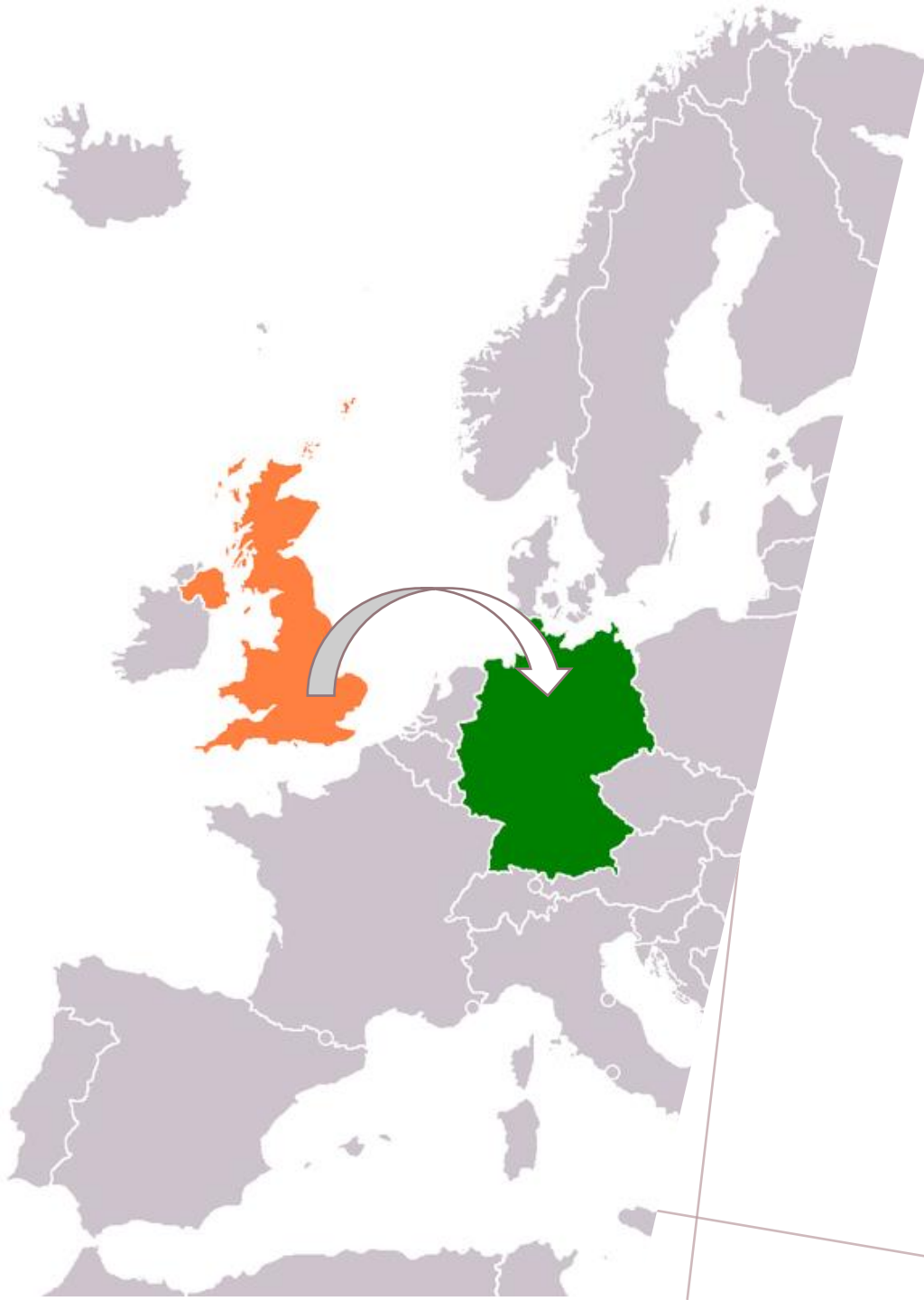




ICELAND INTERNATIONAL

FROM UK TO GERMANY

Mostapha Boulkheir
(2114677)

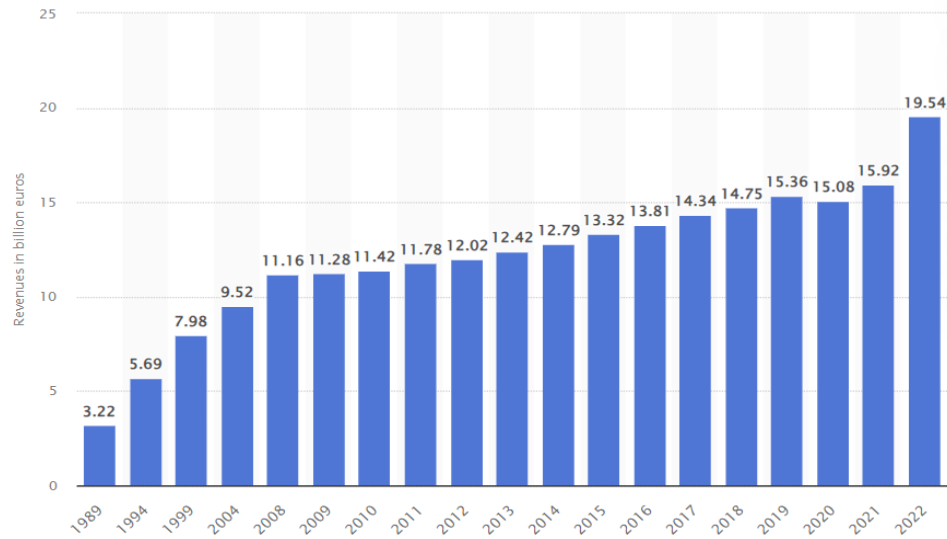
Assessment 2 - Individual Presentation – October 2023 Term
Lecturer: **Zainab Atta**
University of Wales Trinity St David

TABLE OF CONTENTS

1. **COVER PAGE**
2. **TABLE OF CONTENTS**
3. **INTRODUCTION**
4. **CULTURE FROM THE GERMANY COMPARED WITH UK CULTURE**
5. **HOFSTEDE 'S CULTURAL DIMENSIONS : GERMANY AND THE UNITED KINGDOM**
6. **ANALYSIS OF THE TWO DIFFERENT DIMENSIONS**
7. **WHAT TO DO WHEN THERE IS A DIFFERENCE**
8. **CONCLUSION**
9. **LIST OF REFERENCES**

INTRODUCTION

- Iceland International is a British supermarket chain specializing in frozen foods.
- Internationally we have 53 stores in different countries around the world.
- The next step is Germany, the market data favors it.



Revenues of the frozen food market in Germany from 1989 to 2022
(Statista Research, 2023)

According to Seah (2021), failure to understand local culture causes failure and significant costs for your business.

The culture of Germany is very important for success, both inside and outside the company.

Source: (Icelandinternational, 2023)

CULTURE FROM THE GERMANY COMPARED WITH UK CULTURE

	UK	GERMANY
LANGUAGE	ENGLISH	GERMAN
PUNCTUALITY	VERY IMPORTANT, BUT FLEXIBLE	EXTREMELY IMPORTANT
FORMALITIES	MORE INFORMAL	VERY ATTENTION TO FORMALITY
COMMUNICATION	INDIRECT, HUMORISTIC	DIRECT, CLEAR
APPROACH TO WORK	FLEXIBLE	STRONG ETHICS
PERSONAL SPACE	OPEN	RESERVED
LIFESTYLE	RELAXED, INFORMAL	STRUCTURED, ORGANIZED

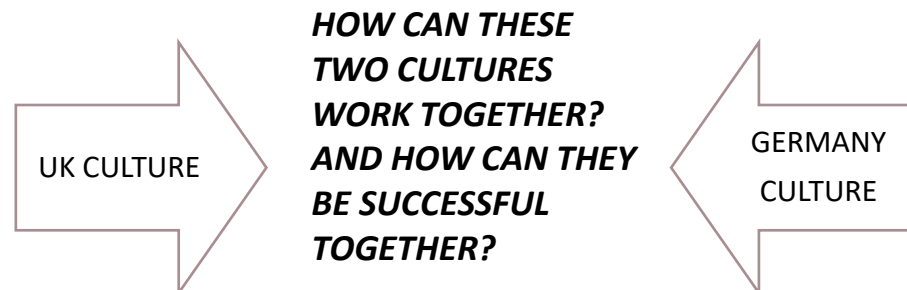
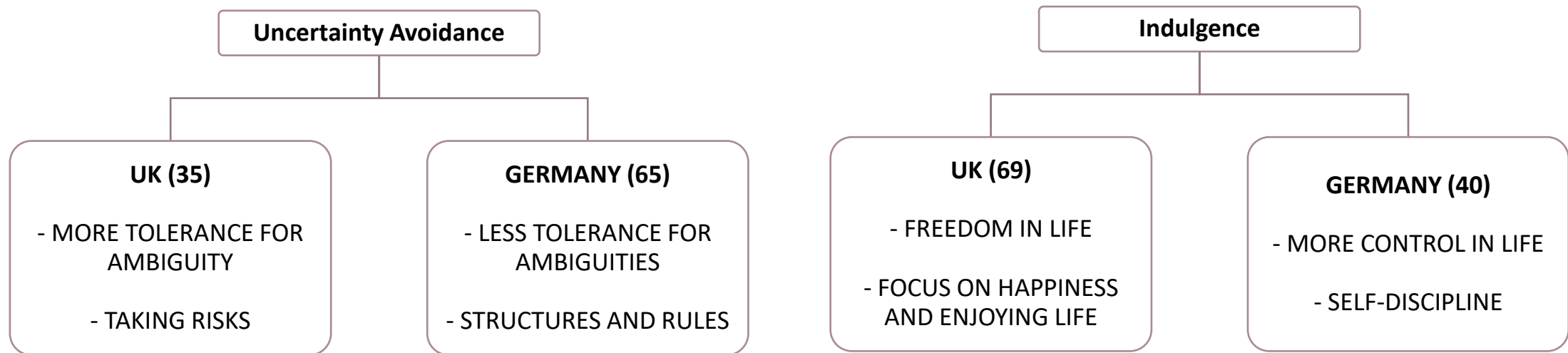
Source: Hill (1996)

HOFSTEDE 'S CULTURAL DIMENSIONS : GERMANY AND THE UNITED KINGDOM



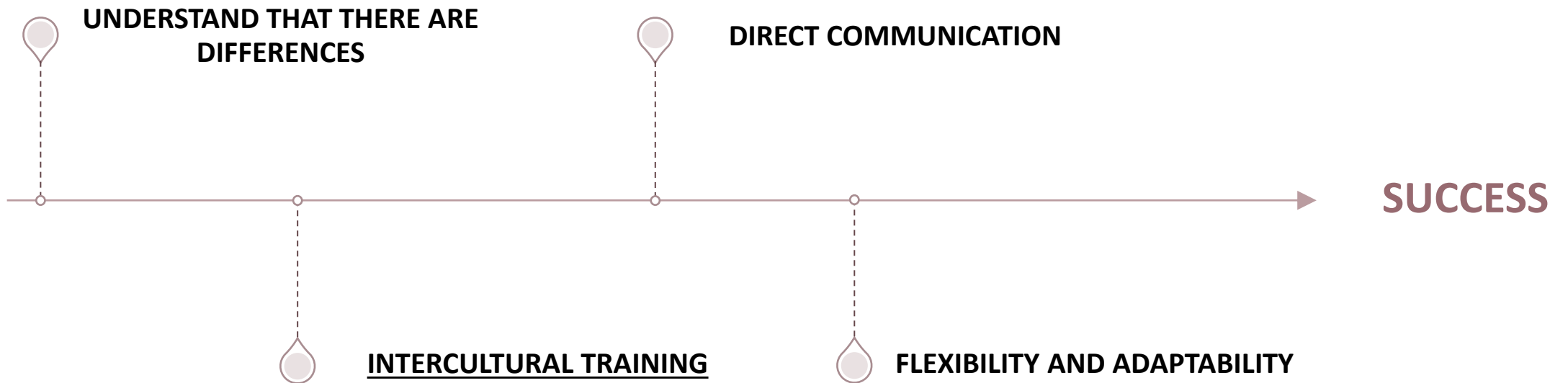
Source: (hofstede-insights, n.d.)

ANALYSIS OF THE TWO DIFFERENT DIMENSIONS



Source: Hofstede & Minkov(2010)

WHAT TO DO WHEN THERE IS A DIFFERENCE



CONCLUSION

- Germany is an excellent opportunity for Iceland International.
- German culture has many differences compared to UK culture
- Hofstede 's studies argue that the dimensions are not similar.
- Facing the challenge of the difference of the two cultures to be successful.



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A decorative background on the left side of the slide featuring a collage of question marks in various shades of gold and dark grey, with a large white question mark prominently displayed in the center. A diagonal white line separates this graphic from the rest of the slide.

THANK YOU FOR LISTENING

ANY QUESTIONS?