

Individual Presentation
Peter Imre
2012896



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Introduction

This presentation aims to take management office of Tesco into Germany to enhance worldwide trading and to have a EU management office. This presentation will highlight various cultural challenges and issues which company may experience and provide recommendations and business communication solutions for successful opening.



Cultural Difference

Some of the common cultural similarities and difference which company may experience while setting up of management office in Germany are illustrated below:

- Language Barrier
- Ethnic makeup of people
- Social structure
- Religious values
- Work-related attitudes



Language difference

- In context to UK and Germany, the English of UK is a native variety of English while German English is a non-variety of English.
- Both Germanic and English belongs to same language family and it will be in favour of Tesco while setting up of management office at EU.



Social structure

- People of Germany spends less time worrying about social class as compared to British people.
- As the people of UK makes decision based on their ancestor's view points and saying but change in social structure of Germany pose a threat for Tesco and this makes it complex to set up business.



Religious Values

- The British society is considered as one of the most secularized society in world and huge population follows Christianity.
- The main religion of Germany is Christianity as around two third of population are Christians.
- The similarity in religious values assist Tesco in setting up of management office in Germany.



Work related attitudes

- Both UK and Germany have robust economy in world with high standards of living, more wages and a dynamic job market.
- The job market of UK is much flexible than Germany.
- On the other hand, German countries offer more stability sometimes as well as employers tend to be strict and adamant to keep high standards.



Recommendations

- In order to cultivate cultural intelligence, it is crucial for Tesco to develop an awareness and appreciation of cultural variations.
- Along with this, company should also focus on avoiding ethnocentrism as it should not consider the culture of UK superior than German's culture.
- Having such mindset can hinder effective communication and collaboration across distinct cultures.



Fostering of cross cultural collaboration

- By bringing people together from different cultural background of Germany, Tesco can draw up a wealth of knowledge and experiences which allows them to approach issues with a broader and more innovative mind-set.
- One of the prominent way to strengthen cross cultural collaboration internally is by encouraging open dialogue among employees and by creating opportunities to share cultural differences.



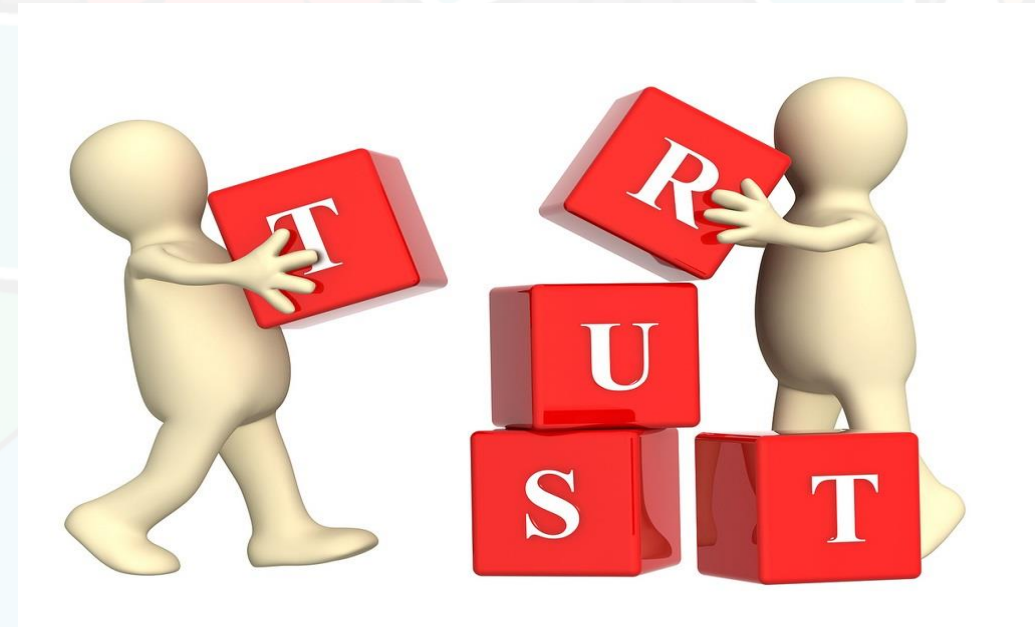
Adapt marketing and communication strategies

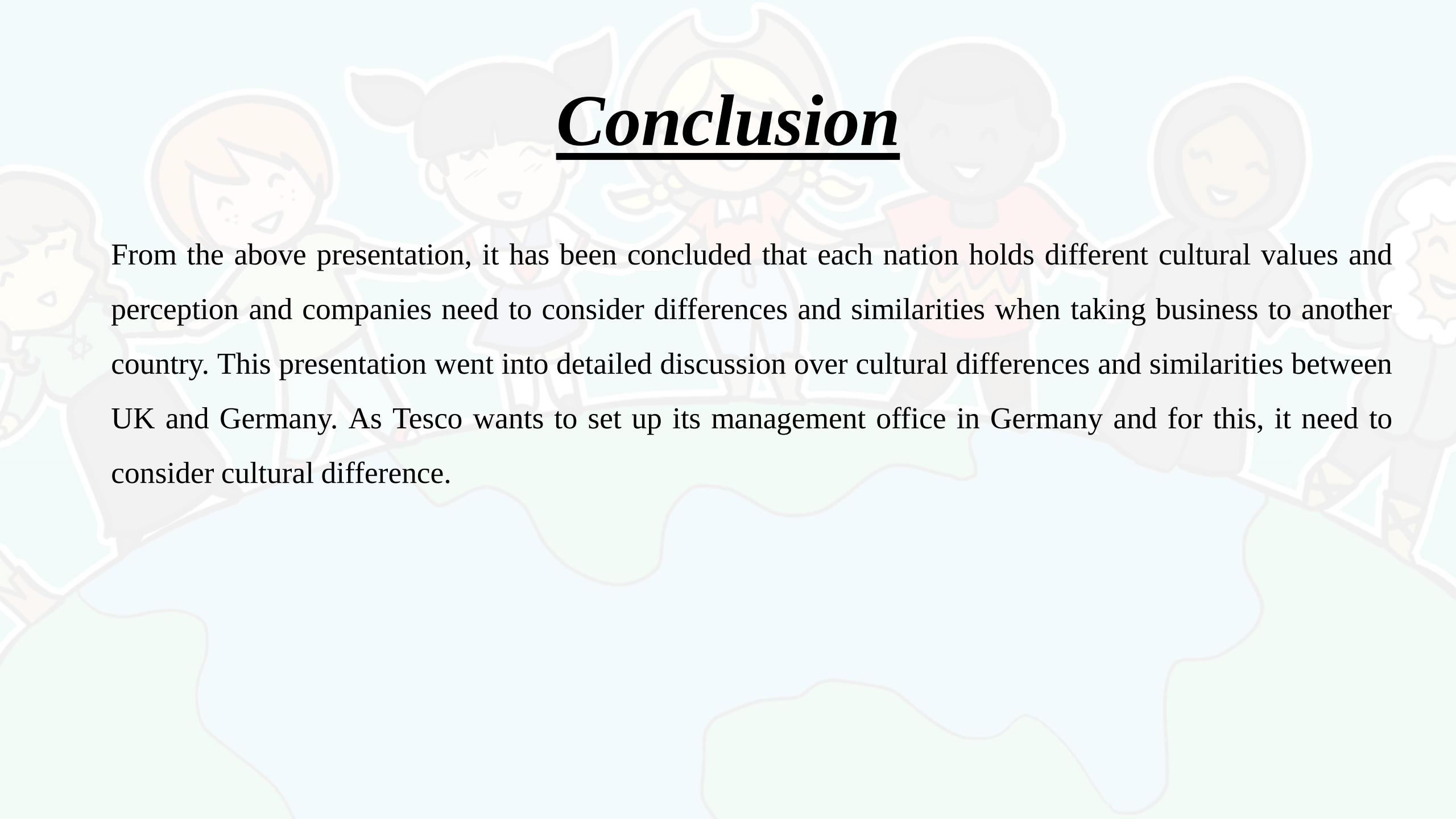
- Managers of Tesco can localise its advertising campaigns to connect with German audience on a deeper level.
- Employing of local celebrities and cultural components within advertising can assist in creating sense of relevance and familiarity.



Build trust through relationships

- In distinct cultures, personal relationship and culture are some components which forms the base of successful business venture.
- When setting up management office of Tesco at Germany, management should focus on establishing strong connections with suppliers, customers and local partners to ensure long term success.



A faint, stylized illustration of a group of diverse children of various ethnicities and ages holding hands in a circle, symbolizing unity and multiculturalism. The children are drawn in a simple, cartoonish style with soft colors.

Conclusion

From the above presentation, it has been concluded that each nation holds different cultural values and perception and companies need to consider differences and similarities when taking business to another country. This presentation went into detailed discussion over cultural differences and similarities between UK and Germany. As Tesco wants to set up its management office in Germany and for this, it need to consider cultural difference.

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