Week 7: Managerial Analysis Assignment

[redacted]

INTL500

Professor Edward Haberek

Due Date

Introduction

For this analysis, I have chosen Germany as the target country for Organic Valley to launch its lactose-free dairy products. Germany has a population of approximately 83 million people, with an average household income around €40,000 per year. (The World Bank, 2024) The country ranks highly on the Political Stability Index and the Ease of Doing Business Index, creating a favorable environment for foreign investments. Additionally, Germany’s legal system provides strong support for intellectual property rights and consumer protection laws.

Germany's dairy industry is one of the largest in Europe, valued at over €15 billion. It is also the third-largest producer of milk in the EU, making it an attractive market for Organic Valley's products.

Germany generally maintains an open trade policy; however, like many EU countries, it has strict regulations regarding food safety and standards. The EU has established guidelines that dictate import tariffs, and certain dairy products are subject to quotas. Imports of milk and milk products may face tariffs aimed at protecting local producers.

Country and Dairy Data and Analysis

The dairy industry in Germany has exhibited a notable growth pattern, with milk production reaching 31.6 million tons in 2020.