

Assignment 1 Supporting paper

by Shijie Yan

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Developing Business Partnership

International Business Communications

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Jiafeng Xiong 1903457

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Yinglun Hu 1903329

Executive Summary-- Yinglun Hu

In this report, a British jewellery company wants to open up international markets and the first step is Asian market. They want to get global partners which are famous in Asia. Japan has a long history of produce jewels and the jewels from Japan are very popular in Asia. Mikimoto is the top five jewellery company in Japan. That is the reason why we choose Mikimoto as an example. The research is mainly focused on how to build relationship with Mikimoto, the importance of build relationship by suitable ways, the benefits of obtain global partners and the impact and reasons for possible failure. Through the research, we can give some advice to the British jewellery company to solve the problem they may meet in the process of build relationship.

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good

1. Introduction — Jiafeng Xiong

The background to this assessment is the establishment of a global partnership for large jewellery retail groups. First, it describes the skills needed to build a global partnership. Second, it describes the benefits and importance of building partnerships. At the same time, combined with Hofstede's theory of cultural dimensions, it points out the problems that developing global partners may face and the reasons for failure. Companies must face these issues and conduct research and be prepared to face them. The Japanese jewellery market is characterized by light luxury jewellery and fashionable small fresh. Traditional arts and crafts and jewellery are also dominated by slenderness and sophistication. Japan's insistence on precision and quality has always been well-known in China and abroad. It is one of the world's largest producers of pearl and jewellery products and has maintained its leading position in the diamond industry for many years. (Hapthink, 2019)

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introduce sources earlier

2. Main body

2.1 Relationship building skills -- Yinglun Hu

In this case, the jewellery company wants to find global partners in Japan. Japan has a long history of expertise when it comes to jewel especially pearls, and the leading Japanese fine jewellery labels offer some of the most beautiful pearl creations in the world. Dominate international market will be easier by the help of Japanese jewellery company. There are three ways to develop relationship building skills with global partners. (Lewis, 2017)

Firstly, they must learn some Japanese business culture. There are big differences between Japanese business culture and English. For example, British businessmen prefer shake hands after meeting, but many Japanese businessmen refuse to shake hands. If they are asked to shake hands in the first meeting, they may avoid meeting again and the business cooperation may be broken. Bowing as Japanese do will be better. (Venture Japan, 2019)

Secondly, build trust with partners. Trust can make the business cooperation easier to be finished. Being honest and communication are the keys of trust. For example, Japanese prefer cute handmade jewellery items and most of their jewels are very simple, just a silver chain along with a pendant of any shape. It is very different with other country. The jewels made by British company may not suitable for Japanese. For that,

British company should say the truth to partners and communication with them to redesign their jewels. (Miroshnik, 2016)

Introduce sources

12

Thirdly, giving gifts is a good way to develop relationship with global partners. However, giving gifts have many rules in Japan. The best time to giving gifts is toward the end of visit and any conspicuous moment is not suitable. Presenting gifts with both hands is very important because it means respect. An expensive gift will not be perceived as a bribe in Japan so top-quality brands of imported scotch, cognac, bourbon, brandy or fine wines and fresh fruit are popular gifts. On the other hand, white flowers and red cards will be refused because just funeral will use these things in Japan. (Boye, 2004)

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Introduce sources

2.2 The importance of applying appropriate approaches—Chuanmo Yang

Applying appropriate approaches with global partners can share resources to help each other and to enlarge the marketplace. For example, a jewellery company and a dress design company can team up to create fashionable style. Both companies share information on the fashion, and benefit from the new knowledge that advances their position in the marketplace. (Lobel, 2019)

inverted commas

14

Introduce sources

Applying appropriate approaches with global partners can enhance the cohesion and can respond quickly and efficiently to markets and needs. It can integrate the individual advantages of each enterprise into the overall advantages of the alliance and achieve

inverted commas

15

the scale effect, thereby winning a strong market competitiveness. (Advocacy, 2019)

[Introduce sources](#)

¹ Applying appropriate approaches with global partners can reduce the cultural conflicts to an extent and help partners establish the trust with each other. Cultural differences are mainly reflected in the five aspects of language, values, cognition, lifestyle, and communication habits. (Mighty ¹⁶ [Printer](#), 2019) There exists cultural discrepancies between Japan and UK. According to Hofstede theory, Japan has higher uncertainty avoidance and power distance than UK. (Hofstede and Minkov, 2010) For example, in Japan, the company needs to implement a comprehensive management system for the quality of jewellery and each hierarchical layer and the top management have the obligation to confirm all the decisions. (Hofstede Insights, 2019) ¹⁷ [17](#)

2.3 The benefits of develop global partnerships-- Jiafeng Xiong

Developing global partnerships helps companies share sales resources. When the company cooperates with well-known partners, it will increase the influence of the company in the market. For example, in Japan, Mikimoto is the Japanese favourite jewellery brand. The management of the company will be very happy to cooperate with it, as this will make the company's products more popular in the Japanese market and bring greater attention. At the same time, according to ²⁰ [Hofstede's cultural dimensions theory](#). (Mooij and ¹⁸ [Hofstede](#), 2010) The rapid growth of East Asian economies in the late 20th century shocked the West. The ¹² [long-term orientation index](#) has a strong correlation with national economic growth. Long-term orientation is one of the

important reasons for promoting economic development. People pay more attention to material and pursue life and personal needs. This gives people more ability to consume the jewellery industry. (Sohu, 2019)

Developing global partnerships is an important factor in improving the competitiveness of companies. The company's survival and development are inseparable from the mutual help of partners. And by establishing a partnership, it helps to better serve customers. As Andrew Dobbins, vice president and general manager of Verizon Business's Asia Pacific region, said: "We hope to support our customers through collaboration with our partners to better meet our customers' needs." (Hongyi, 2010)

Developing global partnerships is conducive to achieving sustainable development and adapting to the trend of economic globalization. With the development of economic globalization and informatization, enterprises can't do without the help of information platform when expanding their global business. The development of global partnerships will standardize enterprise fundamental management and optimize business management processes. For example, when MIKIMOTO entered the Chinese market, it chose Century Fuxing Jewellery as an information partner to support its successful strategic transformation. This enables the company to optimize its organizational structure and achieve comprehensive information management of the enterprise. (Itpub, 2008)

introduce sources earlier

2.4 The impact of a failure to develop relationships—Shijie Yan

As a company manager needs to consider in the process of international expansion. If the jewelry company fails to develop global partners, it will have some negative effects.

First of all, the company has not reputation and the locals do not recognize this company, when the company enters the other market without business alliances. (Wordbank, 2019) In the case, the jewelry company enters the Japanese market without local partners. The Japanese consumers don't know about this jewelry company and won't pay attention to its products.

Secondly, the jewelry company lack the competitiveness without the global business partners. For example, the jewelry company enters the Japanese market. Japan has many local jewelry brands and they can provide products that meet local consumer needs. (D'Alimonte, 2014)

Thirdly, the foreign company is not familiar with the target market, which means it need to spend a lot of time and money in market research. In the case, the jewelry company enters with the Japanese market. They need to make a market research, which takes a lot of time and money. In addition, When the expansion of the Asian market fails, the jewelry company do not have partners to divide global business risks, it needs to take all the loses. (D'Alimonte, 2014)

2.5 Reasons of failure to develop relationships—Shijie Yan

There are three reasons for failure. First of all, the reason is two companies have different values. According to Hofstede's theory. In the case, the Japanese people have long-term orientation that is higher than European countries, which means Japanese companies have long-term objectives. For example, Japanese companies keep a high rate of investment in research and development even in economic difficulties, they all serve the durability of the companies. (Hofstede Insights, 2019)

Secondly, the two companies lack communication skills. Because two companies from different countries and they have different cultural, communication is very important for develop relationships. According to Hofstede's theory, in this case British culture and Japanese culture have many different. Japanese social is higher than British in Power Distance, Masculinity, Uncertainty avoidance and Long term orientated. (Hofstede Insights, 2019) The UK's company and Japanese company have different decision in the product strategic. So, lacking communication might be a main reason for possible failure. (Rutherford, 2016)

In addition, the company has a trust problem in business partner. An honest attitude is the foundation of a successful business partnership, so no company want to cooperate with illegal or unethical business partner. In this case, if the Japanese companies have bad reputation, legal difficulties or poor credit rating in their country, the jewelry company does not develop relationships with them. (Ward, 2019)

3. Conclusion – Chuanmo Yang

This report provided evaluations and guidance on the relationship-building to help a British jewellery retail group develop a partnership with Japan jewellery enterprise. This report drew the main conclusions that building trust and good communication with partners and applying appropriate approaches play important roles in developing global partnerships. There is a considerable number of benefits and importance of developing global partnerships. It plays significant functions in improving the company's competitiveness, sharing resources, achieving sustainable economic development and promoting partnerships to build mutual trust. Besides, because of cultural differences such as different values or different beliefs in different countries, there exist some obstacles that may result in a failure to develop relationships. The failure will have negative impact on the reputation and competitiveness of the jewellery company. In addition, the global business risks cannot be divided without global partners and all losses need to be borne by the jewellery company.



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31

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Assignment 1 Supporting paper

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Assignment 1 Supporting paper

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

60/100

PAGE 1

PAGE 2



Comment 1

take care with your choice of words. you are advising the jewellery company



Comment 2

is famous an appropriate choice of word?



Comment 3

you don't introduce the chosen country in this way. The executive summary should summarise the handout, and therefore you need to state the Japan is the chosen country and why.



Comment 4

take care with the structure of your writing, this paragraph reads like a series of bullet points rather than a summary of the handout.



Comment 5

why are you recommending building a relationship with this company? are your suggesting that a partnership will help the jewellery company's entry into the Asian market?



avoid 2nd person pronouns

avoid 2nd person pronouns

QM

good

good

**Comment 6**

avoid making reference to this being an assessment.

**Comment 7**

the wording and approach here is more appropriate for an executive summary.

The **Introduction** tells the reader what the **handout** is about (but not its purpose). It sets the project in its wider context, and provides the background information the reader needs to understand the **handout content**. The **Introduction**: introduces the topic of the **handout** in context.

QM

introduce sources earlier

try and apply your sources earlier in the paragraph. Generally, when a source is placed at the end of a paragraph, it indicates to the reader that the source only applies to the last sentence.

Additional Comment

The source should also be positioned within the sentence to which it relates, i.e. placed before the full stop.

**Comment 8**

Do they? The jewellery company wants you to advise them on entry into the Asian market, and it is your role to make the recommendation.

QM

inverted commas

ensure that all direct quotes are appropriate cited and placed within inverted commas

QM

Introduce sources sooner

Avoid introducing sources at the end of a paragraph, as it indicates to the reader that the information is only relevant to the last sentence.

**Comment 9**

OK, fair point. However, you need to set the scene with regard to UK and Japanese culture before

going straight into a description of business practices.

QM

Introduce sources sooner

Avoid introducing sources at the end of a paragraph, as it indicates to the reader that the information is only relevant to the last sentence.

QM

source?

source?

Additional Comment

Fair points, but you need supporting sources.



Comment 10

different from other countries.



Comment 11

So are you advising the British company to adapt their designs? why are you recommending Japan if the styles are so different? you need to justify this.

PAGE 6

QM

Introduce sources sooner

Avoid introducing sources at the end of a paragraph, as it indicates to the reader that the information is only relevant to the last sentence.



Comment 12

Is redesign really something that is relevant in this particular context?



Comment 13

what is considered a conspicuous moment?

QM

Introduce sources sooner

Avoid introducing sources at the end of a paragraph, as it indicates to the reader that the information is only relevant to the last sentence.

QM

inverted commas

ensure that all direct quotes are appropriately cited and placed within inverted commas



Comment 14

fair points here



Introduce sources sooner

Avoid introducing sources at the end of a paragraph, as it indicates to the reader that the information is only relevant to the last sentence.



inverted commas

ensure that all direct quotes are appropriately cited and placed within inverted commas



Comment 15

you should avoid starting paragraphs with the same statement

PAGE 7



Introduce sources sooner

Avoid introducing sources at the end of a paragraph, as it indicates to the reader that the information is only relevant to the last sentence.



Comment 16

ensure that the source is included within the sentence to which it relates. i.e. placed before the full stop.



Comment 17

OK, so if they are so different, why is this the chosen recommended country for the jewellery company to enter the Asian market?



Comment 18

include the source within the sentence to which it relates. i.e. before the full stop.

PAGE 8



Comment 19

which people?



introduce sources earlier

try and apply your sources earlier in the paragraph. Generally, when a source is placed at the end of a paragraph, it indicates to the reader that the source only applies to the last sentence.

Additional Comment

You should also avoid over reliance upon one source to support your analysis

PAGE 9



Comment 20

Fair points



avoid contractions

avoid contractions, use the full words



Comment 21

Avoid making assumptions. You need to use words like 'may'.



introduce sources earlier

try and apply your sources earlier in the paragraph. Generally, when a source is placed at the end of a paragraph, it indicates to the reader that the source only applies to the last sentence.



Comment 22

Fair point.



Comment 23

Your company is that role



Comment 24

Fair points put forward



introduce sources earlier

try and apply your sources earlier in the paragraph. Generally, when a source is placed at the end of a paragraph, it indicates to the reader that the source only applies to the last sentence.

PAGE 10



Comment 25

do you mean countries or companies?



introduce sources earlier

try and apply your sources earlier in the paragraph. Generally, when a source is placed at the end of a paragraph, it indicates to the reader that the source only applies to the last sentence.



Comment 26

this is not necessarily true. you need to say that they may encounter barriers including communication - i.e. language differences



source?

source?



Comment 27

which sentence does this relate too?



Comment 28

Ok, so how do they overcome this barrier?



Comment 29

Does it? Do you mean that it might have trust issues?



Introduce sources sooner

Avoid introducing sources at the end of a paragraph, as it indicates to the reader that the information is only relevant to the last sentence.

PAGE 11



Comment 30

You need to ensure that you support the conclusion with the sources applied throughout the main body of the supporting paper. You should also use this section to make your final recommendations to the jewellery company.

PAGE 12



Comment 31

There are a few errors in the presentation of the reference list. An example of how it should be presented is included in the feedback summary box.

PAGE 13

PAGE 14
