta who has creted with an inseec alumni an management advise agency one of your fied orks

Objectives
New product
New management process and make a ranking

Study L'Oreal communication

Analyze L'Oreal management strategy:

- segmentation, targeting, positioning (SWOT)
- objective: product, market, growth,
- innovation: Redbull (against Coca-Cola,…)
- leader: cf outsider
- follower: Quick (agains Quick)
- outsider: cf leader
- niche:
- …

Expose the different l'oreal management operations:
Sensorial identity, innovation, partnership, advertising and promotion retailing,…

Recommendation:
Define a new management, give your opinion

Objective: have a commercial contract

Find consulting agncy name

L'Oreal : etude de l'entreprise