

## 14.4: Discussion Assignment- Dunkin' Brands – Dunkin' Donuts and Baskin-Robbins – Making Local Global

For this module you will complete a written assignment on Dunkin' Donuts and the company's global presence. In order to complete this assignment you will need to:

1. **READ** the previous case study: [Dunkin Brands Making Local Global](#)
2. **VISIT** the Dunkin' Donuts website at <http://www.dunkindonuts.com>. Scroll to the BOTTOM of the web page and find the link that says: "Global Presence" which will allow you to get more information about the extent to which Dunkin' Donuts has gone global.
3. **GO TO** at least **ONE** of the countries listed in this area and find out how "Local goes Global." **PICK ONE COUNTRY/LOCATION** of Dunkin' Donuts as the basis for your discussion for Question #1.
4. **DISCUSSION BOARD:** You have read the Dunkin' Donuts case and researched on the corporate website how Dunkin' "Goes Global." You will base your INITIAL and TWO RESPONSE POSTS on the following questions:
  1. What are some of the **most interesting local adaptations** Dunkin' Donuts has made based on your research?
  2. What cultural factors do you think Dunkin' Donuts looked at when they made these adaptations?
  3. Do you think Dunkin' Brands should let local operators make their own decisions regarding flavors for ice creams, donuts, and other items to be sold in-country?
  4. How would you recommend that the company's global management assess the cultural differences in each market?
  5. Should there be one global policy?

**NOTE:** This is not an assignment where there is a great deal of "research." The nature of the questions is directed towards what YOU think! You cannot Google the answer to these questions!

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