Presentation on International Business Communications

Programme : BA Business Management UWTSD
Module : International Business Communications
Module Code : LCBB6001
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Date : 8th of August 2024

(Fig.1)

TESCO Office in Germany

- TESCO introduction
- England culture vs Germany culture
- Hofstede's theory
- Decision making of England vs Germany
- Why Germany ?
- Conclusions and Recommendations

(Fig.2)

Tesco PLC a British Multinational Company founded in 1919 by Jack Cohen

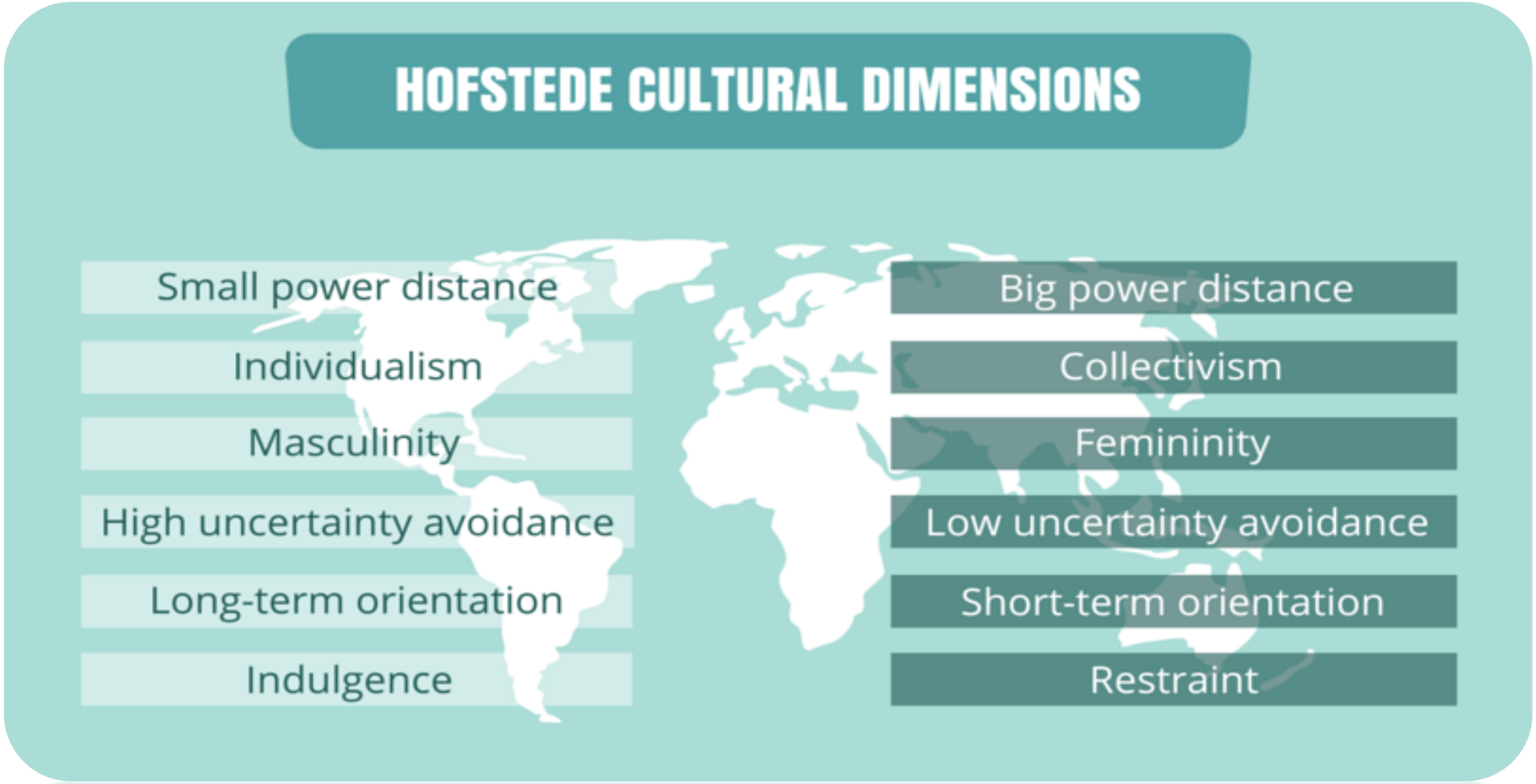
- Leading Multinational retailer
- Revenue for 2023/24 above 68 billions
- Operating in 11 countries
- Brand Consistency and Innovation
- Sustainability and Community Engagement
- Customer-Centric Approach

(Fig.3)

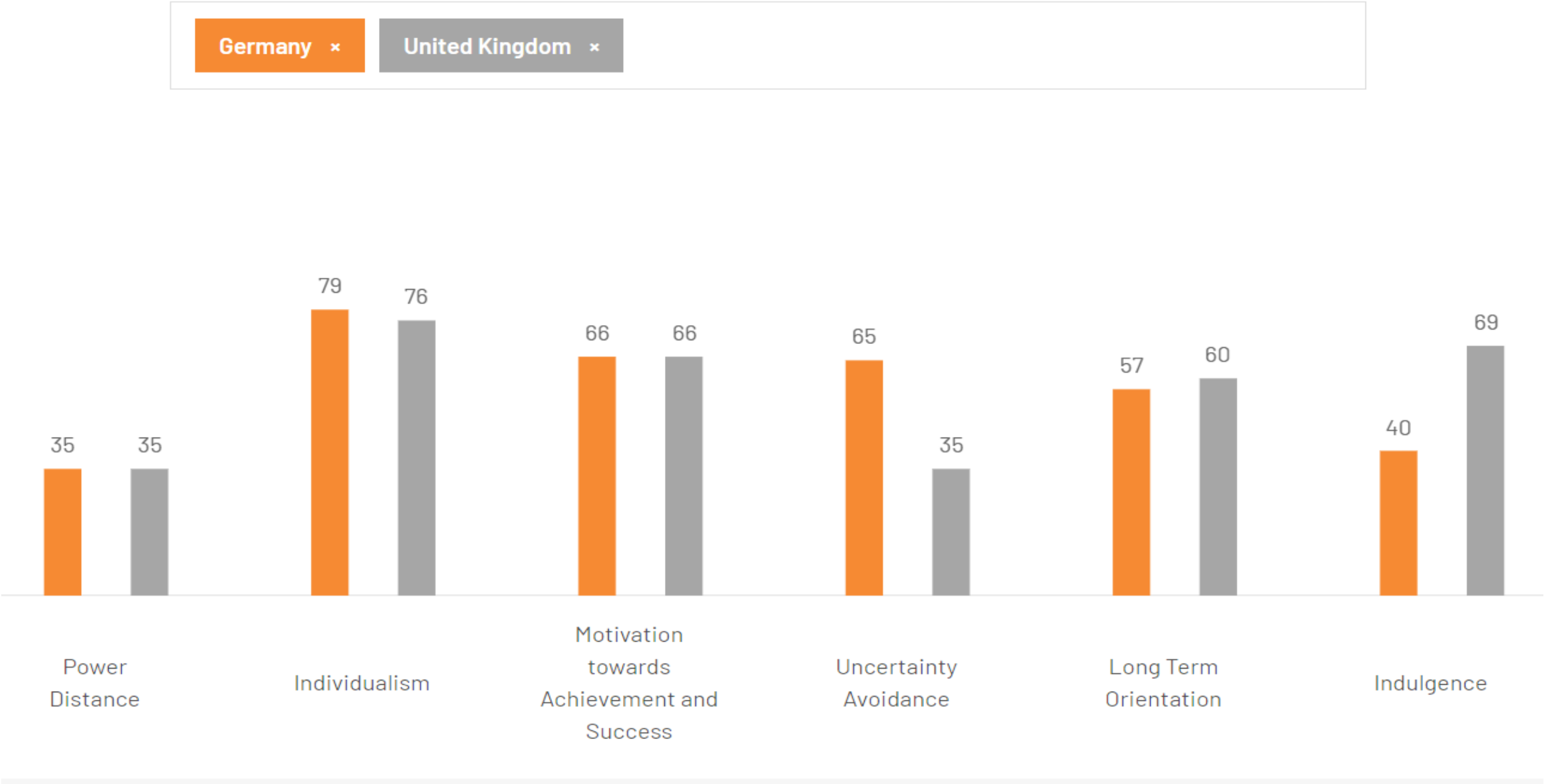
Germany as a host country

- EU Country
- Stable political and Economic Climate
- Skilled Workforce
- High Standard of Living
- Innovation and Technology

(Fig.4)


HOFSTEDE CULTURAL DIMENSIONS
Small power distance
Big power distance
Individualism
Collectivism
Masculinity
Femininity
High uncertainty avoidance
Low uncertainty avoidance
Long-term orientation
Short-term orientation
Indulgence
Restraint

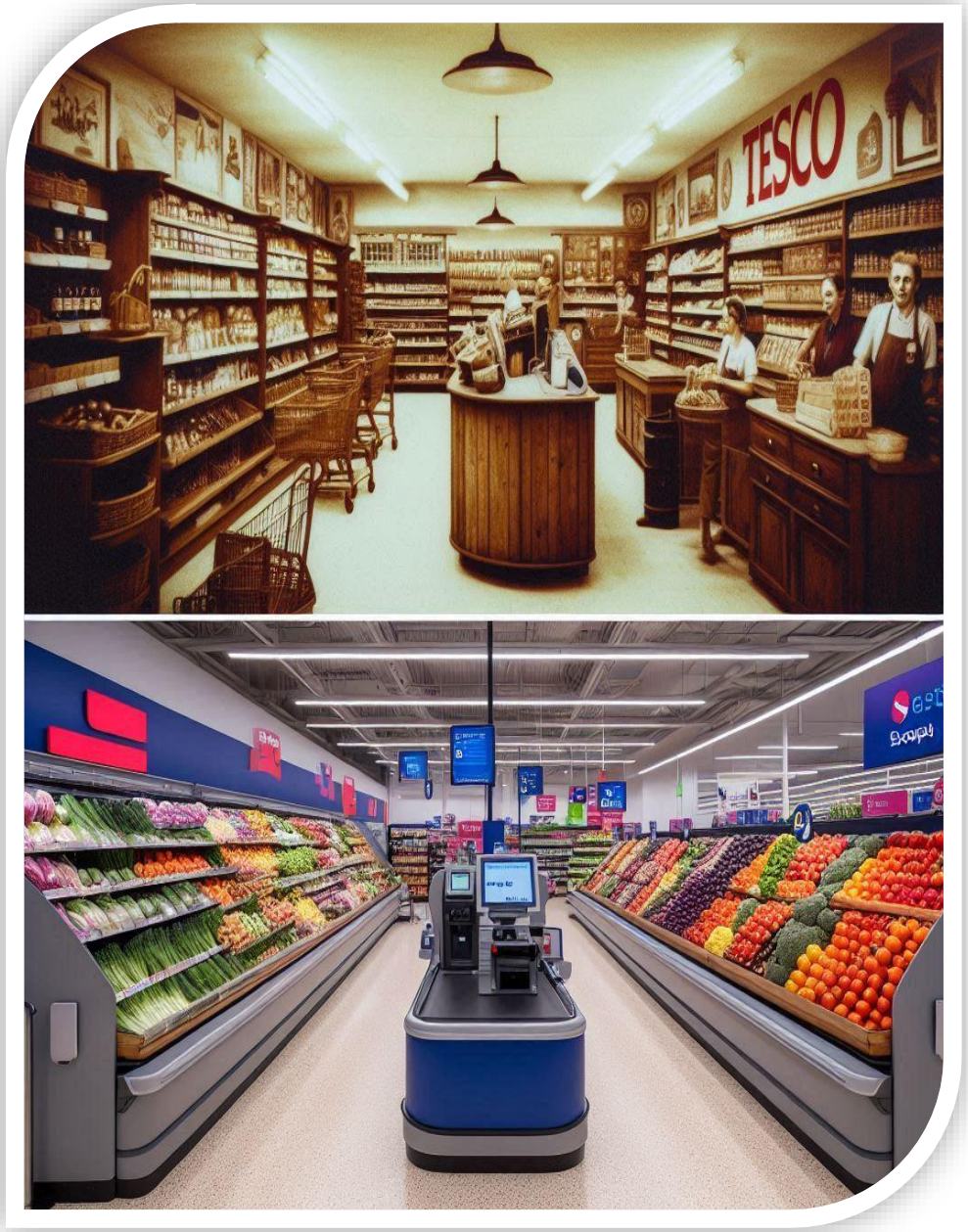
(Fig.5)


Germany ×
United Kingdom ×
35
35
79
76
66
66
65
35
57
60
40
69
Power Distance
Individualism
Motivation towards Achievement and Success
Uncertainty Avoidance
Long Term Orientation
Indulgence

(Fig.6)

Why Germany ?

- Legal and Political Stability
- Strategic Location access to EU Market
- Excellent Infrastructure
- Strong Economy
- Large Consumer Market



(Fig.7)

Recommendations

- Market Research and Localisation
- Regulatory Compliance
- Strategic Partnership
- Digital Integration
- Sustainability Initiatives

(Fig.8)

Conclusion

- Strategic Market Expansion – Large Market , Growth Potential
- Enhanced Local Presence – Understand Costumers, build Strong Relationships and brand loyalty
- Competitive Advantage – efficient chain supply, reduce cost and offer Better prises
- Digital and E-commerce Growth – online shopping trend

(Fig.9)

Any questions?

(Fig.10)

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(Fig.6) Country comparison tool (hofstede-insights.com)Acceded on 1st of August 2024
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