**Marketing 3.0**

With what he learnt from this small success, the joint-venture decided to expand its plans. In order to solve better the problem of poverty, Grameen and Danone intend to reinvest earnings of Grameen Danone Foods and expand the model of country. This measure has: 1) A large scale due to its national scope; 2) long term functions, deriving from the way it’s used on employees; 3) It’s proven to be effective, by creating better life conditions; 4) it’s effective because it contributes to progress of society.

**THE MEANING OF SOCIAL ENTERPRISE**

Social enterprise is a term created by Muhammad Yunus to describe an enterprise that handles profits, and at the same time it has impact on society. It’s neither an ONG nor a non profit organization. A social enterprise is designed with social purpose in mind since its creation. But it’s also possible to convert a business company to a social enterprise. The main factor that defines whether a company is a social enterprise is the fact that social objective is bigger than objective of business and makes clear decisions.