

Diageo and Yanghe Distillery

Zhong Shi Ji™ 'a premium taste of
East and West' (Carruthers, N. 2019)



DIAGEO

- Global company (180 countries) (DIAGEO, 2019)
- Eg Captain Morgan, Smirnoff, Tanqueray, Baileys and Guinness.
(DIAGEO, 2019)

YANGHE DISTILLERY

(SUJIU GROUP)

- China's third largest Baijiu distiller. (DIAGEO, 2019)
- 1,300 year history of liquor production (DIAGEO, 2019)

Zhong Shi Ji whisky is mastered through Chinese ceramic pot maturation (DIAGEO, 2019)

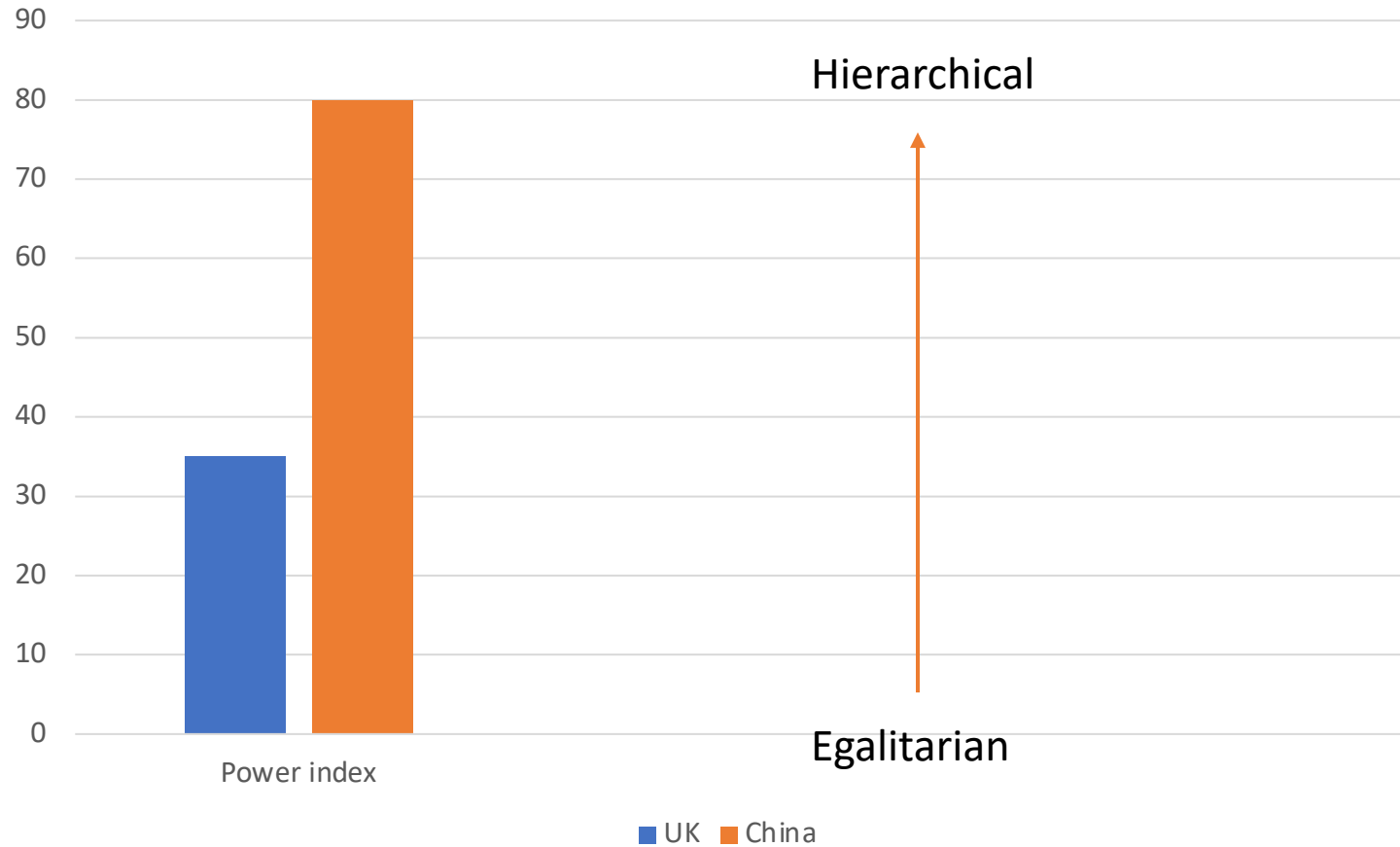
Hofstede's cultural dimensions theory

Provide an evaluation on a global viewpoint, by analysing cultures under several factors

(Hofstede, 2021)



Power distance index (Hofstede, 2021)



Hierarchical examples in Chinese culture as sign of respect:

- Guanxi
- Sober dress code
- Objections are discussed privately
- Look down
- Handshake



Individualism - collectivism



Masculinity - femininity



Long-term orientation - short-term orientation

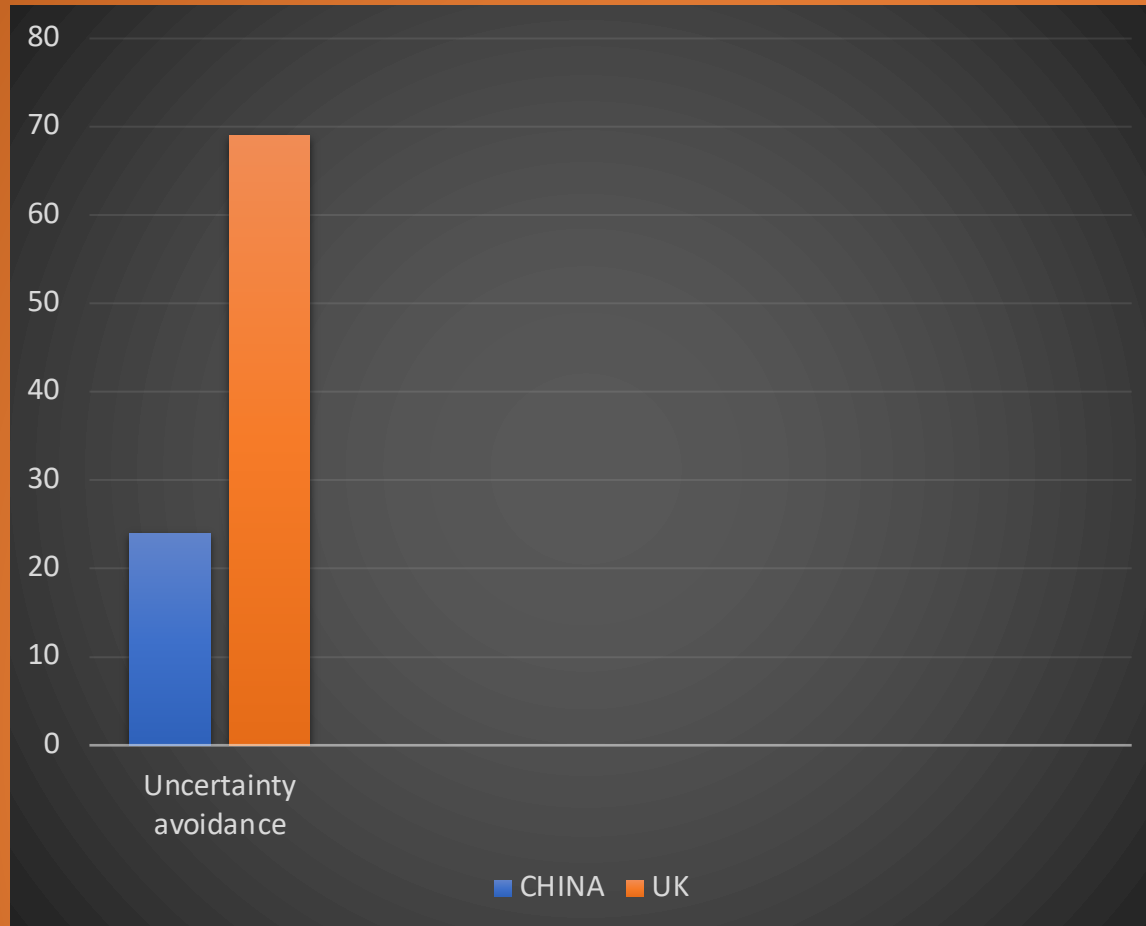


Indulgence - restraint



(UȚĂ, 2021)

Uncertainty avoidance (Hofstede, 2021)

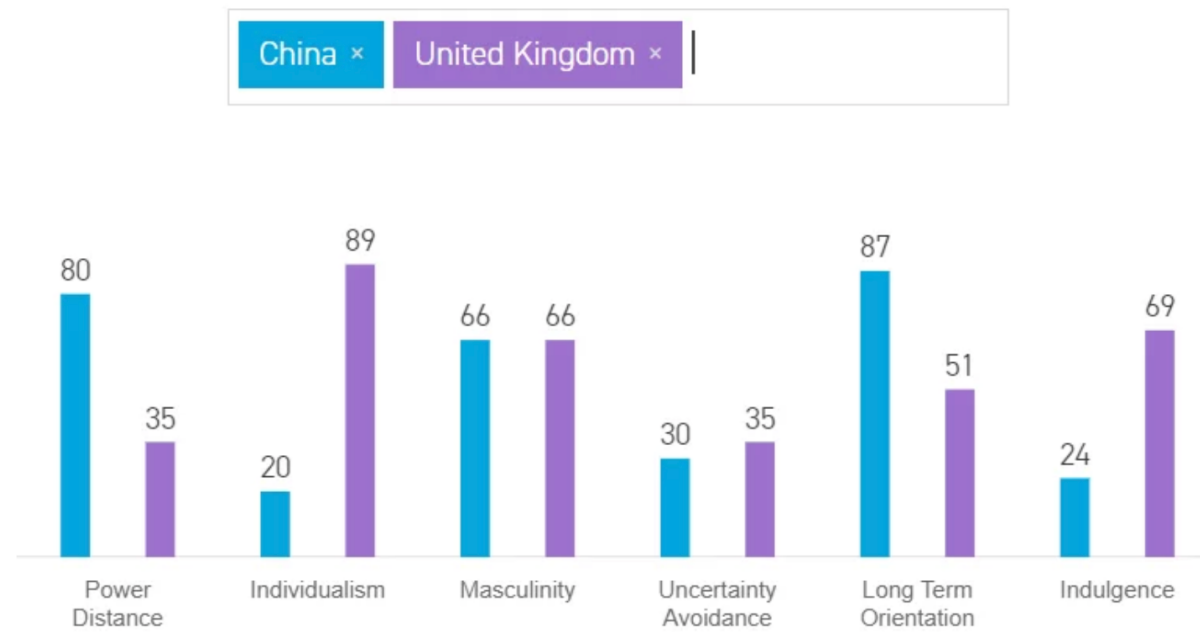


Need for stability

Challenge negotiators with uncertainty

- SUMMARY

UK vs China, a comparison



* estimated

(UȚĂ, 2021)

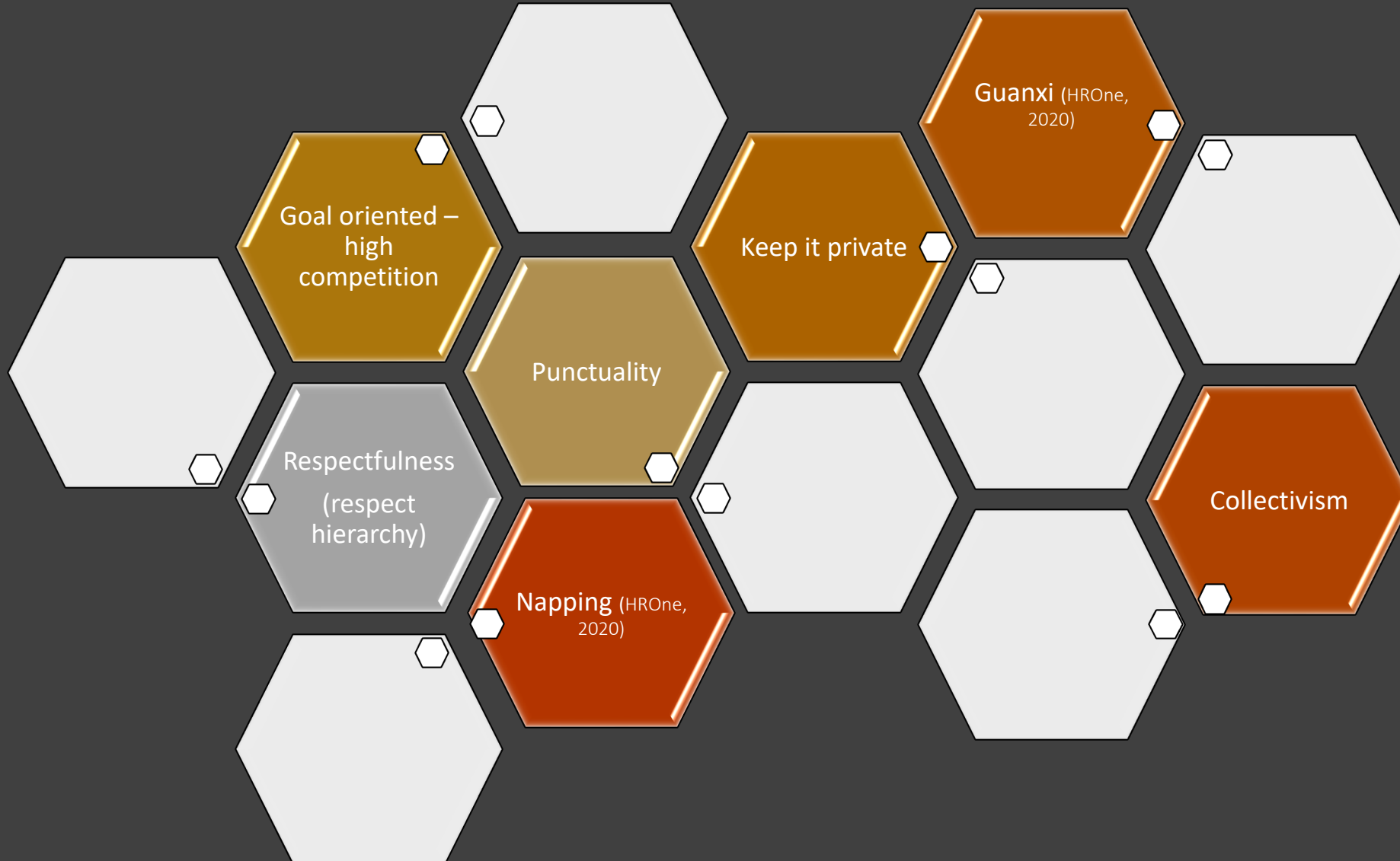
Challenges:

Power distance
Individualism
Indulgence

Long term
orientation

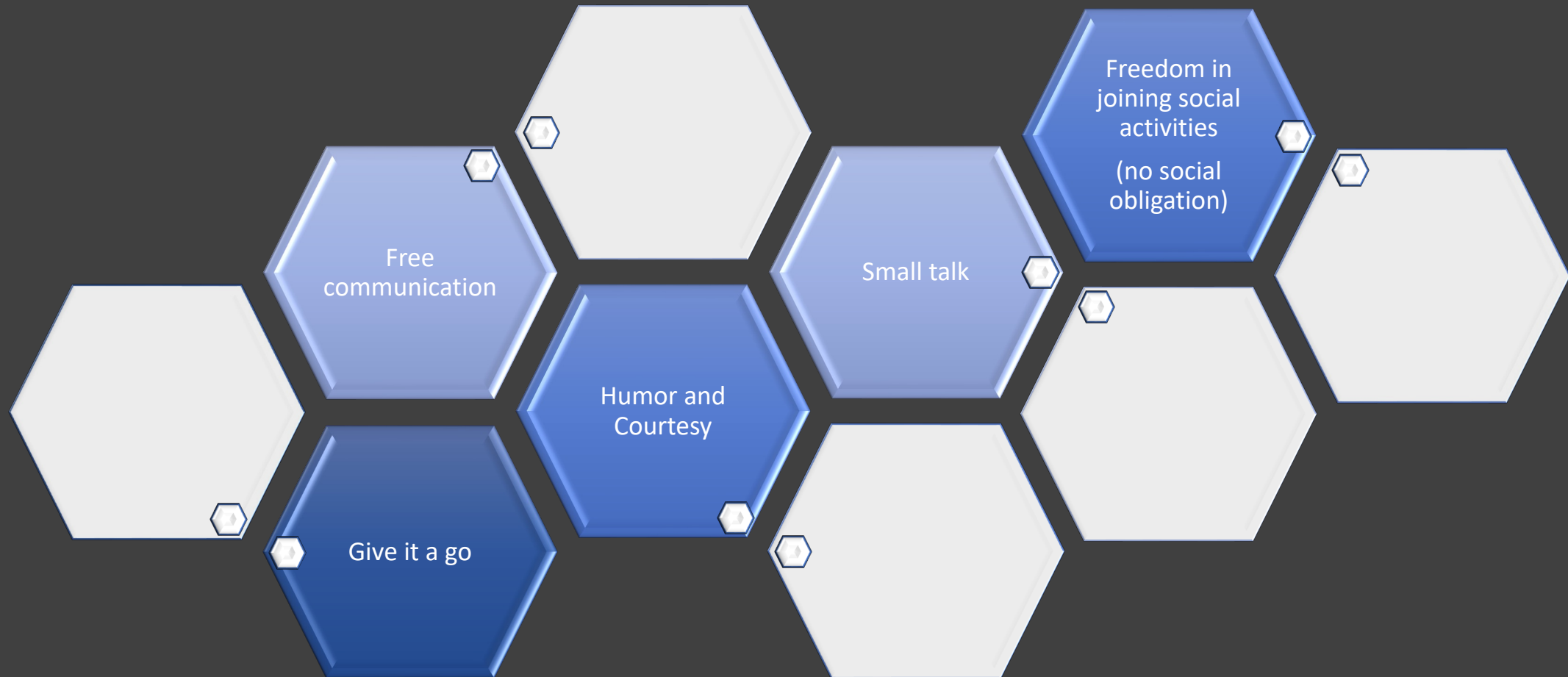
Chinese working culture

(Wisenetasia, 2021)



English working culture

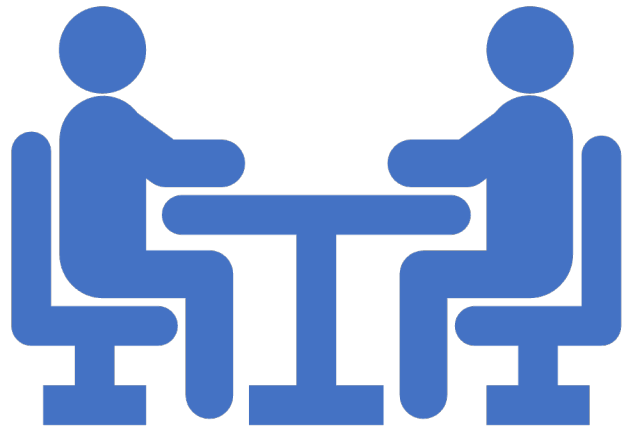
(TechnologistConfidan, 2021)





RECOMMENDATIONS

NEGOTIATION



Negotiation skills

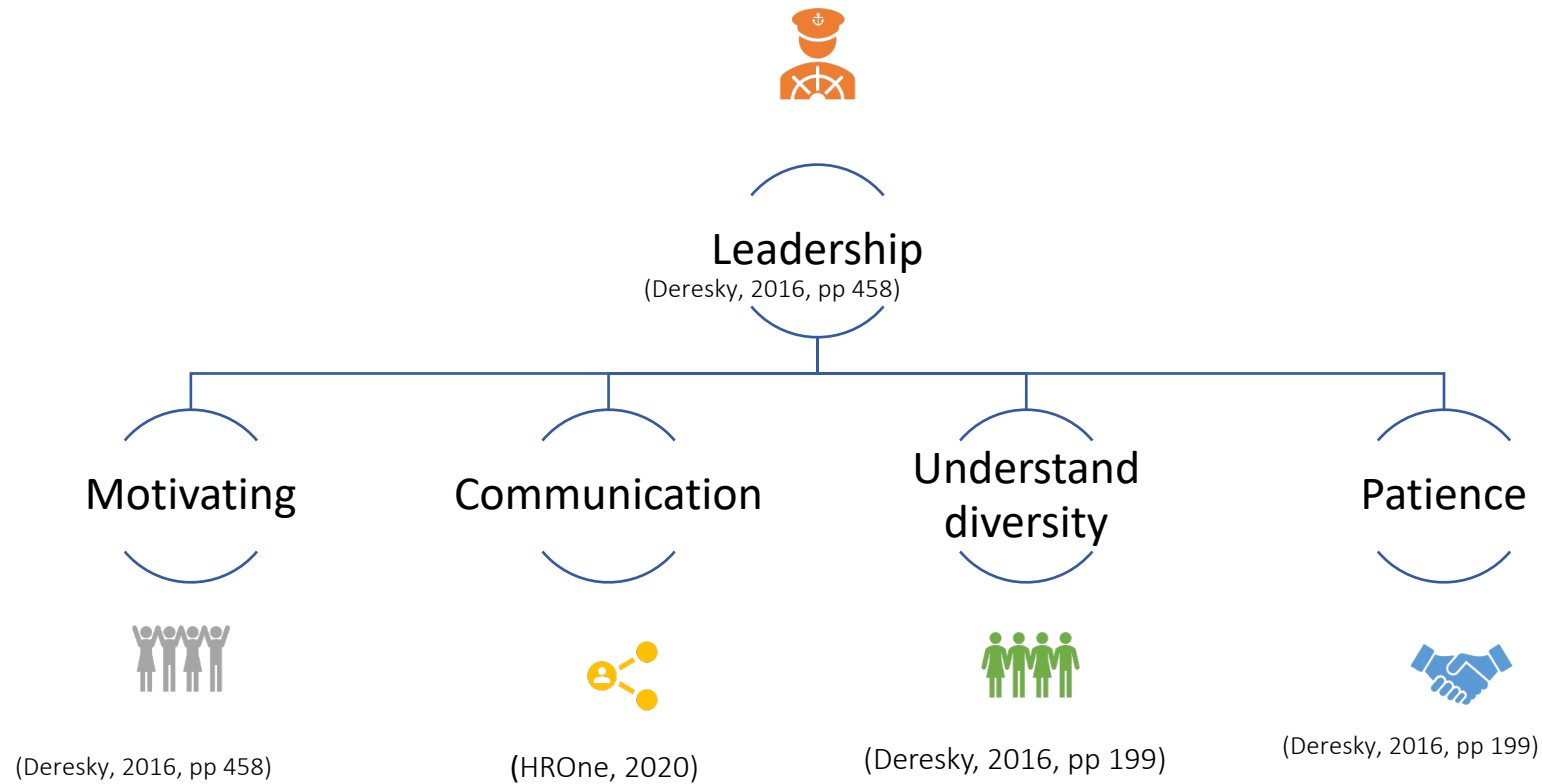
(Deresky, 2016, pp 198, 199)

Group
motivational

Individual
clarification

- **Consensus**
- **Avoid confrontation on private topics** (HROne, 2020)
- **Set a goal and avoid expectations on deadlines** (Deresky, 2016, pp 198, 199)
- **Relationship oriented**
- **Respect**
- **Value of individual in the company** (HROne, 2020)

Work on international management



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