



Module Title: International Business Communications

Module code: LCBB6001

Assignment Type: Presentation

Lecturer Name: Alfred Mensah

Student Name: Diana Sharbanova

Student ID:2131741

Introduction.....	3
Overview of the British Multinational Company.....	4
Importance of Understanding Cultural Differences.....	5
Intercultural Communication Theories.....	6.
Cultural Similarities between the UK and Germany.....	7
Cultural Differences between the UK and Germany.....	8
Examples of Cultural Challenges.....	9
Recommendations and Business Communication Solutions.....	10
Implementation Plan.....	11
Conclusion	12
References.....	13

Introduction

- The following presentation will state the overview of Tesco Plc by providing a mission, vision and a short history of the business.



(Wroblewski, 2019)

- Cultural similarities between the UK and Germany will be stated by mentioning intercultural communication theories.

Overview of the British Multinational Company

- Tesco Plc is a British Multinational company that has a prominent impact on the GDP or economic margin of the UK.
- Officials try to engage with their customers in order to maintain their responsibilities and commitment towards the planet to maintain sustainability.
- The high chance through which Tesco Plc can maintain globalisation in order to maintain sales revenue and profit margin in the possible ways and manners.



(Grome, 2022)

Importance of Understanding Cultural Differences

- Cultural differences create a great impact within the workplace of the organisation through which every work is developed to form business success.



(Lutskiy, 2021)

- Tesco Plc also needs to understand the working ethics of the new market in Germany to establish new business outlets in the most prominent ways and manners (Grome, 2022)

Intercultural Communication Theories

- Tesco Plc can expand its business in Germany by increasing its ability to understand the perspective of following the culture and requirements of customers.



(Wroblewski, 2019)

- Germany is one of the developed countries that has a communication culture very high therefore Tesco Plc needs to maintain prominently due to the theory.

Cultural Similarities between the UK and Germany



(Grome, 2022)

- The residents of the UK and Germany understand the English language therefore early stage entry in the new market will not affect Tesco Plc accordingly and adequately.
- Business Etiquette of both countries are quite similar as people have the same demands as UK citizens (Ray, 2019)
- Dynamic work cultures are efficiently maintained creating great impacts while meeting professional expectations as well.

Examples of Cultural Challenges

- Rolls Royce which is one of the automobile companies of the UK has their business outlets within Germany.



(Lutskiy, 2021)

- Globalisation has affected Rolls Royce while entering Germany as they were unaware of the following tactics.

Recommendations and Business Communication Solutions

- Understanding the perspective of the citizens in Germany, UK employees have to undergo prominent training programs as well as seminars.



(Wroblewski, 2019)

- One of the major strategies that Tesco Plc can maintain is to understand the norms and social differences in Germany's business market (Hill, 2022).

Implementation Plan

- Tesco Plc is highly recommended to create a preparation for a training course for their employees to understand the various aspects of language learning in German.



(Grome, 2022)

- Organisation needs to implement various kinds of advanced technology in order to speed up their training process followed by the strategy in the most prominent ways and manners.

Conclusion

- Entry into the new market is difficult for UK organisations as they have dissimilarities among cultures and norms compared to other countries.



(Lutskiy, 2021)

- The following presentation has tried to state the overview of Tesco Plc through which various kinds of developments are maintained by the organisation.

References

- Feigenbaum, E., (2022). *The Role of Culture & Communication in Business*. [Online] Available at: <https://smallbusiness.chron.com/role-culture-communication-business-2924.html> [Accessed 15 July 2024].
- Grome, J., (2022). *Five Ways To Communicate In Business*. [Online] Available at: <https://www.forbes.com/sites/forbesbusinesscouncil/2022/08/25/five-ways-to-communicate-in-business/> [Accessed 15 July 2024].
- Hill, C.W., (2022). *Global business today*. McGraw-Hill.
- Lohrey, J., (2024). *Ways to Fix Culture Differences in an Organization*. [Online] Available at: <https://smallbusiness.chron.com/ways-fix-culture-differences-organization-80607.html> [Accessed 15 July 2024].
- Lutskiy, A., (2021). *Far Away But So Close: Boosting Global Communication With Clients And Staff In 2021*. [Online] Available at: <https://www.forbes.com/sites/forbesbusinesscouncil/2022/08/25/five-ways-to-communicate-in-business/> [Accessed 15 July 2024].
- Meier, D. K. S., (2020). *The Impact of Communication on the Decision-Making Process in an Organization*. [Online] Available at: <https://smallbusiness.chron.com/impact-communication-decisionmaking-process-organization-24398.html> [Accessed 15 July 2024].
- Ray, L., (2019). *Examples of Cultural Differences in Business*. [Online] Available at: <https://smallbusiness.chron.com/examples-cultural-differences-business-21958.html> [Accessed 15 July 2024].
- Riegger, A.S., Klein, J.F., Merfeld, K. and Henkel, S., (2021). Technology-enabled personalization in retail stores: Understanding drivers and barriers. *Journal of Business Research*, 123, pp.140-155.
- Tesco , (2024). *About Us*. [Online] Available at: <https://www.tesco.com/> [Accessed 15 July 2024].
- Wroblewski, (2019). *5 Steps to the Communication Process in the Workplace*. [Online] Available at: <https://smallbusiness.chron.com/5-steps-communication-process-workplace-16735.html> [Accessed 15 July 2024].