

Presentation on:



Performed: Anastasia Gachkaeva HR Management, course 2

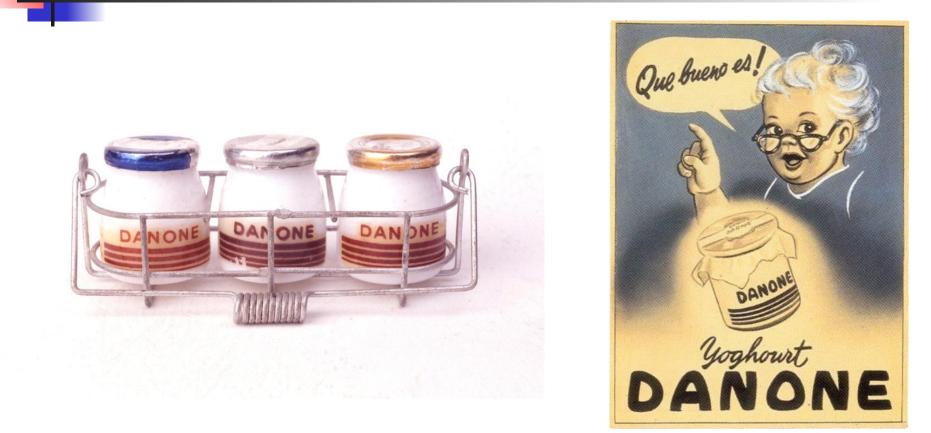
Company Danone, founded in 1919, Isaac Carasso, a pharmacist from Barcelona



Isaac Carasso (1874 – April 19, 1939)



Using Balkan recipe yogurt, in 1919 Isaac begins the production of yoghurt in a small laboratory. Every morning from the laboratory **Garasso** pharmacies deliver 400 clay pots of yoghurt.



By 1942 products Danone was widely presented not only in Europe but also in the United States, Mexico and Brazil.



In 1953 Danone first brought to market a new product type - yogurt with fruit.



Antoine Riboud

In 1973 the company merged with glassworks concern BSN

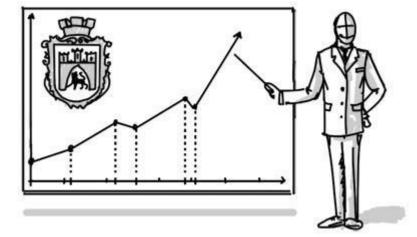


July 7, 1994 the company was renamed from BSN in <u>Groupe</u> <u>Danone.</u>

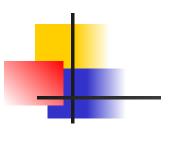


Danone is the world leader in dairy products and the owner of the second place among

manufacturers of mineral water.









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What the company does for its employees:

- Educational programmes and vocational trainings;
- Discounts on all products Danone;
- Social benefits for employees and their families.

The main competitors of the company:





Our mission - to bring health and joy in every home!





- 1. <u>http://www.danone.ru/</u>
- 2. http://images.yandex.ru

