Assignment 1 - Jose Luis Pedraza Román – 9/10/2018

***MERCADONA (Successful project)***

*The Valencian company is a supermarket, with Spanish and family capital, whose objective is to satisfy all the needs of food, cleaning of clothing and personal and domestic hygiene of its customers, as well as the needs related to food and the care of their pets.*

*This objective is clearly fulfilled, since it supplies a large number of customers with an excellent quality-price ratio. In addition to having managed to surpass all companies in the sector, obtain excellent results always with the policy of "The boss" (client) as a beacon.*

***PESCANOVA (Failed Project)***

*It was when the Gallega company didn’t accept to show their financial reports to the public when people noticed that something strange was going there. A few months later, the most important freezing firm in Spain took advantage of the voluntary creditors' contest. A significant capital hole and a large debt was detected. Its directive is imputed by the alleged crimes related to corruption.*