



Danone positions itself as a food organisation and focuses on marketing healthy and health related food products for a broad target market.

Danone is the leader in the global food and beverage markets and has 4 key strategic business units...



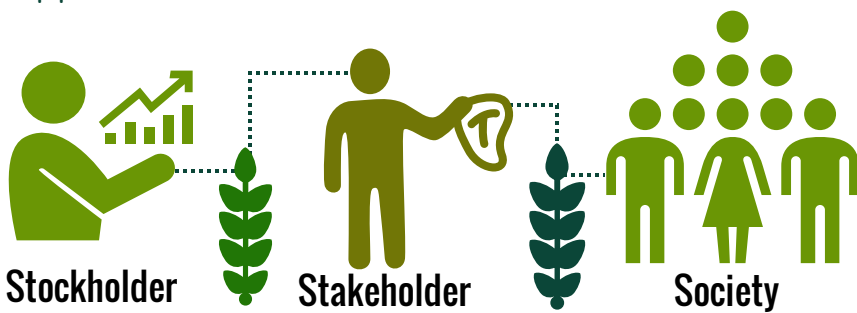
The Danone Vision is

**Danone, one Planet. One Health.**

This vision reflects a sustainable position on the interconnectedness of people and the environment.



Their market position is to focus on high growth, popular and health related segments and heavily promote their corporate sustainability and ethical practice. Danone adopts a societal marketing approach and refers to this balance between...



Danone prides itself on a focus of quality and exemplary standards and incorporates these into their corporate values and position. The primary focus of Danone is aligned with the long-term goals of the One Planet. One Health vision and they endeavour to deliver their business and financial agenda by creating sustaining value for all.



Danone offers a wide range of drinking waters and is the world's top leading natural bottled water companies.

## Question 1

Discuss the competitive advantage that Danone is trying to achieve.

## Question 2

Discuss the alignment of DANONE's approach to bottled water and the current environmental climate on bottled water, plastic and waste.

## Question 3

Identify the stakeholders of the Danone Water strategic unit and discuss their interest and influence on the division. How should Danone manage these stakeholders?



Danone  
[www.danone.com/brands/waters/strategy-and-key-figures.html](http://www.danone.com/brands/waters/strategy-and-key-figures.html)

## SOURCES

10 Top Water Brands Globally  
[www.danone.com/brands/waters/strategy-and-key-figures.html](http://www.danone.com/brands/waters/strategy-and-key-figures.html)

The quest for the most sustainable water packaging  
[www.beveragedaily.com/Article/2018/09/26/The-search-for-the-most-sustainable-bottle-formats](http://www.beveragedaily.com/Article/2018/09/26/The-search-for-the-most-sustainable-bottle-formats)

Global Premium Bottled Water Market 2018 Future Trend □ Danone, GEROLSTEINER BRUNNEN, Nestle, The Coca-Cola Company  
[www.digibulletin.com/global-premium-bottled-water-market-2018-future-trend-danone-gerolsteiner-brunnen-nestle-the-coca-cola-company/](http://www.digibulletin.com/global-premium-bottled-water-market-2018-future-trend-danone-gerolsteiner-brunnen-nestle-the-coca-cola-company/)  
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