Multinational Company Project

Name

Professor

Course

Date

Multinational Company Project

**Thesis Statement:** To understand Carrefour operations better, we shall develop a marketing strategy for the MNC in regards to its operation in the Sub-Saharan African country of Kenya.

1. Discussion
2. Home Country Business Environment
3. Marketing Strategy for Carrefour in Kenya
4. Product Attributes
5. Cultural Attributes
6. Technological and Economic Attributes