

### **Case 3: Cultural Adaptation in Latin America**

*Scenario: Beverage Giant Corp (BGC), a multinational beverage company, launches a new fruit-flavored drink in Brazil. Despite substantial marketing efforts, the product fails due to poor cultural adaptation and misunderstanding of consumer preferences.*

#### **Analysis Focus:**

*Investigate cultural factors affecting consumer preferences.*

*Assess BGC's localization strategy.*

*Recommend a revised market entry approach.*

#### **Guidelines:**

*Analyze the market using Hofstede's cultural dimensions.*

*Conduct a competitive analysis to identify market gaps.*

*Propose a new marketing strategy aligned with local tastes.*