

Module: International Business Communication

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INTRODUCTION

International business communication focus on interacting with others across the boundaries. It provides opportunities to convey strong and clear messages with each other. organisations can improve their customer services by tailoring their messages according to the international requirements (Alshurideh and et.al., 2021). This report is based on Tesco which is British multinational grocery store. It was established in 1919 by Jack Cohen for providing products and services in different parts of the world. It offers wide variety of products including electronics, clothes, books, petrol, toys, etc. This report will discuss about business communication and application of theories related to intercultural and international communication in case of UK. Cultural sensitivity can be evaluated while carrying out business in UK. Different communication barriers are discussed which are involved in diverse workforce. Different communication strategies are provided and various recommendations are given which maintain positive working environment.

MAIN BODY

Tesco is General merchandise retailer which is headquartered in England, UK. It is known as market leader for groceries as it provides wide variety of items required by their customer. Initially they have stores in UK, Ireland, Hungary, Slovakia and the Czech Republic. In early 1990s, they have decided to expand their operations globally and covered 11 other countries. They have diversified their offerings in various sectors like petrol software, telecom, financial services, clothing, books, electronics and internet services (Chen, Shaheer, Yi and Li, 2019). Tesco own various brands like Premier, Makro, Booker, F&F, one stop, etc. Tesco aims to capture large market area by expanding their operations in number of countries which provide them success. They forecast demands and needs of customers which help in providing required utilities in effective and efficient manner. They have established positive brand image by providing high quality products to customers. This further provide them opportunity to locating their stores in number of places. Tesco also take competitive advantages by providing services through online websites which increase their reachability and accessibility. They have collaborated with various other small businesses so that they can expand their businesses in untapped markets.

Intercultural communication refers to the interaction among different social groups and cultures. It is analysed that cultures of different organisations can affect the communication process

to great extent. Organisations need to focus on ethnic, social, religious and educational backgrounds of particular country. Due to differences in cultural factors, organisations may face number of challenges while commencing operations (Fitzpatrick, 2019). It leaders to miss understanding which create differences in procedures and outcomes. Tesco provide products and services in various parts of world which require proper understandings of cultures and languages. It eliminates problems which help in developing better relations among different countries. In order to overcome this challenge, Tesco uses Hofstede's cultural dimensions theory. This framework was developed by Geert Hofstede for maintaining cross-cultural communication. It provides idea of society's culture on their thinking and values of their members. these values can relate to their mindset and behaviour by using appropriate structure which drive through from the analyse the factors. This framework uses six characteristics for measuring culture involved in cross country society. It suggests each and every country is different from each other in number of ways which need to be understood by organisation before commencing their operations.

The first dimension is **power distance index** which focus on the tolerance of power and inequality in particular country. Tesco have to focus that some countries possess high power index which accept power differences and inequality. It also shows a higher respect for the authority and rank. in these countries bureaucracy is encouraged to great extent. On the other hand, some countries have low power index which shows that their culture majorly encourages flat organisational structure (Irwin, 2020). These organisations decentralise their decision, making power and allow other employees in participating in planning procedures. Second dimension is **individualism versus collectivism**. Some of the countries in which Tesco wants to operate follow individualism, which shows greater importance to personal goals. Their employees want to build self image rather than focusing on achievement of collective goals. Some countries follow culture of collectivism where greater importance is provided to collective goals and development of groups. the employees believe to carry out operations for the accomplishment of each and every individual rather than their personal goals. Third is **uncertainty avoidance index**, which provides the idea of tolerance. Countries who have low tolerance for risk-taking, ambiguity and uncertainty have high uncertainty avoidance index. These countries majorly follow all the rules and regulations strictly in order to avoid uncertainties. The low uncertainty avoidance index involves countries who have high tolerance for ambiguity, uncertainty and risk taking. These countries are open for accepting challenges, risk and threats.

Fourth dimension is **masculinity versus femininity** which can also be referred as tough vs. tender. This shows the attitude of society towards behaviour, equality and sexuality. Masculinity focuses on various characteristics related to distinct gender roles, which are concentrated on achievements and assertiveness and wealth building. Tesco need to focus on these factors before operating in particular country as they have to prepare rules and policies accordingly. Other is femininity which involves characteristics like modest, fluid gender roles, concerned with the appropriate quality of life. These countries provide opportunity to both the genders in equal manner so that society can effectively grow without discrimination (Khodjayev, 2021). Fifth dimension is **long-term orientation versus short-term orientation**. Countries involve long-term orientation focus on future by delaying their short-term success. Their main goal is to achieve long-term success so that they can generate a higher wealth which can be preserved for a long period of time. Countries focusing on short-term orientation carry out operations for delivering short-term success. They place their emphasis on present values, rather than focusing on future so that they can get quick results. The last and sixth dimension is **indulgence versus restraint**. This focus on the tendency for particular society to accomplish their desires. Some countries believe in indulgence and allowed their employees for free gratification which are related to have fun and enjoy their life. Their employer can affectively maintain balance in their professional and personal life, by fulfilling their desires. On the other hand, restraints focus that society suppresses gratification of regulates and needs according to the social norms. They suggest that employees have to carry out operations in strict manner without enjoying their life. It is analysed that the culture of UK is completely different from other countries. Tesco have to train their employees according to the diversified cultures so that they can adopt the social norms and cultural values of particular country.

There are different types of cultural considerations which are involved in the culture of UK. There are different fundamental principles which are followed strictly by business cultures so that they can maintain uniformity and accuracy in their operations. These principles involve punctuality, discipline, politeness and courtesy towards others. UK is known as multi ethnic society which allow different countries to commence their operations without any difficulties. The corporate culture in UK follows different types of basic norms and cultural values which are strictly followed by individuals. Employees need to greet each other mandatorily which signifies the respect towards each other (Labanauskaitė, Fiore and Stašys, 2020). Tesco need to maintain

required decorum at workplace so that they can survive in the boundaries of UK for long period of time. their culture involves punctuality so that they can follow the prescribed schedule without any failure. Employees are strictly liable to reach their office on time so that they can avoid any difficulties at workplace. There are various rules and regulations formulated for workforce which helps them in maintaining their punctuality according to the guidelines. Organisations focus on collective goals which increase the participation of each and every individual in strategic manner. common goals are appreciated in businesses which foster the growth of each employee working in an organisation. There can be seen diversified individuals working in organisations who possess different mindset and thoughts. UK focus on maintaining diversity at workplace by celebrating different occasions and traditions.

It is analysed that diversified workforce sometimes difficulties during communication with each other. Due to differences in cultural standards and understanding employees may failed in interacting with each other. Sharing of ideas and thoughts become difficult due to differences in cultures, languages and mentality of employees (Li and Lee, 2023). workforce of Tesco involves employees from different countries who possess different viewpoints and thoughts. Differences in their lifestyle and background results in creating challenges in sharing experiences and ideas with each other. Employees who speak in different languages is highly complex and difficult to understand by others. It creates confusion related to the operations which may affect overall productivity and performance of an organisation. language barrier is highly common at workplace which creates various cultural differences. some of the employees of Tesco miss interpret the messages and ideas of others due to the language barrier which is a negative factor. sometimes differences in behaviour also creates cultural differences. for example, the culture of UK focuses on greetings with handshake and smile but on the other hand, in some other cultures, employees do not greet others which is completely fine for them.

Employees of Tesco working in UK enjoys a personal space and flexibility while working at workplace. They can take decisions on their own without any difficulties. This results better engagement of individuals in organisation which further help them and achievement of their goals and objectives. On the other hand, people working in other countries do not enjoy flexibility for taking their own decisions. Sometimes emotional barriers also affect the growth and development of individual. people failed in communicating with each other due to differences in their emotions and thinking (Lukovszki, Rideg and Sipos, 2021). For example, some of the employees highly

emotional and take every single activity in serious manner. While other employees do not take decisions on the basis of their emotional stability. They take everything decision according to the practical factors or based on their past experiences.

Communication is a most essential factor which need to be focused by organisation because it helps in maintaining and building healthy relationships. Tesco need to provide better communication facilities to their employees so that they can interact with each other for commencing smooth operations. it is required to prepare for clear communication strategies which provide support and guidance to each and every individual working at diversified workforce. Tesco have to use effective communication tools which allow them in sharing their thoughts and ideas without involving any disturbances. Managers need to give clear instructions to their employees so that they can carry out operations in specific direction (Monaghan, Tippmann and Coviello, 2020). they can communicate through messages or emails which includes a formal instruction. internet can also involve during communication because of management can communicate through video conferencing and different project management tools which increase collaboration. This helps overall organisation in accomplishing their projects before deadlines. in order to provide understanding related to particular factors or project organisation can also use visuals. Tesco allowed their employees for preparing PowerPoint presentations and posters for spreading awareness related to particular topic.

Power point presentations and graphics can create positive impact on the mind of employees. Sometimes auditory information also provides benefits to overall organisation in understanding the particular topic or concept in a better manner. open environment for communication can be facilitated by an organisation which involve different employees. This provide them open space for interaction which is essential for building relations. One to one conversation is also promoted by managers (Peltokorpi and Pudelko, 2021). Managers of Tesco needs to arrange sessions and interviews for their employees which demand feedback from each individual. This help in understanding about the thoughts and mentality of all the employees in strategic manner. the reviews and feedback should be considered and valued by management so that they can alter their practices accordingly. It is important to celebrate and appreciate the achievements of employees which provide them motivation. Managers have to use positive words for appreciations which boost morale of employees. it engages them in better manner which is required for overall growth of organisation.

There are various recommendations for the improvement of communication at work place. Tesco should organise team meetings for their employees so that managers and employees can communicate over their goals and objectives. It helps in clarifying doubts and problems in appropriate manner which facilitate their growth. proper schedule should be formulated by organisation for attending team meetings so that messages and thoughts can be shared face-to-face. Sharing ideas and experiences can help individuals in gaining knowledge which can be used in performing actions (Van Tulder, Jankowska and Verbeke, 2019). Tesco should focus on building collaborate skills by arranging different activities. they need to involve all the employees without help of cultural activities. It promotes honest and open communication among team members which increase their productivity. collaboration is highly Essential at workplace which helps in achievement of collective goals and targets by using available resources. Organisation should prioritise two way communication which allow in sharing and understanding the thoughts of others. It increases the active listening power of an individual which allow them in clarifying their doubts. In this manner, Tesco can develop positive working environment for employees which increase their retention rate. Improved communication can create diversity at workplace which is positive factor for the achievement of goals and objectives.

CONCLUSION

From the above report it can be concluded that organisations working in different boundaries have to communicate on regular basis. It is required to share thoughts, ideas and messages for understanding the rules, regulations, policies, cultures and traditions of particular country. It also helps in sharing resources and rights with others which provide growth exposure to business. Different competitive advantages can be gained by organisation with the help of internal communication. It minimises the chances of confusion and miss understandings which may affect the performances. This report discussed about different theories of international and intercultural communication. The factors related to cultural sensitivity are also discussed with the help of relevant examples. Communication barriers are discussed which are experienced by organisation during international business. Various communication strategies are formulated along with required recommendations for effectiveness of business.

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