



Building an Isagenix Business in
FRANCE



France OVERVIEW

- France is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 French purchasing power stands at €44,948 (\$48,640) per capita.
- The capital Paris is the cultural heart of the country and considered the fashion capital of the world. It's also one of the world's main financial centres.
- France currently has a population of just over 67 million with 61.7% between the ages of 15 and 64 years old.
- France is a major producer of luxury goods. There are a total of 270 luxury brands worldwide and 130 of them are French!
- France is one of the first wine producers in the world. In 2014, it produced 46.2 million hectoliters. The country also produces nearly a billion tons of cheese a year in around 1,200 different varieties!
- Tourism represents one of the bases of the French economy. In 2014, France recorded 84.7 million visitors, or around 8.5% of tourists from around the world.

France is located in Western Europe and shares its borders with seven other Countries.



France

GETTING TO KNOW THE PEOPLE



BUSINESS ETIQUETTE

- Greet strangers and professionals with their title “Monsieur” or “Madame” depending on the gender.
- A handshake is reserved for formal or business settings.
- Always start a conversation in French even if your French is limited.
- When you’re talking to your boss, a stranger or a colleague, you must say “vous” (2nd person plural for “you”).



LOCAL MENTALITY


- It’s considered bad manners to ask a French individual about their political leanings or how they voted.
- Politeness is of the utmost importance.
- It is common in France to take a two-hour lunch break (although less in main cities).

France CONSUMER CONCERNS



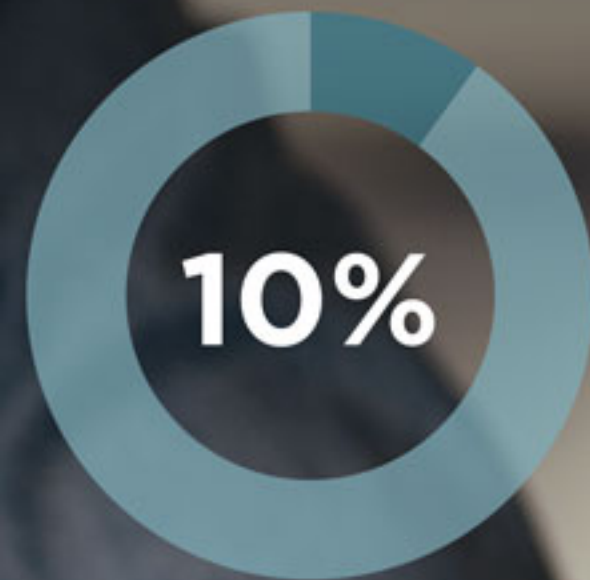
France COMMUNICATION

CONSUMER SOCIAL MEDIA

FACEBOOK 



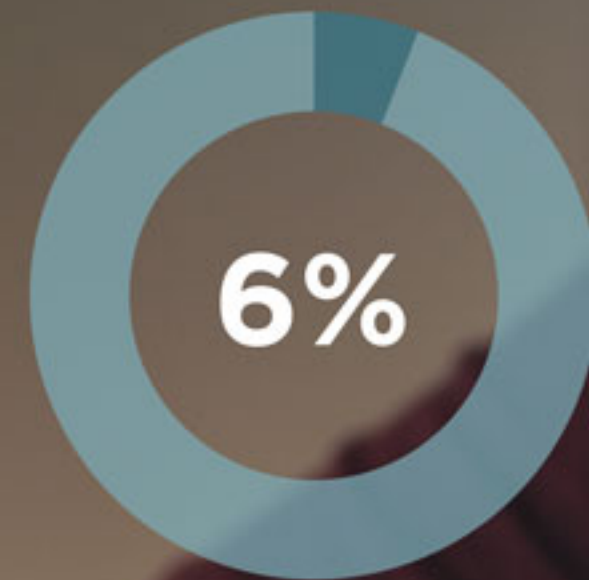
PINTEREST 



TWITTER 



INSTAGRAM 



YOUTUBE 



LANGUAGE BASICS

Bonjour | Hello, Good morning, Good afternoon

Salut | Hi

Bon après-midi | Good afternoon

Bonne soirée | Good evening

Au revoir | Goodbye

S'il-vous-plaît | Please

Merci | Thank you

Excusez-moi | Excuse Me

Je ne comprends pas | I don't understand