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CULTURAL DIFFERENCES BETWEEN GERMAN AND UK

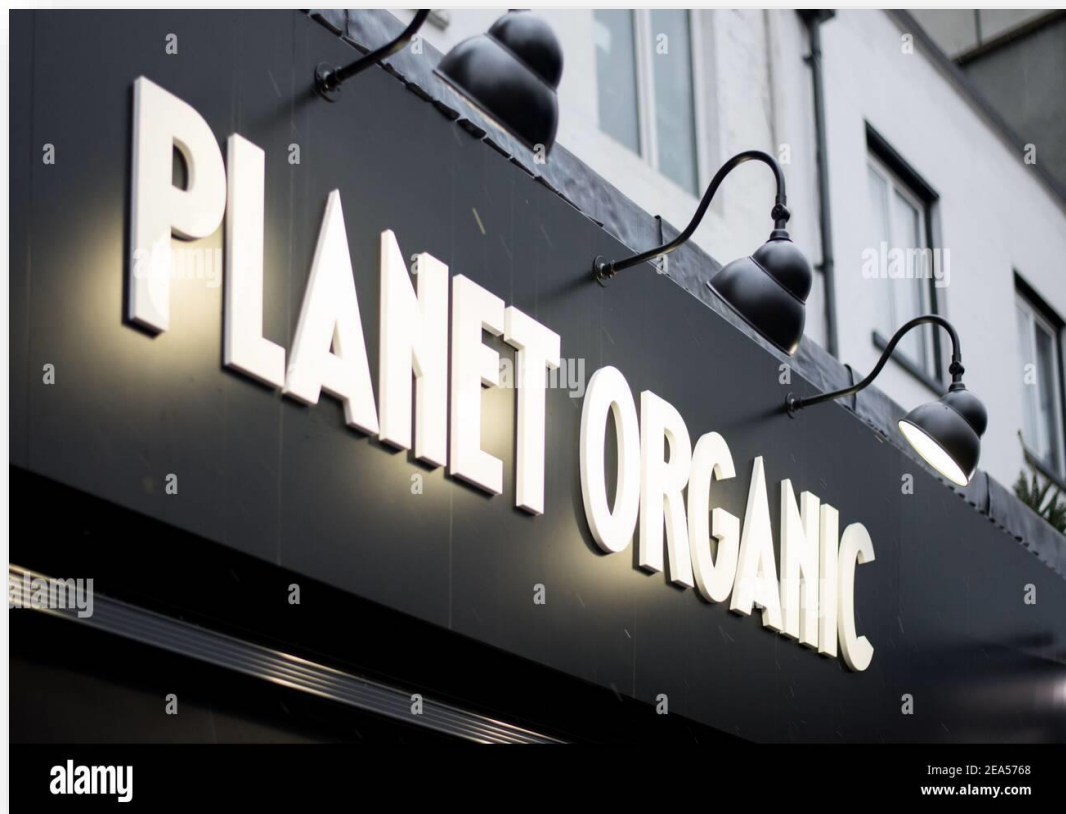
- Introduction to the content
- Planet Organic is a UK company
- UK sales of Organic Products
- Revenue from Organic Food Market in Germany from 2000-2023
- Introduce German Culture
- Cultural differences between Germany & UK
- Cultural sensitivity in Germany
- Hofstede Cultural Dimensions
- Hofstede Cultural Dimensions: UK and Germany
- Recommendation/Conclusion
- Reference list



INTRODUCTION TO THE CONTEXT

This presentation explores factors for expanding Planet Organic business in Germany, comparing Germany's culture with the UK's, using Hofstede's Cultural Dimension Theory for strategic decision-making.





- Planet Organic and their shops - Search Images (bing.com)



Planet organic



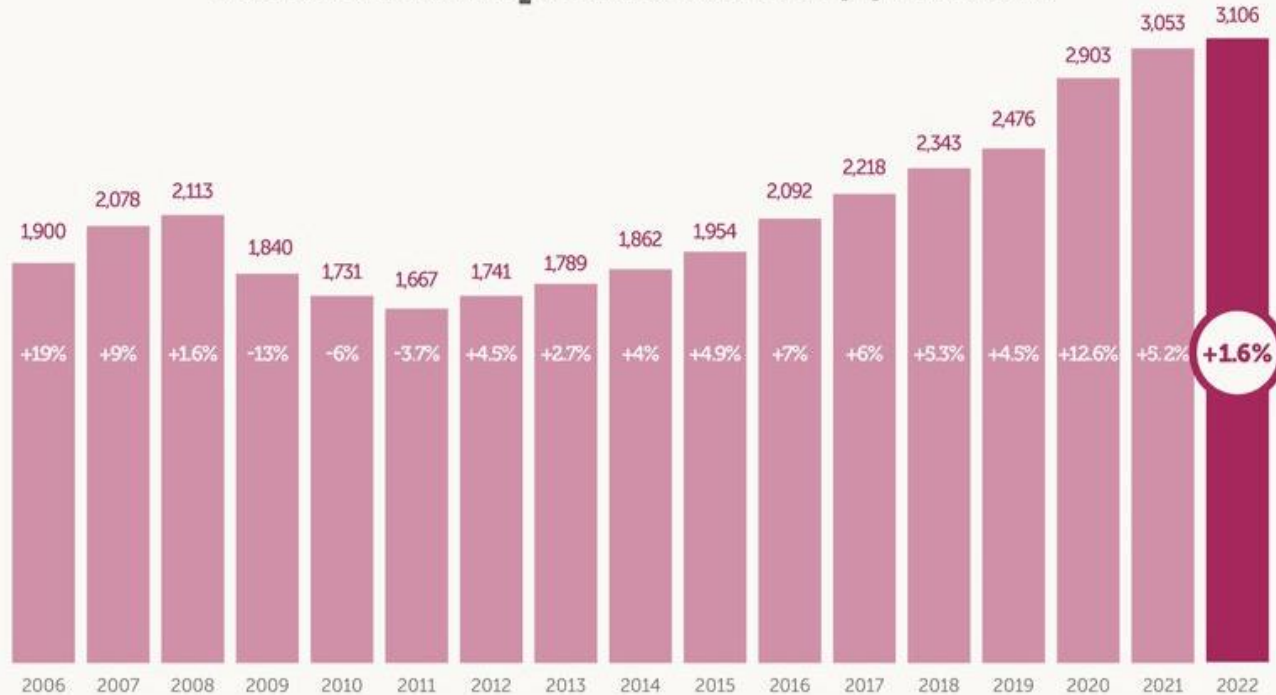
- **Planet Organic was established in 1995**
- **Planet Organic values and mission**
- **It has 13 shops across England with plans to grow**
- **Supporting the local community and sponsoring a diverse collection of community projects**
- **Company's turnover -40 million for 2020 and 37 million for 2021**

[pLANET ORGANIC PICS - Search Images](#)
[\(bing.com\)](#)



2006-2022 UK SALES OF ORGANIC PRODUCTS

2006-2022 UK sales of organic food and drink products in GBP(£) millions[†]



[†] Based on Soil Association Certification Organic Market Reports

- The organic market shows growth despite the cost of living crisis
- Trends for sustainability remain strong with consumers
- Organic food is growing in popularity
- Strong performance in an exceptionally challenging year
- The market meets customers' needs and robust growth

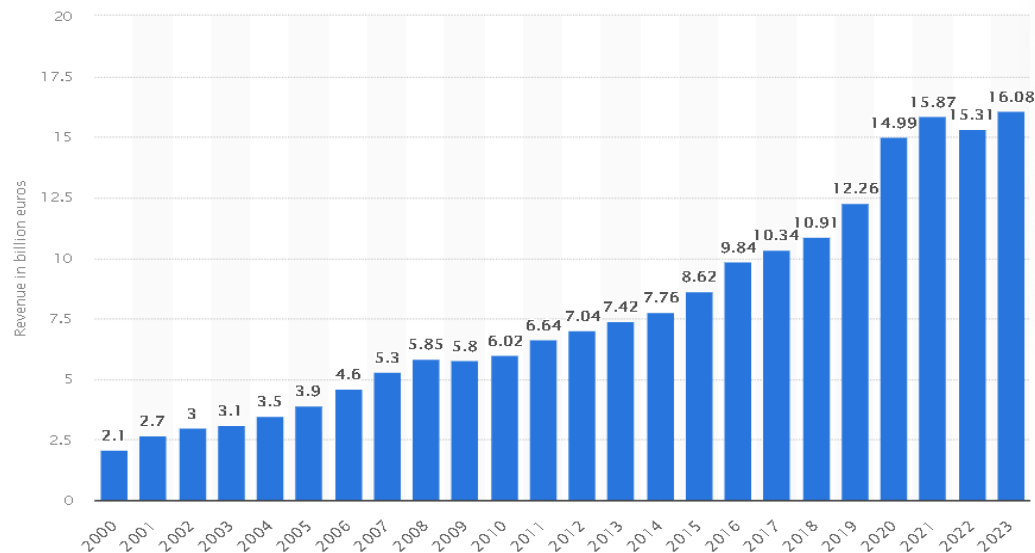
UK's organic market delivers strong performance in an exceptionally challenging year - Bio Eco Actual



REVENUE FROM ORGANIC FOOD MARKET IN GERMANY FROM 2000-2023

Agriculture > Farming

Revenues from organic foods in Germany from 2000 to 2023
(in billion euros)



© Statista 2024

Show source

- Germany is the largest market for organic food in Europa
- Revenue from organic food continued to increase in the long term
- Organic farming is the German Government's guiding principle for ensuring a sustainable agricultural sector
- To have 30 % of agricultural land organically by 2030
- It lowers greenhouse gas emissions and provides healthy welfare

Organic food sales in Germany 2023 | Statista



Introduce the German culture



- They are honest people with strong moral sensitivity
- Differences such as dialects there is all across the country
- Their traditions and culture-Octoberfest, Christmas, carnival
- Social Hierarchies-strong middle class
- Privacy and Socio-Relational Boundaries-social distance from those they work
- Business and work-related attitudes-being on time, discipline, work-life balance

[German Culture Symbols - Search Images \(bing.com\)](#)



Cultural differences between Germany & UK

- **Speak German language**
- **German tends to be more focused on the process**
- **They prioritize quality and long-term success**
- **Drinking coffee is part of their traditions**
- **Germans are direct with others**
- **The German language is vital for effective communication**

- **Speak English**
- **British tend to be more focused on the outcome**
- **British are impatient and strive for short-term results**
- **The British are famous for drinking tea**
- **British tend to be more polite**
- **Social Hierarchies-upper class, upper middle, middle, lower middle, working**



CULTURAL SENSITIVITY IN GERMANY



- Personal distance is found between speakers in a conversation
- Their behaviour in public is reserved and formal
- Eye contact is respected and expected
- Extended middle finger is an offensive gesture
- Low-context culture

[German cultural sensitivity pics - Search Images \(bing.com\)](#)



HOFSTEDE CULTURAL DIMENSIONS

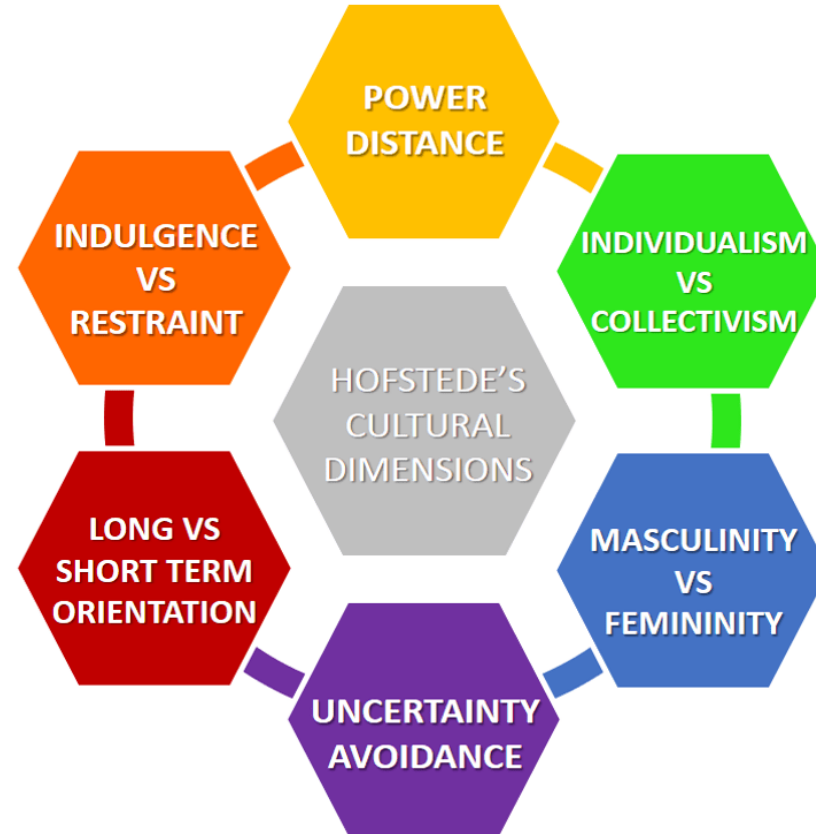
The programming of the human mind by which a set of shared values, beliefs and norms difference one group of people from another

Geert Hofstede

[Intercultural Management \(hofstede-insights.com\)](http://hofstede-insights.com)



HOFSTEDE CULTURAL DIMENSIONS



[Hofstedecultural dimation - Search Images](#)
[\(bing.com\)](#)



HOFSTEDE CULTURE DIMENSIONS: UK AND GERMANY

Germany

- power distance- low-everyone is treated equally
- Individualism/Collectivism- Truly individualistic
- Masculinity vs Femininity- Masculine society
- Uncertainty avoidance- uncertainty avoidance country
- Short/Long-term orientation-long term
- Indulgence/Restraint- low on indulgence, value traditional values

UK

- Power Distance – low-everyone is treated equally
- Individualism/Collectivism- The UK scored highly for individualism
- Masculinity vs Femininity-The UK is considered Masculine
- Uncertainty avoidance- low interest
- Short/Long-term orientation-neutrally
- Indulgence/Restraint-people tend to follow their desires



RECOMMENDATION/CONCLUSION



- **Hofstede's Theory provides valuable insights**
- **It helps to understand the differences between culture**
- **Culturally sensitive strategies have to be included in policy**
- **Contract, incentive, pension, integrate cultural variables and value system, treat everyone equally**
- **It will help to enhance effectiveness and prevent any future negotiation**
- **Adapting to host culture is vital for business success**

[pic for successful workers - Search Images \(bing.com\)](#)



Thanks



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