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International Marketing Müller Yogurts

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Müller Yogurts: entering the US market

Müller is a multinational producer of dairy products.

Its headquarters are in the German state of Bavaria.

Founded in 1896 as a family dairy farm by Ludwig Müller.

Müller has a net turnover of €4.7 billion in 2012 and has nearly 21.000 employees worldwide.

Müller is mostly well-known for its yogurts: Müller Corner Yogurt.

It is the market leader in Germany and UK.

<https://www.youtube.com/watch?v=FI2hyzloPOQ>



Müller Yogurts: entering the US market

Müller wants to go international to different countries, like Austria, Spain, US or even Asian countries.

Which modes of entry can Muller use to go to those different countries?

Say the pros and cons of each of them.



Direct export due to proximity and close in cultural and geography, using distributors who can reach a fast penetration.

The positive aspects are:

- Much faster when entering
- Much control on your product

The negative aspects are:

- Investment required to do this is high
- Because of this risk the correlation with profits is awful

Asian country

Asian country is a much different country than those which we have just seen. Because of it, I believe a Joint-Venture with a company of that country. This strategy allows you to:

- Diversify risk
- Have more knowledge of the market
- Avoid some barriers due to collaboration with someone in that country

However, this diversification in risk has a downside in:

- The management is not easy as there are two companies controlling
- Same with the benefits, which need to be distributed between companies.

Spain

Spain is a country which is different from the northern and English country, however there are no barriers to enter there. Because of it I believe distributors would do it better:

- They can attack more specifically the final consumer
- Risk on sales is given to them
- Not a lot of investment is needed

However, some control and specially margins are lost. Spain could serve as a laboratory for other Latin countries.