

Case: Logoplaste: Global Growing Challenges

Preparation questions:

1. Describe several reasons why Logoplaste may benefit from the international expansion (producing plastic containers in other countries)?
2. Starting operations in which countries has proved to be more challenging for Logoplaste? Why?
3. Which risks are associated with opening packaging plants designed to serve specific clients? How can these risks change as Logoplaste expands into foreign markets to serve its existing clients?
4. Why would firms like P&G and Unilever favor Logoplaste over its competitors? How does Logoplaste international expansion affect its competitiveness?