



*OCW: Business Law for managers and entrepreneurs*

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**CASE STUDY – BLOCK 4**

**CASE A: BIMBA & LOLA**

The Spanish Company Bimba & Lola has adopted an expansion plan for 2013 in Europe. New stores will be opened in Milano, London and Paris.

Bimba & Lola main competitive advantages are:

- Reputed trademark
- Design
- Stores' decoration (know-how)
- Convenient locations in trendy commercial areas

***Which expansion strategy would you recommend?***

**CASE B: TALGO**

The Spanish Company TALGO has manufactured an innovative wagon for high speed trains. TALGO has received an expression of interest from the Chinese Government to build two new high-speed train lines in the south of the country. According to the Chinese policy, the engineering project has to be designed and developed by a China-based company. But the Chinese government is firmly interested in buying 100 wagons from TALGO. Expertise, technical knowledge and sophisticated training will be also required from TALGO

***Which cooperation strategy would you recommend?***

**CASE C: HUERTAS DE ALBALÁ WINERY**

The Spanish Vineyard Huertas de Albalá (HA), a small vineyard located in Cádiz, is planning to export their wine varieties to India responding to the increasing demand from this country and the growing popularity of Spanish wines in Indian largest cities. HA has not previous experience in the Indian market. Local knowledge and contacts will be necessary. India is an emerging market but HA is uncertain about its real prospective. HA offer is reduced to 5 varieties, its production is reduced and all its wines are relatively expensive

***Which commercial / expansion strategy would you recommend?***