

WHY THIS TOPIC?



Baby formula (Picture: Wikimedia Commons/Симилак) - Credit: Baby formula (Picture: Wikimedia Commons/Симилак)

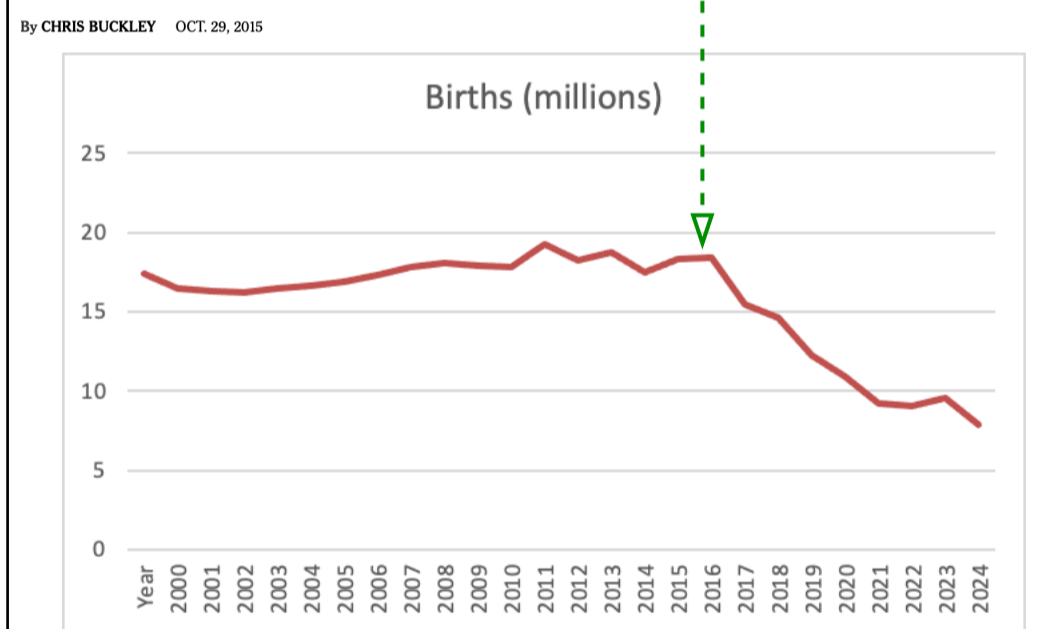
BUSINESS FOOD BABY FORMULA ALBERT HEIJN NUTRILON NUTRICIA » MORE TAGS SHARE THIS: [social media icons]

Albert Heijn takes measures as Chinese baby formula hoarding picks up

Albert Heijn re-implemented measures in the sale of baby formula as the demand is increasing again. According to the supermarket, traders across the country are buying up Nutrilon 1 to 5 and shipping the formula to China, NOS reports.

Albert Heijn branches are therefore limiting the purchase of formula to two cans per customer. Baby formula can also only be bought at the service desk - there is a note on the shelves telling customers to go to the desk for baby formula. The supermarket chain hopes that this will ensure that the product is always available to Dutch customers.

China Ends One-Child Policy, Allowing Families Two Children

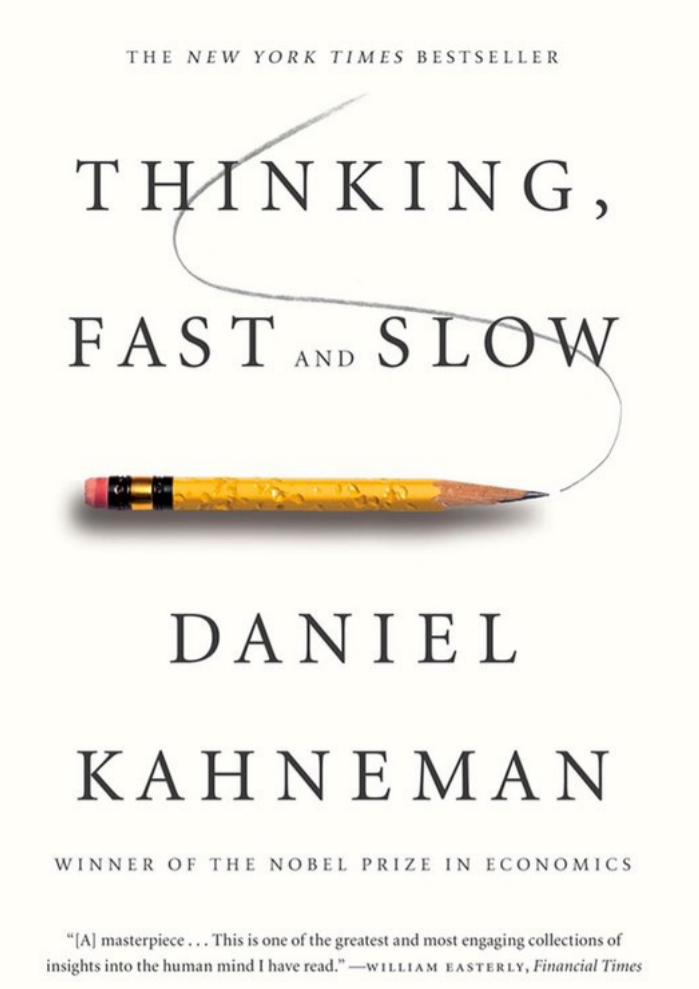


Mead Johnson Acquisition



- "I think there is a world market for about five computers", Thomas J. Watson, chairman of IBM, 1943.
- "With over fifty foreign cars already on sale here, the Japanese car industry isn't likely to carve out a big slice of the U.S. market for itself", Business Week, 2 August 1968.

WHAT CAUSES THIS?



Before You Make That Big Decision...

Dangerous biases can creep into every strategic choice. Here's how to find them—before they lead you astray. by Daniel Kahneman, Dan Lovallo, and Olivier Sibony

THANKS TO a slew of popular new books, many executives today realize how biases can distort reasoning in business. Confirmation bias, for instance, leads people to ignore evidence that contradicts their preconceived notions. Anchoring causes them to weigh one piece of information too heavily in making decisions; loss aversion makes them too cautious. In



A Structured Approach to Strategic Decisions

Reducing errors in judgment requires a disciplined process.

HOW to resolve: STRENGTHEN GOVERNANCE!

Awareness questions

- o prime the mindset
- o provoke
- o check board dynamics
- o expand thinking



Content Consideration questions

- o sense level of comfort
- o confirm focus?
- o probe breadth of context
- o validate completeness

..the probability distribution that might have appeared logic, or felt achievable for Reckitt:

Birthrate after abolishing one-child policy	A. No increase	B. Significant increase
Consumer preference		
1. Continued preference for imported product	0%	100%
2. Trust in local brands restored	0%	0%

Evaluation questions

- o check breadth of evaluation
- o check independence of rating
- o check independence of opinions
- o check use of outside views



Reflection

1. Understanding rules and regulations
2. Literature on human behaviour and how the human mind works is fun
3. Meta questions are difficult!