Global Manufacturing Strategy

* Group name: **seventh floor**

Member:

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The reason why our group choose “seventh floor” as a name is because some people believe seven is a lucky number, in society we know about “seven” wonders, not eight nor nine wonders. Moreover, and the most important thing that all of our members are living in the seventh floor. The same places somehow give us the advantages and become one of our strategies to make the coordination and collaboration easier.

* Project’s theme: organic food

Organic foods’ market have been growing in the global market for the past years and it is taking more and more market shares in the food market. Because food market could be considered the largest market in all markets in the world, we choose to study this particular market and choose it as our project’s theme.

Outline:

* History/development of organic food industry
* Advantages of organic food compared to regular food
* Governments’ policies and regulations in organic food industries
* Technology involved in organic foods’ industries
* Market analysis and market growth of organic food