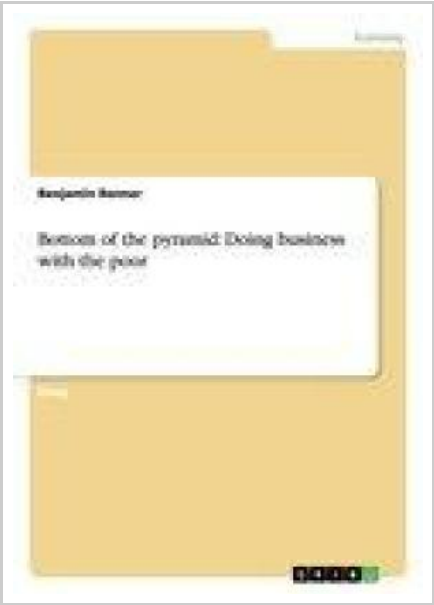


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Bottom of the pyramid: Doing business with the poor

By Benjamin Renner

GRIN Verlag Gmbh Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 211x57x12 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2013 in the subject Business economics - General, grade: 1,7, University of St Andrews (School of Management), language: English, comment: An essay written by a St Andrews postgraduate student at the School of Management based on Serving the World s Poor, Profitably by C.K. Prahalad and Allen Hammond (Harvard Business Review, September 2002) in October 2013. , abstract: Strive for market shares, the willingness or necessity to increase revenues or diversify risk can be key drivers for innovative firms in going abroad (Peng, 2009). Usually,these companies favour markets somewhat similar to their already developed, saturated home markets with a large potential customer base and mass purchasing power (London & Hart, 2004; Peng, 2009). The article Serving the World s Poor, Profitably written by C.K. Prahalad and Allen Hammond, published in the Harvard Business Review in September 2002, stretches the tremendous sales potential for multi-national enterprises (MNEs) in doing business with the very poor. It builds on the socio-economic concept of the bottom-ofthe-pyramid (BoP), which refers to nearly four billion potential consumers with...

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