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PRESENTATION

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CULTURAL DIFFERENCES BETWEEN UK AND GERMANY

Expansion by TESCO



TABLE OF CONTENT

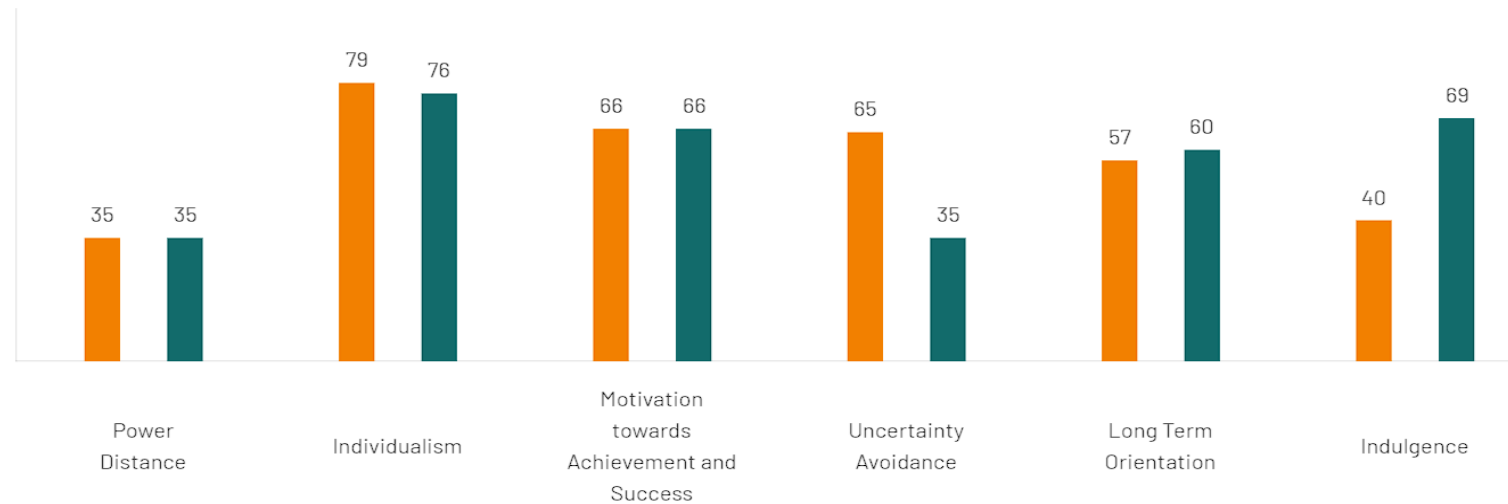
- Introduction
- Hofstede cultural differences
- Language and ethnic makeup of the people
- Social structures and religious values
- Business and work Related attitude
- Long and Short term
- Leadership Approach
- Communication Process
- Recommendations
- Conclusion
- Reference List





INTRODUCTION

- In this presentation a discussion will be conducted on the approaches that it requires to be undertaken by Tesco to enter Germany.
- The cultural differences between the United Kingdom and the Germany will be stated in this presentation.
- A set of recommendations will also be provided to the business for successful opening of the office in Germany.



HOFSTEDE CULTURAL DIFFERENCES

- From the above figure it can be identified that major difference can be located in the uncertainty avoidance between both the countries (hofstede-insights.com, 2024).



LANGUAGE AND ETHNIC MAKEUP OF THE PEOPLE

- 56% of the population in Germany speak English (Gillan, 2022).
- English is spoken across all the United Kingdom and it is the native language of the country (study-uk.britishcouncil.org, 2024).
- 85.4% of the people in Germany are German (www.cia.gov, 2024).
- 82% of the people in United Kingdom are white and 18% of the people belong to the other ethnic groups (ethnicity-facts-figures.service.gov.uk , 2024).



SOCIAL STRUCTURES AND RELIGIOUS VALUES

- The seven categories of the classes that are currently associated with the United Kingdom include elite class, well established middle class technical middle class, affluent workers, traditional section of the middle class, emergent workers in the service and precariat (ethnicity-facts-figures.service.gov.uk , 2024)
- The social classes of Germany include the exalted, fighters, established and marginalized (Wimmer, 2021).
- The religious values of United Kingdom include Christianity, Judaism and Islam (britannica.com, 2024).
- The main religion followed in Germany is Christianity (expatrio.com, 2024).



BUSINESS- AND WORK-RELATED ATTITUDES

- Professionalism and politeness are followed by the people of the United Kingdom in the workplace (amberstudent.com, 2024).
- In the workplace of Germany it is important to follow both punctuality and order (ue-germany.com, 2023).
- Strict and Direct

LONG AND SHORT TERM

Long Term

- Financial Management
- Growth and expansion
- Customer retention and loyalty
- Innovation and adaptation
- Legal and regulatory compliance

Short Term

- Marketing and promotion
- Hiring and training
- Location
- Legal requirements



LEADERSHIP APPROACH

The application of authoritative leadership style will provide the business with an opportunity to engage with the employees in Germany properly (Ahmed Iqbal et al. 2021).

- Motivation
- Empathy
- Adaptability
- Communication



COMMUNICATION PROCESS

- Official letter
- Video Conference
- Bilateral Meetings
- Phone Calls

RECOMMENDATIONS

PLANNING

Creating a welcoming culture in workplace.

MARKETING

Targeting middle and upper class customers.

DESIGN

Creating a workplace in which intellectual communication is present.

STRATEGY

Training employees towards intercultural communication approaches is important.

LAUNCH

Introduction of the business in Germany will follow the social culture and workplace culture.



CONCLUSION

- To conclude it can be stated that there are presence of many cultural differences between Germany and United Kingdom which has been discussed in the report.
- The application of the above stated recommendations if implemented by Tesco will help it in operating in Germany properly.
- Taking into consideration the cultural difference in business is an effective approach towards positive engagement of a company in a new market.



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THANK YOU

