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Magdi Batato At Nestlé Malaysia



Introduction

Magdi Batato brought successful market leadership to Nestlé Malaysia while making tough decisions and embracing market needs as company leader. As head of Nestlé Malaysia Magdi Batato had to solve problems in business operations, company culture and market rivalries.



Numerous issues

As Batato took the helm Nestlé Malaysia struggled with growing competition and changing consumer preferences plus must solve operational inefficiencies. The organization struggled to combine local traditions with global corporate rules. The company needed someone who combined deep knowledge of international business with understanding of local cultures.



Main Results

Batato's corporate methods produced better business results. Better business operations helped increase profits and new product offerings generated good marketplace results. He built up a great workplace environment by motivated employees who gave their best work.



Conclusion

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Resource

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