

# ***Presentation on International Business Communications***

Programme : BA Business Management UWTSD  
Module : International Business Communications  
Module Code : LCBB6001  
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(Assistant,2024)

# *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



(Assistant,2024)

## ***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



(Assistant,2024)

# *Germany as a host country*

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



(Assistant,2024)

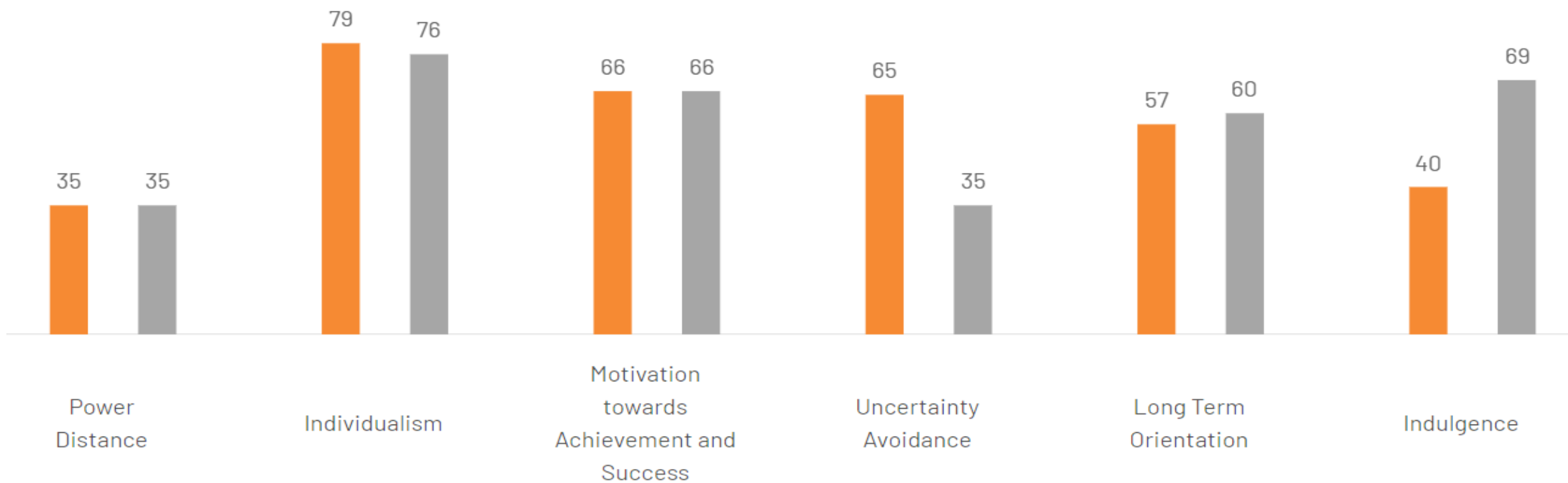
# HOFSTEDE CULTURAL DIMENSIONS



(Fig.1)

Germany ×

United Kingdom ×



(Fig.2)

# Why Germany ?

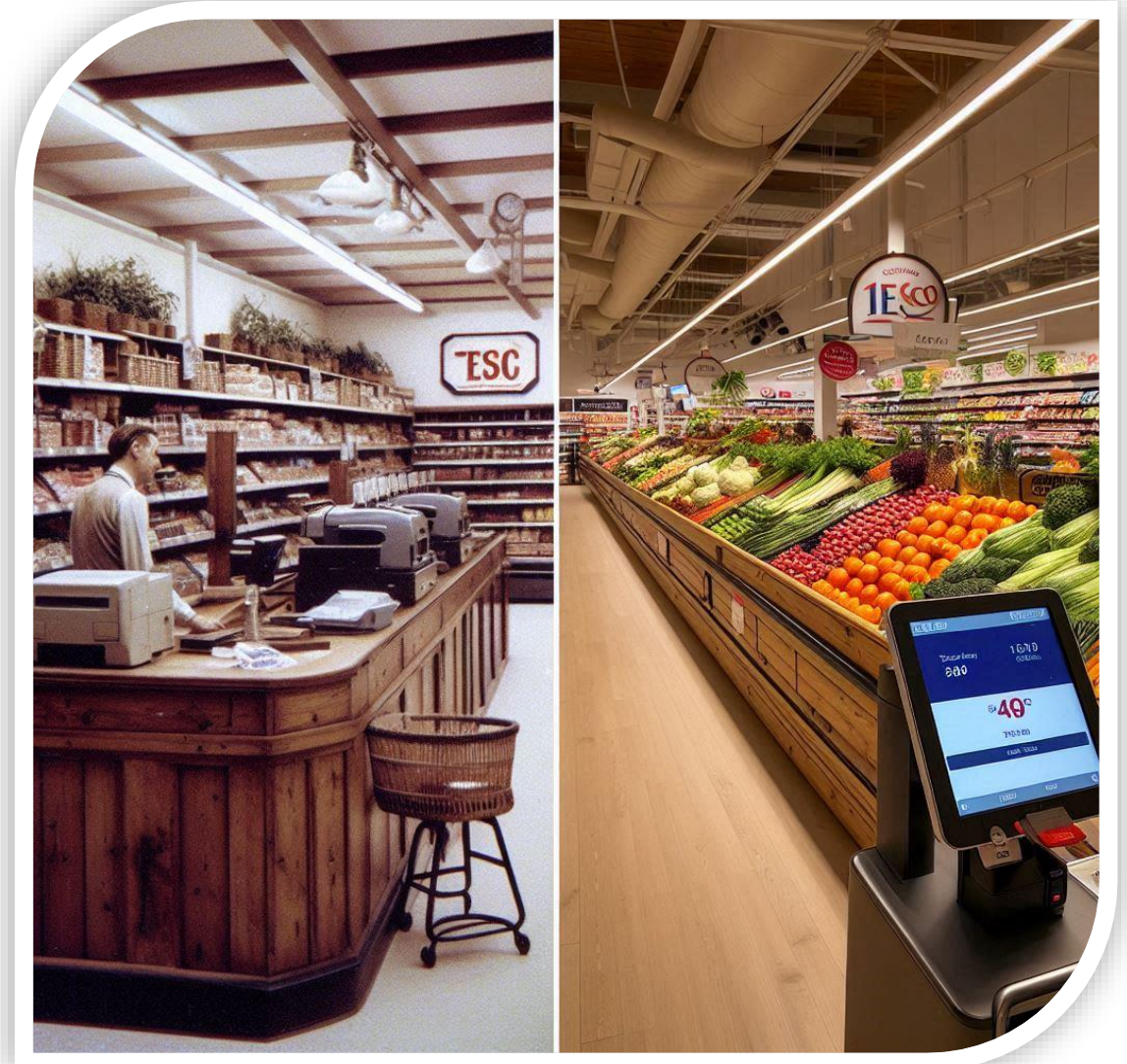
- Legal and Political Stability
- Strategic Location access to EU Market
- Excellent Infrastructure
- Strong Economy
- Large Consumer Market



(Assistant,2024)

# Recommendations

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



(Assistant,2024)

## 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



(Assistant,2024)

*Any questions?*



(Assistant, 2024)

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(Fig.1)<https://th.bing.com/th/id/R.a10b2f67abdc2d1644c861d6dc3d633f?rik=66toROjbwS9ocQ&riu=http%3a%2f%2fi0.wp.com%2fwww.entrepreneurial-insights.com%2fwp-content%2fuploads%2f2015%2f06%2fWORKING-CAPITAL-CYCLE2.png&ehk=UD3H5H9OV8VLbtBtvCbOEBamTWL8xl2GA9cWGZbg8XE%3d&rist=&pid=ImgRaw&r=0>

Fig.2 [Country comparison tool \(hofstede-insights.com\)](#) Accessed on 1<sup>st</sup> of August 2024

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