



Presentation on:

Danone

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HR Management, course 2*

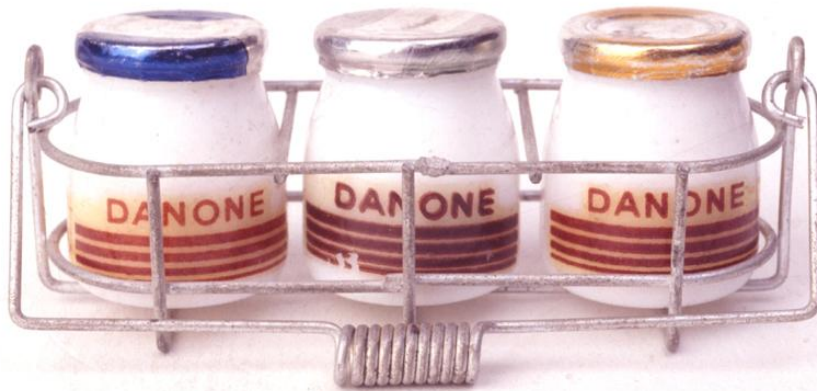
Company Danone, founded in 1919, Isaac Carasso, a pharmacist from Barcelona.



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 Carasso pharmacies deliver 400 clay pots of yogurt.



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- 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

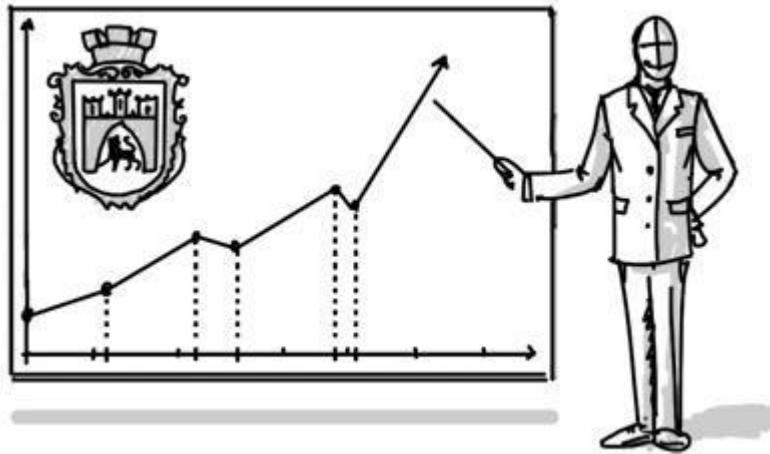
In 1973 the
company merged
with
glassworks
concern BSN

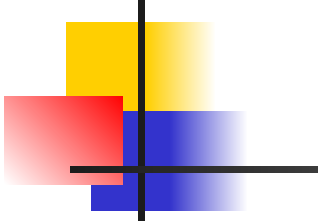


**July 7, 1994 the company was
renamed from BSN in Groupe
Danone.**



Danone is the world leader in dairy products and the owner of the second place among manufacturers of mineral water.







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!





Resources:

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



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