

Problems for discussion
to chapter
Global Food Product Development
in
**Consumer trends and new product opportunities
in the food sector**

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Problems for discussion

- ❖ Which factors drive the globalization phenomenon?
- ❖ What are the differences between the strategy of product adaptation and standardization on the international market?
- ❖ Why do the enterprises use diversified product innovation strategies on global markets?
- ❖ Describe the strategies of product innovation in the international environment.

Problems for discussion

- ❖ What are the characteristics of brand strategies on international markets?
- ❖ What are the strengths and weaknesses of global brands?
- ❖ Should globalization of consumption sphere be regarded as positive or negative?
- ❖ Give examples of domestic products which could be sold on international markets unchanged and the products which should be adapted.