

BA Business Management

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Introduction

- The presentation explains the difference between the UK and German culture with examples.
- It demonstrates cultural sensitivity in Germany and differences from the United Kingdom with the supportive model.
- The presentation shows the cultural dimensions of the UK and Germany as well as suggestions to improve organizational success.

The presentation demonstrates the similarities and variations among the United Kingdom and Germany. Effective communication is the best way to resolve organizational problems and open a new management office in Germany to improve customer experience. Global management consultant of Germany focuses on suggestions for British organization success in Germany. Therefore, it shows cultural sensitivity in Germany and differences from the United Kingdom. It also explains Hofstede cultural dimensions UK and Germany for organizational success. The presentation discusses the suggestions for Unilever Plc's success in Germany.

Company Background (Unilever Plc)

- Unilever generated more than 45% of the turnover in surfacing and enhancing its offerings in continents such as Western Europe, Asia, Latin America, and Africa (Odağ et al., 2023).
- Unilever Plc has a global presence as it operates in more than 90 countries throughout the world.



Unilever Plc is a leading retail company and has a fundamental presence all over the globe. The offerings of the respective retail company generally aim to fulfill the daily requirements of consumers in the worldwide markets. Unilever Plc deals with commodities including food items, personal care products, and other household products (Odağ et al., 2023). Unilever Plc has a global presence as it operates in more than 90 countries throughout the world. The outstanding portfolio of the respective business organization includes some popular brands, such as Lipton, Lynx, Magnum, Axe, and Lipton. It is present in 7 out of 10 households. Unilever generated more than 45% of the turnover in surfacing and enhancing its offerings in continents such as Western Europe, Asia, Latin America, and Africa. Unilever has been a dual-listed business organization that consists of Unilever Plc in London and Unilever NV in Rotterdam. These brands of Unilever achieve sales of approximately 1.5 billion euros in a year. This comprises 11 billion dollars in brands. The respective retail corporation boasts of keeping approximately 450 brands all over the globe. Headquartered by Unilever Plc is situated in London and Rotterdam, the United Kingdom. It could be analyzed that Unilever became one of the biggest consumer goods organizations in terms of revenue in the year 2012. Unilever is a listed business organization.

Introduce the German Culture



- Germany is located at the heart of Europe and does not only have a central geographic position while economic influence (Amelung et al., 2024).
- German culture places great significance on language with 95% of German residents communicating in either standard.
- People a strong emphasis on precision, and perfection in every aspect of life.

Germany, situated at the spirit of Europe, hold only a physical position while also bringing economic pressure. It over 80 million populace, it stands as Europe's next most populace nation. Germany brags the continent's main financial system and ranks as the world's 5th largest (Amelung et al., 2024). German culture places great place significance on language and communicating either standard German or various dialects. It emphasizes that the German Language is central to the country's identity. Apart from this, a consultant mainly focuses on understanding precision and faultlessness in every aspect of life. Moreover, German people have profound a sense of community, social dependability, and desire for belong. It creates a collective commitment environment that functions smoothly when everyone knows established norms and values (Koch, 2023). In German culture, relationships between parents, and children are based on mutual trust among them. German people also informed and consulted with their friends and family for organizational growth. Germany is also a multi-religious landscape, 1/3 of the population identifies as an atheist, which highlights the diversity of beliefs within the organizational culture.

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- German Language
- Ethnic makeup of people (Koch, 2023)
- Social structure



Germany is the largest continent and, also contributes toward shaping organizations in the modern era. A consultant for Unilever Plc mainly focuses on a stable global economy and mutual trust among team members. The Company always focuses on these values, customs, and traditions to stay competitive in the marketplace.

German Language: It has a significant impact on German place and culture or its a variety of dialects. This stress on the German verbal communication is middle to the country's identity for organizational growth. In addition, the diverse population also used numerous languages like Russian, Greek, Polish, and others.

Ethnic makeup of people: Germany is home to people who hail from distinct civilizations and have separate religious beliefs. Traditionally, German men and women connected with Bavarian and Tyrolean culture (Koch, 2023). For women, conventional German includes Drindl a dress made from bodice, pinafore, and full skirt. Currently, these clothes are no longer seen on farm employees and are usually worn at festivals.

Social structure: German people mainly focus on differentiating themselves based on social ranking (Amelung et al., 2024). Generally, people pay more respect toward professionals, evidence of higher education, and experience. Furthermore, the social hierarchy of Germany improves the social status and circumstances of people.

Conti....



- Religious Value
- Value (Lenman, 2024)
- Business-related Activities

Religious Value: In Germany, foreigners mainly focus on learning about images of beer, and others but it shows cultural emblems to one state. Culture features different from regions, and cities within Germany and visualizes the way of traditional heritage. It includes accent, social attitude, and spirituality, and is put into practice among those living in cities. People mainly focus on attracting more avant-garde Germans as well as migration. Generally, it is quite effective for normal people to show patriotism and loyalty to local people.

Value: In general, German people maintain a balance among Christian values, with progressive, open-minded, and comprehensive attitudes. Currently, local people mainly focus on a progressive environment to improve organizational performance (Lenman, 2024). A global management consultant of Unilever Plc found a liberal attitude among people to gain a competitive edge. Traditionally, German people have strong family values and find several generations to improve the country's economic position.

Business-related Activities: German people are orderly and punctual. It reflects the cultural preference for organization and methodical planning to fulfill the organizational goals (Koch, 2023). Generally, German people mainly focus on arranging to meet one another clarification to

complete the task within the estimated timeframe. In a task-oriented approach, German people do not necessarily develop personal relationships with others to achieve a desired outcome.



Cultural Sensitivity in Germany

- Germany has long been known for its physically powerful financial system and robust job market (Amelung et al., 2024)
- Flexibility competitiveness and networking opportunities
- Germany is a global hub for finance and business, attracting professionals from across the world.



To deal with challenges, Germany offers a wealth of opportunities while making better choices. German has developed a strong economy, and robust job market to make the right decision for organizational success (Amelung et al., 2024). In Germany, Unilever Plc mainly focuses on innovation and technology to meet the requirements of the high demand of professionals looking to advance in their careers. The country has a low unemployment rate and a high demand for skilled employees to improve organizational performance. In addition, Germany has provided excellent working conditions and job security for career growth. It also offers training and development programs to support professionals to enhance their skills and knowledge for future success. The current job market in Germany offers career growth opportunities with many companies to enhance their skill and knowledge (Stern, 2023). German people show a diverse range of attitudes to dealing with employees at the workplace. It also indicates the need to maintain an existing situation for younger people and bring social change for organizational success. To ensure, Germany is grounded with local laws, and German as a common language to a binding framework for organizational enlargement.

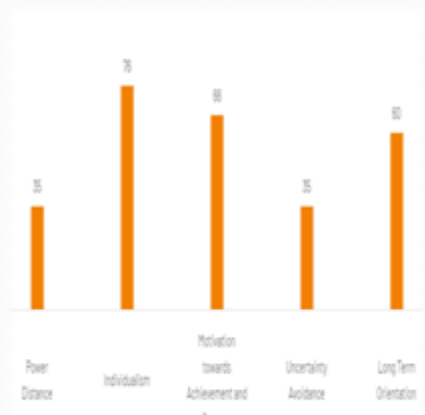
The Difference from the United Kingdom

- Work culture and work-life balance (Lenman, 2024)
- Salary and benefits comparison
- Language requirements (Koch, 2023)



To find out the difference, a global management consultant of Unilever mainly focuses on work ethic and emphasis on work-life balance. Germany has leisure time and offers a flexible working environment to improve employee performance (Lenman, 2024). In Germany, organization mainly focuses on healthy work culture and teamwork while the United Kingdom mainly focuses on fast-paced and result driven to improve organizational performance. Moreover, the UK recognizes the significance of work-life balance, and policies support people to gain a competitive edge. Germany offers competitive salaries, especially for highly skilled professionals with health insurance and other coverage. In the United Kingdom, salaries are higher as compared to other sector. Moreover, the company also offers higher living costs for overall financial well-being and organizational growth. To survive in a new country, a consultant of Unilever Plc said language proficiency is crucial in Germany and the United Kingdom (Koch, 2023). In the UK, English makes it easier for international professionals to communicate and adapt to new work environments for organizational success. In Germany, the German language can enhance job prospects, and chosen destinations to improve their career prospects for future success. International experts mainly focus on language skills and identify gaps to become successful in the current marketplace.

Hofstede Culture Dimension of the United Kingdom



- The United Kingdom is included as a fairly 'masculine' region (Drey et al., 2020).
- In long-term orientation, scores of the United Kingdom are neutral

Power Distance-Culturally, scores of the United Kingdom for power distance are low. It could be depicted that the community in the United Kingdom usually senses that inequality and unequal distribution of resources should be minimized within the economy (Escandon et al., 2022).

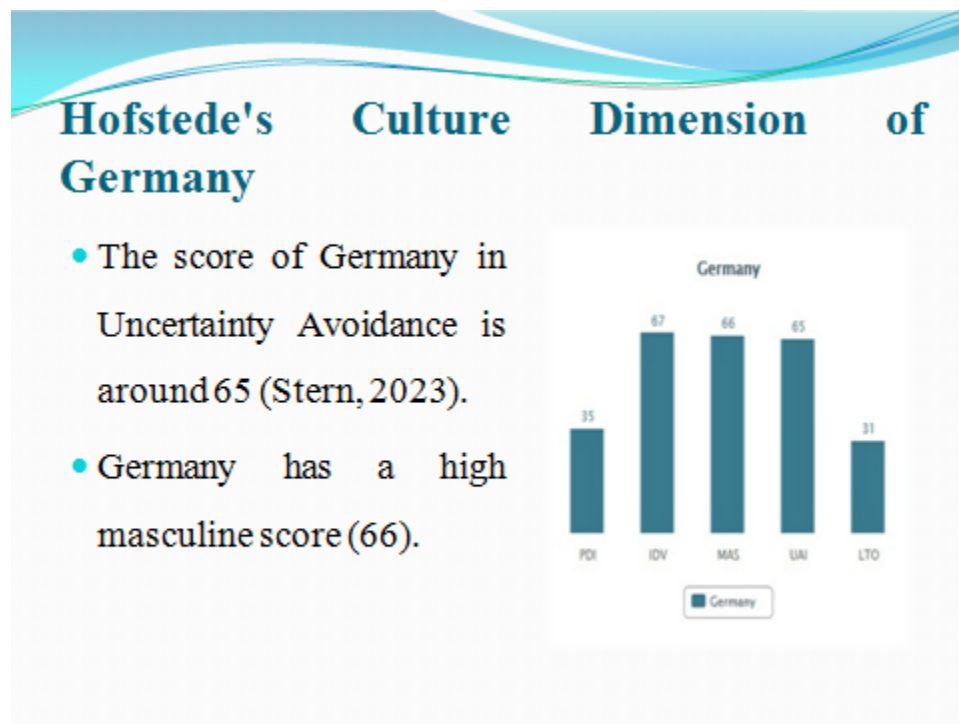
Individualism-The United Kingdom is an individualistic country as it scores high for individualism (Rehman, 2022). Considering this, the community of the United Kingdom is highly likely to take care of themselves as well as their immediate family. In addition, individuals in the UK are less invested in the society.

Masculinity / Femininity- Under Hofstede's analysis, the United Kingdom is included as a fairly 'masculine' region. For the cultural dimension, the respective country scoring 66, the UK society tends to value achievement, growth, success, and competition (Gerlach and Erikssonm, 2021).

Uncertainty Avoidance-In uncertainty avoidance, the UK has low interest. It depicts that individuals from the respective society can stand a lack of information about upcoming things and are comfortable with uncertainty.

Long-Term Orientation-In long-term orientation, scores of the United Kingdom are neutral. Communities with low scores in long-term orientation are highly likely to cling to different cultures, customs, norms, and traditions (Drey et al., 2020). They also tend to be hostile to

various social changes in their respective economies. However, societies with high scores are usually more realistic about accommodating changes.



Power Distance-It is depicted as the standard to which the less powerful people of companies and institutions within a region expect and admit that power is allocated unequally (Drey et al., 2020). In this consideration, it could be analyzed that Germany is highly supported and decentralized by a strong middle-class group of individuals. Likewise, the respective country's score in the lower power distant countries is 35.

Individualism-German Society is included as a truly individualistic one (score 67). Lesser families with a concentration on the parent-children connection instead of uncles and aunts are most popular (Stern, 2023).

Masculinity / Femininity-Germany has a high masculine score (66). Thus, it shows that the community in the respective country will be driven by achievement, rivalry, and success (Escandon et al., 2022). However, a low feminine score indicates that the dominant values in the community are caring for people's quality of life.

Uncertainty Avoidance-The score of Germany in Uncertainty Avoidance is around 65. Thus, it includes among the uncertainty-avoidant regions (Gerlach and Erikssonm, 2021). In route with

the philosophical heritage of Hegel, Fichte, and Kant there is a robust inclination for deductive instead of inductive strategies.

Long-Term Orientation-In this element, the score of Germany is around 31. Consequently, it influences Germans to adopt a short-term orientation culture (Renner et al., 2020). Likewise, communities with the respective culture broadly exhibit pronounced respect for traditions, strong social pressure, a relatively small propensity to save, and intolerance for achieving quick outcomes.

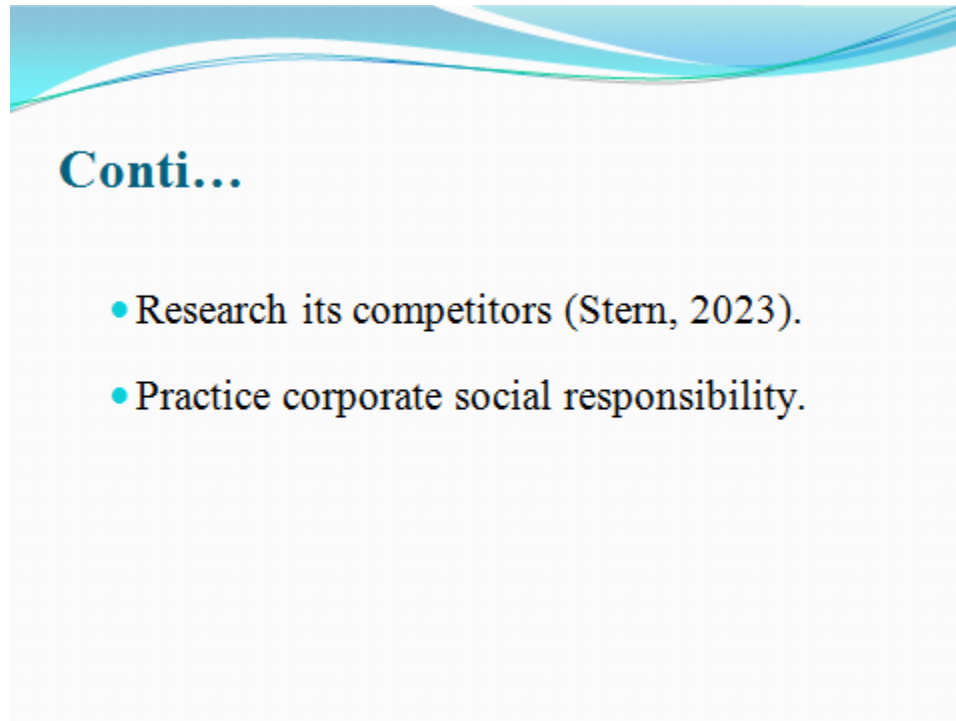


Recommendation

- Make connections with the clients (Graef et al., 2023).
- Boost its customer service.

Primarily, it is recommended that Unilever boost its customer service. Likewise, it provides the greatest edge to the company to grow in both the prevailing and global markets. In addition, the respective business firm also needs to make effective connections with its potential clients and develop good connections with other consumers in the targeted markets (Graef et al., 2023). As mentioned previously, it is recommended to Unilever conduct thorough research to understand the prevailing trends in the potential market and identify the needs and expectations of the potential clients as well. The company must ensure that its brand aligns with its core principles and values. Considerably, this can develop a robust and optimistic brand image for Unilever,

thus strengthening its customer base and expanding its market share in the worldwide markets as well.



More addition to the previous slide of recommendation, it is recommended that Unilever widen its reach on social media and heavily focus on building its considerable presence on a range of digital or social media channels, including Instagram, Facebook, and others (Renner et al., 2020). The reason behind this is that this greatly assists the company in competently connecting with its potential clients and strengthening its customer base in the existing as well as overseas markets. To strengthen its brand image and expand its customer base in the worldwide markets, Unilever is recommended to put its consistent efforts concerning the practice of CSR initiatives (Stern, 2023). Likewise, this influences the brand image of the respective business organization optimistically and supports the intensification of its profitability and growth in the potential markets. It is also recommended that Unilever conduct keen research on its competitors, their strategies, and the actions taken by them to grow and achieve success in the overseas markets. This heavily supports the respective corporation to develop its competitive image in the targeted markets by thoroughly tackling all the critical actions taken by the competitors towards its brand (Rehman, 2022).

Conclusion

- In conclusion, the presentation examines the German culture with supportive values and norms.
- The presentation evaluates cultural sensitivity in Germany/differences from the UK to understand economic conditions.
- It analyzes Hofstede's model of the UK and Germany as well as suggestions for the success of Unilever Plc.

In conclusion, the presentation examines the German culture with an understanding of local culture, norms, values, ethnic, and business activities to improve organizational value. The presentation evaluates the cultural sensitivity of Germany and the United Kingdom with some differences among them. Moreover, it analyzes Hofstede's culture dimension model of the United Kingdom and Germany. The presentation provides suggestions to improve organizational performance in a competitive marketplace. This model helps Unilever Plc to survive in a new marketplace with their current products or services. A global management consultant of Unilever Plc focuses on organizational culture to improve success.

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