

United Cereal: Lora Brill's Eurobrand Challenge



Introduction

The case study “United Cereal: The case “Lora Brill’s Eurobrand Challenge” presents the strategic decisions of Lora Brill related to the creation of the novelty cereal brand that brought a range of important issues for its European markets. The challenge that United Cereal is presented with is the issue of compatibility of its products and to the issue of diversity of the communities.



Background

United Cereal Company is one of the largest producers of the breakfast cereals company and aims at replicating the success that it has achieved with its brand in the U.S into Europe. To illustrate, Lora Brill, the Eurobrand Manager, has to prepare the uniform and persuasive marketing message that will be acceptable by the Europeans and correspond to the Igor Sikorska's visions at the same time.

Strategic Options

The strategic choices available at the operational level are to adapt Brill's product to the markets or to keep the single brand across all the markets. Possible strategies under customization could range from altering the types of flavors used to the packaging and even the slogans printed on the packets to suit the region. On the other hand, a standardization strategy would emphasize on building on the existing brand reputation and create conformity across the markets.

Conclusion

This paper demonstrates that the challenges involved in the international market expansion can be illustrated well by Lora Brill's Eurobrand Challenge. Combining the policy of the establishment of standardization with that of customization will help United Cereal optimally manage the eating habits of Europe's consumers and in the long run obtain stable growth.

RESOURCE

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