

UWTSD

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INTERNATIONAL BUSINESS
COMUNICATION

Assignment 1

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Report of Rowling Knitwear moving in Bulgaria

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Introduction

International Business refers to the trade of technology, capital, goods and services outside the national boundaries. It involves cross border transactions between individuals, organisation, government or companies in more than two countries. It involves the foreign investments and helps to increase the import and export service for the economic profitability. For the present report, Rowlinson Knitwear is taken into consideration which is a manufacturing company produces school uniforms and knitwear for school students. It was established in 1972 and conducted its business in UK (Azam and et.al., 2020). The report will consider the Hofstede theory of intercultural and international communication with reference to Bulgaria. In addition to this, the critical analysis of cultural sensitivity when doing a business will be done in Bulgaria. Apart from this the report will cover the different communication barrier which will be experienced by Rowlinson Knitwear and will provide the appropriate strategies of communication and relevant recommendations in order to overcome from these barriers and success of a company.

Main Body

Brief introduction of Bulgaria

Bulgaria is situated in the south east Europe on the eastern Balkan Peninsula. It is worldwide famous and best known for its opera singers, folklore and musicians. Culture of business is characterised in Bulgaria through business etiquette, business communication, cost of living, social media guide, business meeting etiquette, work life balance etc. In order to get the business successful it requires good knowledge about the culture of foreign country. The one need to be prepared to belief that influence the business decisions and encounter different attitudes. In a developing country like Bulgaria it can be profitable for the Rowlinson Knitwear because there is high demand for school uniforms, Opera uniforms and knitwear for students. Before setting up business in another country they need to follow the rules and regulations as every country has its own which is very important (Backmann and et.al., 2020). At first the

company need to apply for Bulgarian Business Number (BBN) and register its domain name. It provides great opportunities and service of import and export which involves foreign investment for economic profitability. It involves heavy documents and high risk to enter in a country like Bulgaria for the expansion and is time consuming process also. There are various kinds of barriers while starting or set up the business in different country especially in the developing country like Bulgaria (Borges-Tiago, Tiago and Cosme, 2019). For this the company need to make an appropriate strategies in order overcome these barriers and successfully establish their business of apparel and knitwear.

Application of Hofstede theory in order to understand international and intercultural communication with reference to Bulgaria

Individualism Vs Collectivism: In the society of individualists, public have the habit to have their space and don't want to take others responsibility for actions. On the other hand in collectivism societies, public support each other and suggest a tightly-knit framework where public have the habit of taking responsibility of each others actions among groups and families. In context to Bulgaria, the score 30 is considered as a collective society as it is a manifest in close long run commitment to the group member.

Power Distance Index (PDI): It refers to the extent which accept the inequality in power by groups or communities of the society. With low power distance in societies people strive the demand justification and equalise the distribution of power for inequality of power. In Bulgaria the score is high with 70 on the dimension which refers to that people accept the graded order which needs no justification further and everybody has a place. In an organisation the hierarchy is seen as centralisation is popular and reflecting inherent inequalities (Braunerhjelm and Halldin, 2019).

Masculinity Vs Femininity: In masculine societies it is characterised by competitiveness and high ambition, the major features of public in such societies where are passion for self development, growth as well as accomplishment. In case of feminine society, individual prefer peace of mind, cooperation, caring for the week, modesty and quality of life. In Bulgaria it considered as relatively feminine society with a score of 40 and it focuses on the working in order to live and on well being. Mangers strive for consensus and people value quality and equality.

Uncertainty Avoidance Index (UAI): It refers to the extent to which the society member feel uncomfortable with ambiguity and uncertainty are tolerated. In high uncertainty it indicates the low tolerance for risk taking, uncertainty and ambiguity. Whereas in low uncertainty which indicates the high tolerance for uncertainty and ambiguity. In context to Bulgaria, it has very preference in order to avoid uncertainty and has a score of 85 on the dimension. It maintain rigid codes of behaviour and belief and which are intolerant of unconventional ideas and behaviour.

Long Vs Short Term Orientation: On this dimension where countries scores low which implies that groups prefer to value traditions and customs and that are obliged by societal norms. On the hand the culture with high score takes more pragmatic approach as it encourage efforts and thrift in modern education in a way to prepare for future (Chow and Schoenbaum, 2020). Bulgaria has a score of 69 and has a pragmatic culture. With a pragmatic orientation in societies people believe that truth depends much on context, time and situation.

Indulgence Vs Restraint: It is defined as an extent to which public are tend to control their passions and desires as they are raised in that way. In indulgence it refers to the society which allows relatively free satisfaction related to having fun and enjoying life. Where as in restraint it refers to the society suppresses satisfaction of needs and wants and regulate it by social norms. With reference to Bulgaria, it makes a strongly restrained culture as it has very low score of 16.

Critical analysis of cultural sensitivity when doing the business in Bulgaria supported by relevant examples

It is referred to simply cultural awareness or cross cultural sensitivity which is the awareness, knowledge and acceptance of other cultural identities. In order to expand the business of Rowlinson Knitwear in Bulgaria, it will consider the differences predominating in values, assumptions, cultural beliefs and other dimensions (Engemann, ed., 2018). Both the countries like Bulgaria and UK focus on fair and equal treatment to their employees inattentive of their creed, caste and race rather than promoted on the basis of their calibre and talent. In order to expand the business in Bulgaria, the Rowlinson Knitwear considered few cultural trends which Bulgarian prefer.

Management Of Time: When it comes to work people of UK are not time bound and tend to work at night. UK and Bulgaria have different approaches in order to maintain work life

balance. The people of Bulgaria and organisation have the propensity to complete their work on time because to work late at night they do not prefer. They believe in hard working and complete their work during office hours only which does not implies lack of professionalism in their work or behaviour.

Attitude: People of Bulgaria are more innovative, have high capabilities and more pragmatic of taking risk and tolerating changes when it comes to the problem solving. They always shows a positive attitude towards the work and society. By the help of positive attitude it will create the positive impact on the company and on the country.

Lifestyle: People of Bulgaria pays more attention towards the work, on well being of an individual and therefore the culture of office is that they have drinks in afternoon on every Friday (LeClair and et.al., 2021). British people are more guided towards the success and competition in comparison to Bulgaria.

Way of Communicating: Bulgarian people are straight forward and say exactly what they mean which is quite effective and therefore people of UK in their communication uses sarcasm language or tone while conducting meetings.

Formality: The people of Bulgaria are of more friendly in nature and likely to start a meeting in an informal way of talking and value more on relations. They are less formal than people of UK. The British people are less amiability in official conversation and are more formal and professional.

Study and analysis of different communication barriers which is experienced by Rowlinson Knitwear in Bulgaria

In order to start a business in another country like Bulgaria many communication barriers are faced by Rowlinson Knitwear to expand its business such as:

Language Barriers: Different countries has different language as their mother tongue and for all the countries English is a common language. It is quite difficult for the Rowlinson knitwear to expand its operations in Bulgaria as it is a developing country and people are not much educated in comparison to developed country (Lukovszki, Rideg and Sipos, 2020). Language and linguistic ability may act as a communication barrier. The terminology used in a message may be a barrier and it will be quite difficult for the company to sell its products because it is not completely understood by the receiver.

Psychological Barriers: It is created where consumer can feel unauthentic and incompetent. The Rowlinson Knitwear face difficulty to overcome the psychological barrier. As some people have phobia, speech disorder, depression etc. The communicator will influence that how the message is received, sent and perceived. It is difficult for the company to go against natural preferences and as it need to be flex in their own style. In context to Rowlinson knitwear it is difficult to understand psychology as their different consumer psychology and cultures in order to buy a product.

Conflicting values: Different country has different values and cultures which creates barriers to expand and survive in another country (McIvor and Bals, 2021). Every people has its own values or emotional connection in order to purchase the product which id difficult to understand and time consuming process. In comparison to UK Bulgaria has different buying habits, beliefs, celebration of festivals, taste and preferences etc. Their cultural and social interactions are difficult to understand and in order to expand in the market of Bulgaria it is important to manufacture the goods according to their taste and preferences.

Geographical Distance: People do not get chance to interact and build relationship with each other in traditional office environment. It is a time consuming method as the company of different country don't know much about their needs and wants, people because they shares less information with them. It is quite difficult for the company to manage and expand the business in Bulgaria because of different time zones. Their is difference between talking behaviour, style of wearing clothes, taste and preferences and buying behaviour of the products in comparison to UK. It creates geographical distance barrier in order to manage the meetings and time when the headquarter of a company is in different country (Raghavan, Wani and Abraham, 2018).

Ethnocentrism: Everyone has its own propensity to look different culture through their eyes and is also known as 'us verses them'. Everyone has different vision to judge them and see the world in order to enter a new market it creates barrier for Rowlinson Knitwear in a country like Bulgaria. Many people of Bulgaria don't want to buy the products from UK based company as some of them do not like them which create barrier in achieving the objectives and goals to survive in the market.

Appropriate communication strategies and other relevant recommendations in order to enable the Rowlinson Knitwear company to succeed in Bulgaria

There are various strategies of effective communication which will help the Rowlinson Knitwear company in order to expand its operations in Bulgaria so that it can increase the profitability, market share, build brand image in another country effectively and efficiently.

Offer Services In Local Language: In order to attract the customers the Rowlinson Knitwear offers its services in local languages also so that the consumer can easily understand and able to purchase. Which helps the company to build good relationship between customers and employees and can easily sell products like school uniform and knitwear in the market. It can easily understand the needs and wants of consumers and make the products according to them. It will help the company to build the brand image and increase sales.

Think Before You Speak: In order to increase the sales of its goods it is an effective strategy to think before you speak. As sometimes different words have different meaning in different countries (Scandaroli and et.al., 2019). The company can increase its sales, build brand image, market share and made good relationship with its customers by the help of proper communication of words. By the help of effective communication it will not hurt the sentiments and feelings of customers so that it can able to build good communication and increase the customer satisfaction. It will create the positive impact towards the customers regarding their business operations.

Higher Multilingual And An International Staff: In order to handle the business operations in Bulgaria it will make the things simpler and easier. In the developing country like Bulgaria it will increase the rate of employment by getting more job opportunities which will increase the foreign direct investment. It will help to reduce the barrier between consumer and seller as they can easily convey them in their own language to purchase the product. It will help to increase the market share, build brand image and profitability of the company.

Respect Others Point Of View: In respect of purchasing a product the consumers have different point of view in different countries like Bulgaria. In order to build the good relationship between customers the company need to respect the feeling and others point of view. It should produce the goods accordingly and fulfil their demands which do not harm the sentiments and feelings of other people. By this it can increase the customer satisfaction and able to achieve the goals effectively and efficiently (Smith, Patmos and Pitts, 2018). Sometimes consumers feel

embarrassed and shy to explain the needs and wants and its the duty of an organisation to respect their feelings and make them feel comfortable and deal with them patiently and calmly.

Conclusion

From the above report of international business and communication of Rowlinson Knitwear it has been concluded and analysed that how an organisation can expand its business in an international market in developing country like Bulgaria. It involves the cross border transaction between individuals, organisation, government or companies in more than two countries. Apart from this, application of Hofstede theory of international and intercultural communication in context to Bulgaria has been explained (Tuleja, 2021). In addition to this, the critical analysis of cultural sensitivity in order to do the business on Bulgaria supported by relevant examples. Different communication barriers experienced by foreign businesses in a developing country like Bulgaria which is supported by different examples has been analysed. Apart from this, the appropriate strategies of communication has been provided with the relevant recommendations in order to enable the success of the company in the developing country like Bulgaria. So that it can increase the market share and profitability of the company.

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