



Presentation on:

Danone

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HR Management, course 2*

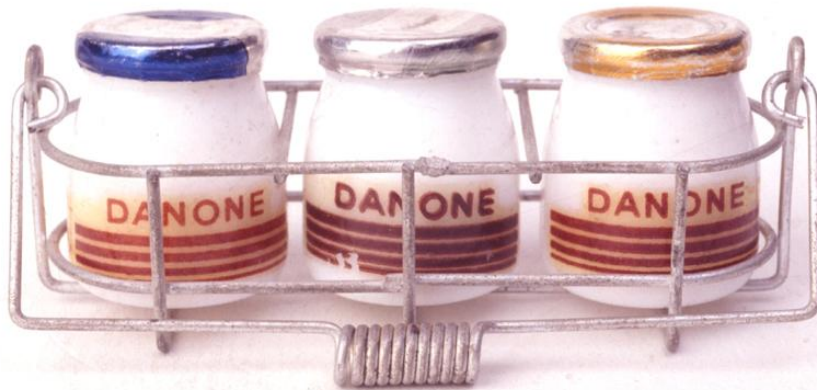
Company Danone, founded in 1919, Isaac Carasso, a pharmacist from Barcelona.



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

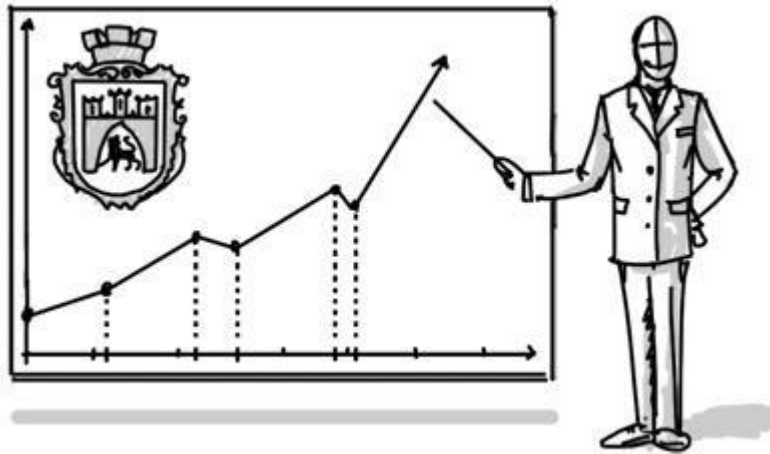
In 1973 the
company merged
with
glassworks
concern BSN

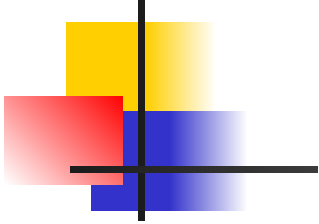


July 7, 1994 the company was renamed from BSN in Groupe Danone.



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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