

A blurred background image of a business meeting. Several people in professional attire (suits, blouses) are gathered around a table. One person is holding a smartphone, and another is holding a laptop. The scene is dimly lit, with light coming from a window in the background.

Waitrose UK

**ASSIGNMENT 2- GROUP
PRESENTATION
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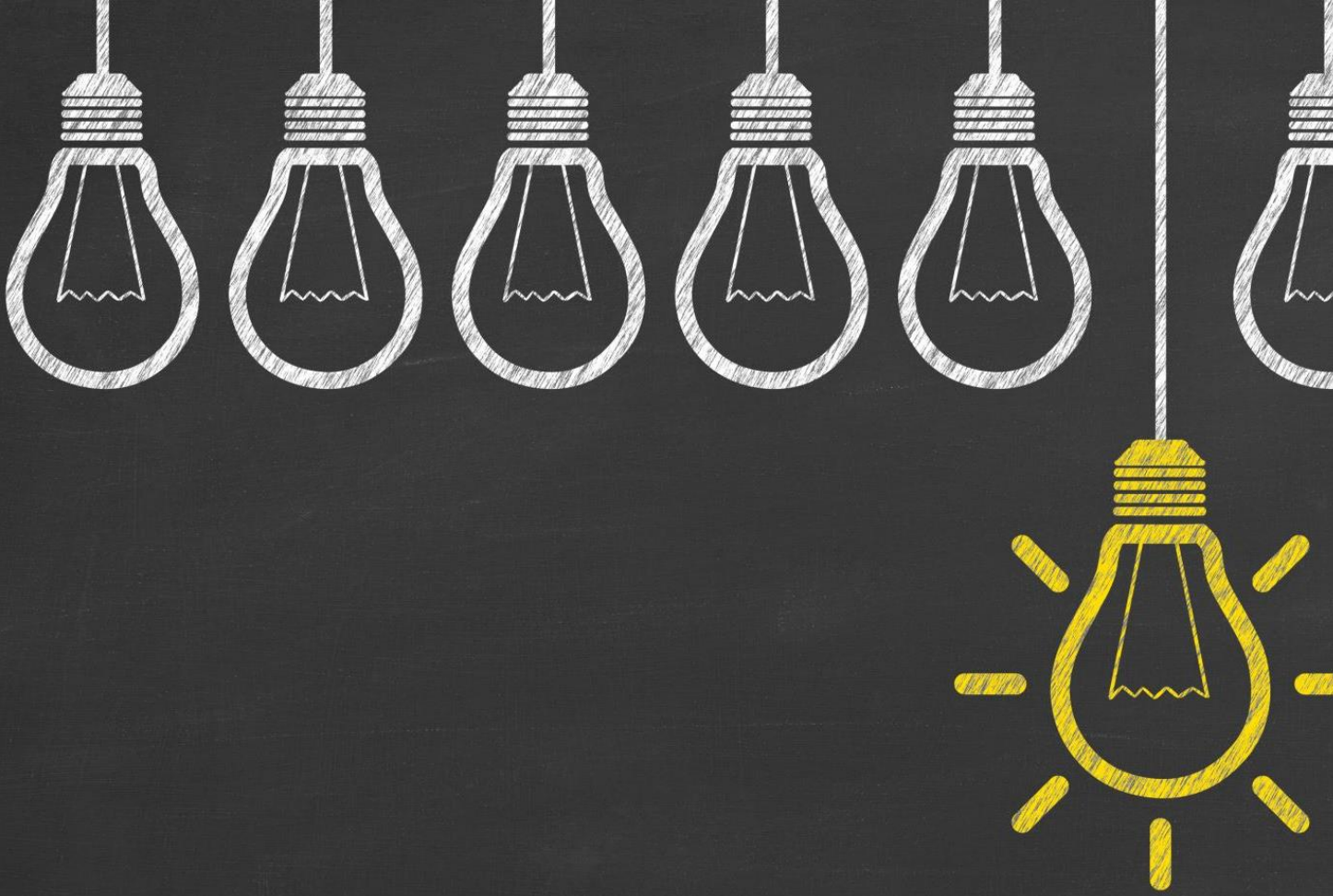


GABRIELA BANDAC

Introduction

- The major aims of the presentation-
 - Discussing joint ventures between Waitrose UK and AEON China.
 - Discussing the opening of the first physical store in China by Waitrose UK.





Introduction

- Evaluating Hofstede cultural model and intercultural communication theory of Hall.
- This helps to determine cultural challenges that can be faced during the start of joint ventures.

About Waitrose UK



- **Year of establishment-** 1955.
- **Place of establishment-** South London, UK.
- **Total current branch-** 363 branches.
- **Major products-** Poultry, fish, dairy, fruits, health, pet, soft drinks, tea, ice cream and many more (Waitrose, 2023).

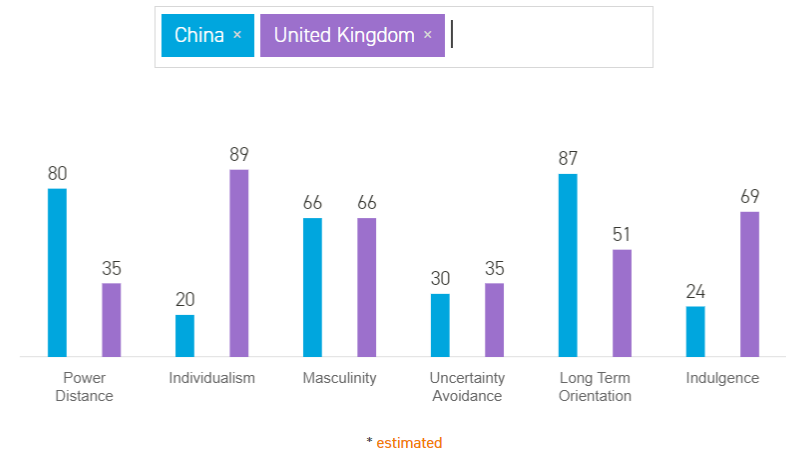
Intercultural communication theory

- This theory focuses on gathering knowledge about the culture.
- The theory focuses on understanding different people from various cultural acts.
- The organisation can take a multi-viewpoint of different cultural experiences by using the theory (Edubirdie, 2022).
- Different types of theories of intercultural communication-
 - Cross-cultural communication theory
 - Context theory of Hall
 - Cultural dimension theory of Hofstede.



The hofstede cultural model of the UK and China

- The purpose of Hofstede is to compare to 2-3 countries to understand their cultural differences (Hofstede Insights, 2023).
- This is an effective tool-
 - To inform messaging
 - Channel selection
 - Creative work
- Waitrose UK can use this model to differentiate Chinese culture from the UK.
- The purpose is to determine the preferences of Chinese customers and the beliefs, and habits of employees who will operate in the store.



NARCIS GAVRIL



International

National



Subculture



Power distance

- The scores of the UK and China are 35 and 80 respectively (Hofstede Insights, 2023).
- Chinese believe in inequalities whereas British people believe in equality.
- Inequality issues can occur inside the supermarket stores of Waitrose-AEON joint ventures.

Collectivism- Individualism

It can be challenging
for Waitrose-AEON
to operate effectively
in China.

The scores of the UK
and China are 89 and
20 respectively
(Hofstede Insights,
2023).

Chinese staff can be
less committed to
the organisation.

The UK people are
private but the
Chinese love to
operate in groups.

Femininity- masculinity

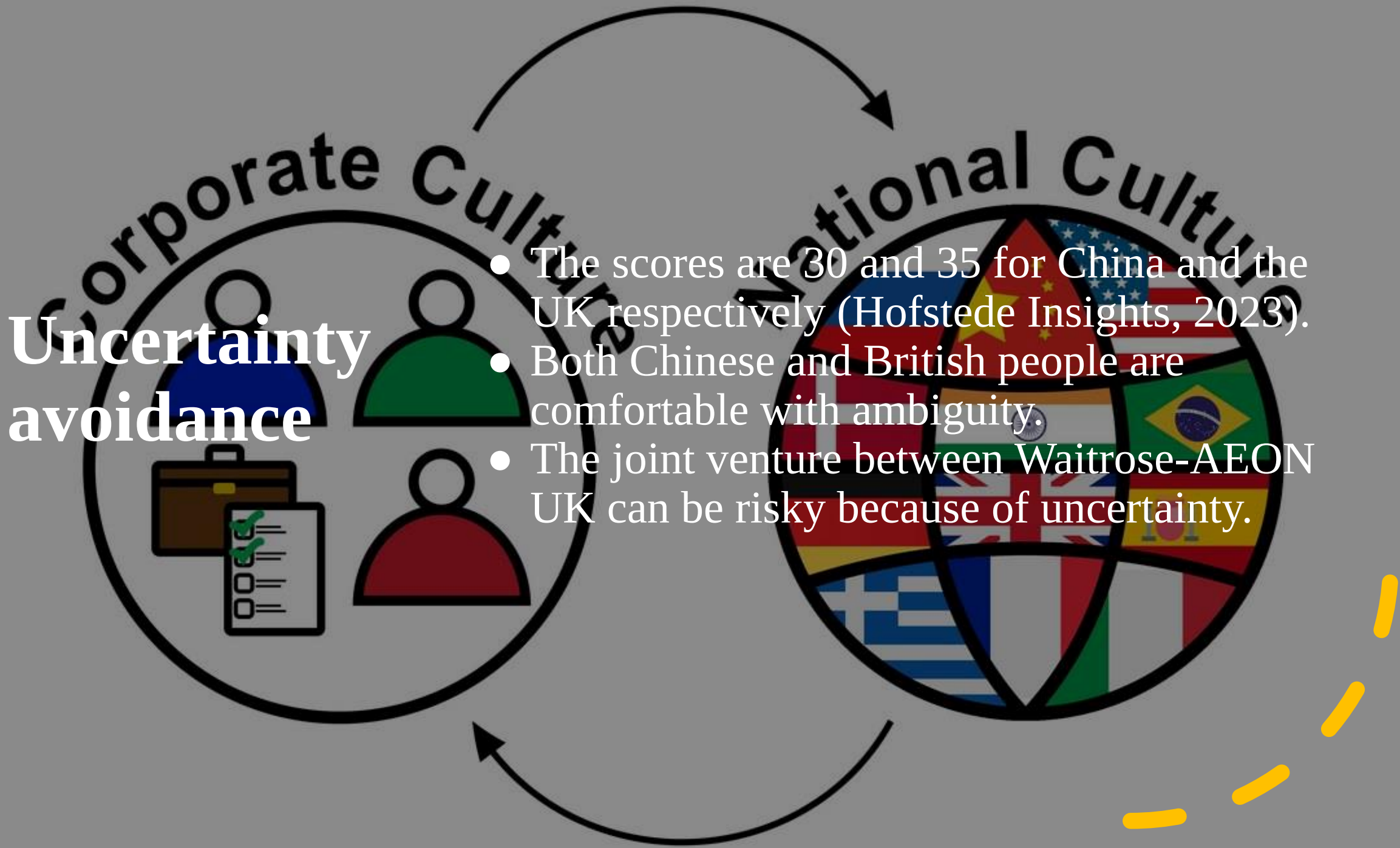
For both the UK and China, the score is 66.

Both Chinese and British people are success driven and are highly masculine in dimension (Baker, 2022).

Waitrose-AEON in China can offer better services to Chinese customers because of the masculine nature of British and Chinese employees in supermarket stores.

Uncertainty avoidance

- The scores are 30 and 35 for China and the UK respectively (Hofstede Insights, 2023).
- Both Chinese and British people are comfortable with ambiguity.
- The joint venture between Waitrose-AEON UK can be risky because of uncertainty.



Long/short-term orientation

The scores are 87 and 51 between China and the UK.

China maintains a pragmatic culture more than the UK (R'boul, 2022).

To increase sustainability, Chinese culture can be suitable for the Waitrose-AEON joint venture.

MARIUS MOLDOVEANU

Indulgence

- 24 and 69 are scores among China and the UK (Hofstede Insights, 2023).
- Chinese people are pessimistic whereas the UK people are optimistic.
- The Waitrose-AEON venture can face problems from the Chinese community.





Intercultural communication theory of Hall

- Hall states different cultures have different styles to interact.
- These styles are divided between high and low-context cultures (Alizadeh Afrouzi, 2021).



Application of Hall's cultural context

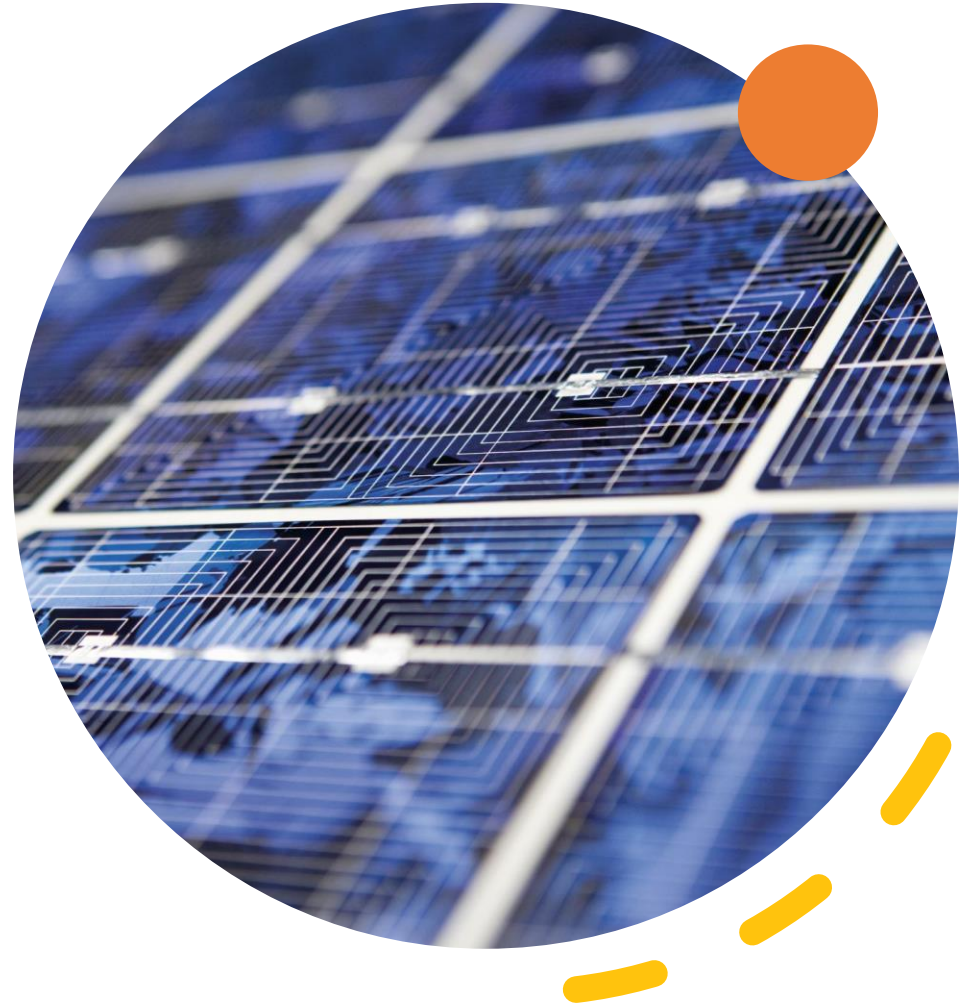
British people
converse explicitly
and Chinese
people implicitly.

Waitrose-AEON
joint venture can
be problematic
during negotiation.

Recommendations

Organise the training and development.

Recruiting the British interpreters.



Conclusion

- Presentation concludes-
 - A joint venture between AEON and Waitrose UK.
 - Usage of Hall and Hofstede's cultural dimension.
 - Differentiation between Chinese and UK culture.



Reference

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*Thank
you!*

