



**Department of Business Administration**

***Title: National Cultures in Strategy Management: Product Strategy Formulation***

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**Master of Business Administration in Marketing Management**

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<b>Abstract</b>	<p><b>Aim:</b> The aim of this research is to formulate India market product strategy for the global multinational corporate Vodafone Inc.,</p> <ul style="list-style-type: none"> <li>• Investigate the influence of <b>national cultures</b> in <b>strategy formulation</b>.</li> <li>• Applying <b>cultural synthesis</b> in the strategy formulations for target markets.</li> </ul> <p><b>Method:</b> The main methods of data collection are individual interviews and discussions and group cultural training. A computer online questionnaire is used past the interview for correlation and analysis of responses. Two sets of interviews pre-cultural training and post-cultural training are conducted. The results are presented, analysed, reflected and related to the research. The research is applied to deliver a reformulated product strategy for Vodafone Inc.,</p> <p><b>Result &amp; Conclusion:</b> This research brought out the implications of national cultures in <b>strategy formulation</b> and how strategy can be delivered by infusing culture as one of the parameter in strategy formulation. The end result is <b>strategy</b> that is closer to local market customer needs and wants aligned with organization business</p>

	<p>objectives. The conclusion is that global multinationals could deliver better <b>strategy</b> that applies globally to each of the local subsidiaries by embedding ethos of the regional markets in the strategy formulation.</p> <p><b>Suggestions of future research:</b> The research focussed on strengthening <b>strategy formulation</b> by embedding culture as parameter. The theme could be extended to strategy implementation in future research.</p> <p><b>Contribution of the thesis:</b> This research has added value to the strategy formulation, by proposing a new model, where the strategy team comprehends the national culture value of target markets and blends them as one of the parameters in the information's and data. Thus the final interpretation of the information and data is a <b>collective reflection</b> of own national culture values and the target market cultural values.</p>
<b>Keywords</b>	<b>Cultural synthesis, national culture, strategy formulation</b>