



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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HealthFood International

T.N.Krishnan ¹

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Please contact the corresponding author, if you would like to access the full case study.

¹Professor, Organizational Behaviour and Human Resources Area , Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnammangalam, Kozhikode, Kerala 673 570, India; Email - tn_krishnan@iimk.ac.in, Phone Number - 0495-2809244

HealthFood International

Abstract:

The case discusses the international expansion of a highly successful small business in the branded food services segment. The enterprise has a unique business model based on the themes of health and environment. It follows a B2B strategy of tying up with institutions to set up its branded food outlets. After an initial success it plans to expand outside India starting with the South East Asian markets such as Vietnam, Thailand, Philippines and Indonesia. Various issues are identified, on which the students are expected to come prepared to the class – the approach to international staffing and expansion, important factors to consider in selection of expatriates, and planning for repatriation. The student is expected to think through these issues and address them in a comprehensive fashion. The key learnings revolve around the differences and complexity involved in managing employees globally. This case study is helpful for an introductory course on International HRM topic.



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute Management Kozhikode
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Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809237/ 238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/publications>

