**DEVELOPING INTERNATIONAL MARKETS**

**LEARNING OUTCOME 4: ACTIVITY 1**

**Group Activity**

## **The importance of culture**

Speedy-Gonzales Couriers (fictional) operates in 23 countries across the world. It provides the fast and efficient collection and delivery of packages across the world. You are a key member of the marketing team for the company. Due to your hard work and dedication, the company’s CEO has asked you to create and lead a campaign throughout their organisation to promote and encourage employees to embrace culture and diversification.

To kick-start the campaign you have been asked to create a presentation that will be delivered to your colleagues that explains what culture is, why it is important to employees, the organisation and the customers and how all colleagues can get involved.

Draft it now to share with the other groups.