

# IBC PPT 1

*by* Jia Cheah

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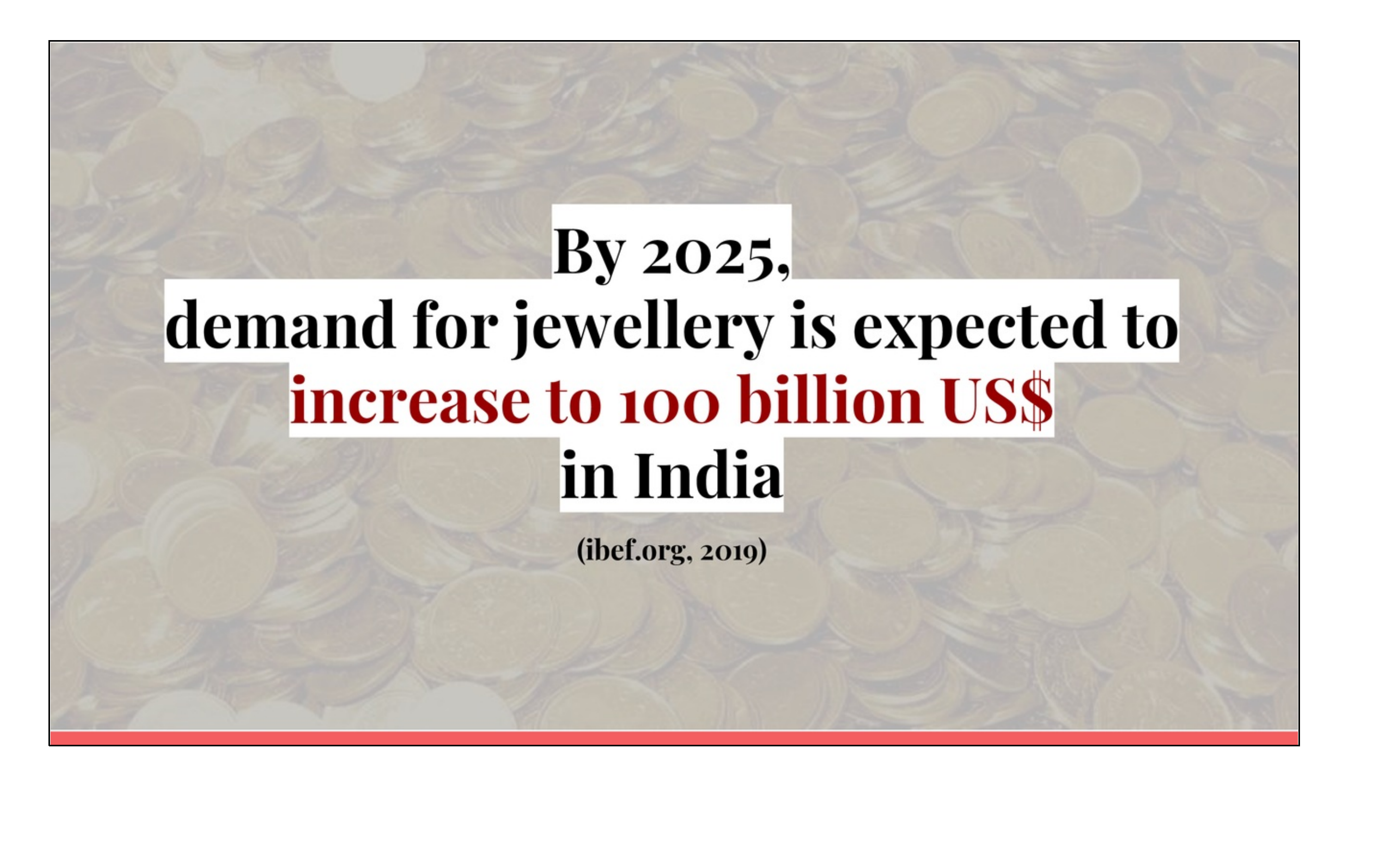
**Word count:** 1723

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# Expanding into Asia

Wang Ziping 1900 407  
Cheah Jia Hui 1903 885  
Zhao Liang 1900 201  
Ng Poh Tiang 1903 969

The background of the slide is a dense, overlapping pattern of gold coins, likely Indian Rupees, which are slightly out of focus. The text is overlaid on this background in white and red boxes.

**By 2025,  
demand for jewellery is expected to  
increase to 100 billion US\$  
in India**

(ibef.org, 2019)

A world map in the background, color-coded by ethnic fractionalization. A legend in the top right corner, titled "Ethnic Fractionalization", shows a color gradient from blue (0.0020) to red (1.0000).

**Culture is often a  
source of conflict  
than of synergy**

– Hofstede

# The Ways to Develop Relationship Building Skills with Asian Partners



Building credibility



Learning the cultural differences

## Focus on building credibility with Asian business partners

- Trust leads to the successful business transactions.
- Trust is the foundation for long-lasting and fruitful relationships.

## For example

From 2004 to 2014, McDonald's somewhat closed in talking about the production of their products. This raised rumours on their food safety.

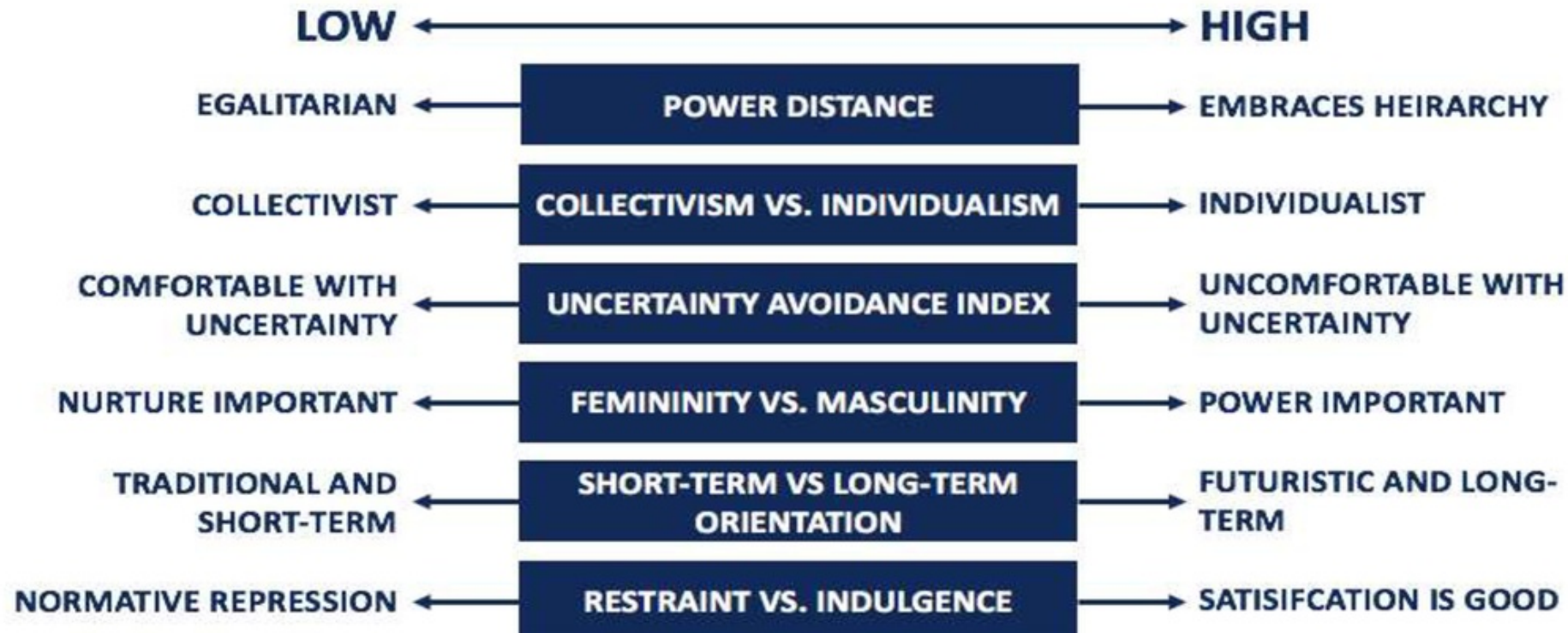
Since 2015, McDonald's factory opened to the public and played consumers an informative and real video about meat production.



# Learn about the Asian market and adapt offerings accordingly

Knowing the cultural differences is the key.

Hofstede cultural dimensions theory can help a lot to analyse cultural differences.



For example



**India** shows a higher degree of power distance index.

Hierarchy is clearly established and executed and employees prefer to depend on the boss or the power holder for directions during the business.



It is more important to build a good relationship with the leaders or directors directly.

# Benefits of Applying Appropriate Approach



New Perspective



Increase work efficiency

## New Perspective

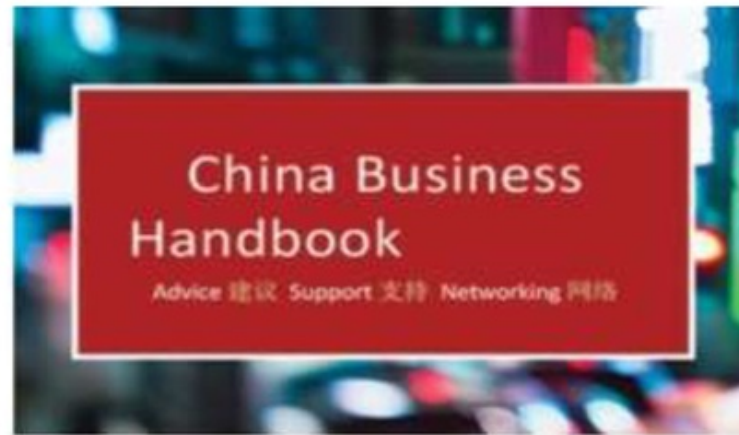
- Bring in a set of new eyes that can help the company spot what has been missed
- Adopt a new perspective or gain a different outlook on:
  - what to do,
  - who to deal with,
  - what markets to pursue
  - how to price products and services.

## For example

HSBC built an organisation called China-British Business council.



CBBC issues a Chinese Business Handbook that specifically updates China's rapidly changing economic environment.



## Increase Work Efficiency

- Building a comfortable and mutually beneficial relationship with partners
- Understanding each other's expected results
- Achieving common marketing goals

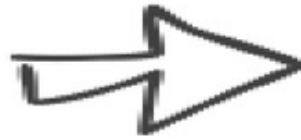


# **Importance of Applying Appropriate Approach**

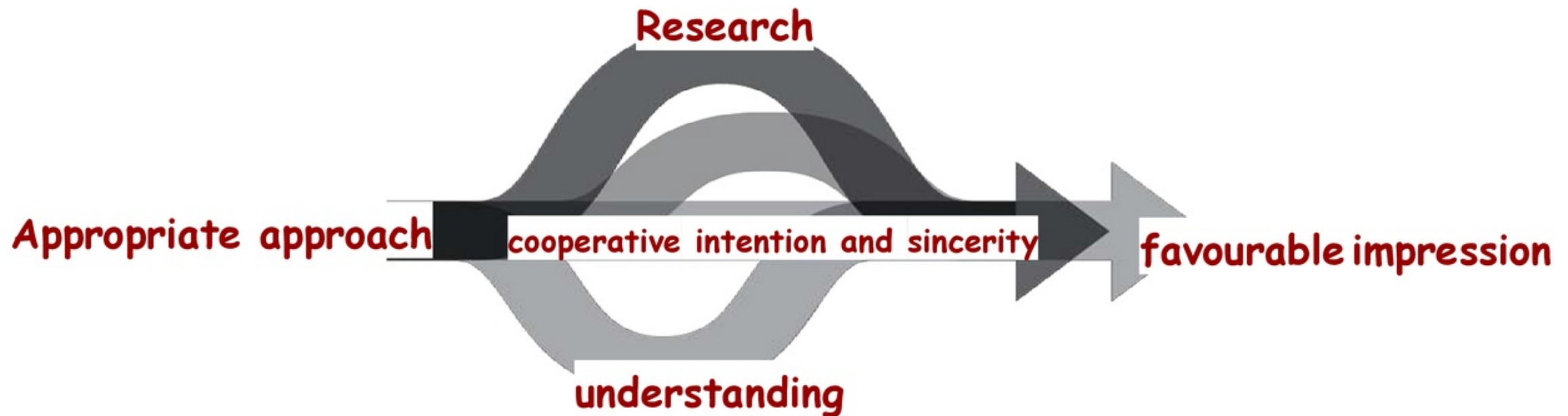
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## Eliminating Stereotypes & Misunderstanding



# Enhancing the Possibility of Successful Cooperation



# What Happens If We Fail?

## 1. Lack of Valuable Information

- Takes a long time to learn

In India ;

- Chunky jewellery with repetitive and symmetrical designs
- 79.8% Indian population are Hindus
- Gold is big



## 2. Gives the Company a Bad Reputation

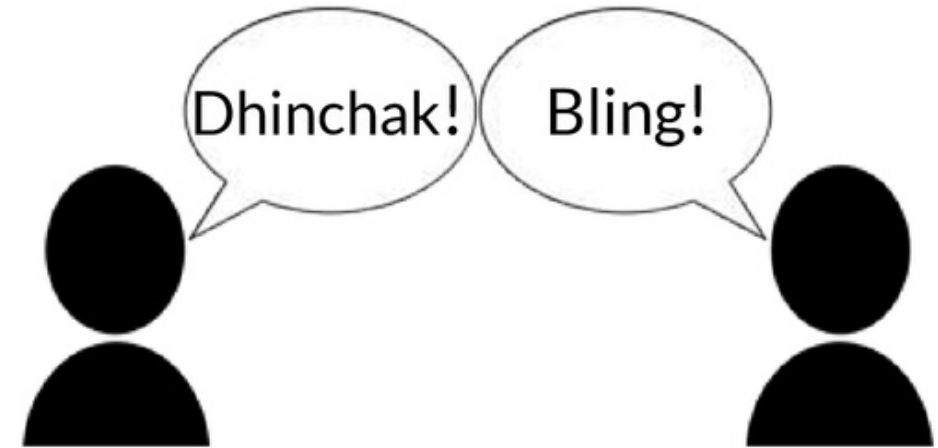


# Reasons for Possible Failure

## 1. Communication Barriers

Eg: Colloquialism

-Flashy jewellery



## 2. Unable to Adapt With Other Cultures

- 79.8% Hindus
- Do not drink alcohol



Suitable Methods

Importance

# Conclusion

Benefits

Negative Impacts

Reasons

thank you!

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Cheah Jia Hui 1903 885  
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FINAL GRADE

60/100

GENERAL COMMENTS

**Instructor**

Marks breakdown and feedback for both elements of the assignment are also included in the supporting paper submission link.

**Engagement with Literature Skills**  
Presentation

You have included a reference list on the final slides, but there are a number of inaccuracies. You should have included citations within the slides, to highlight to the reader/audience where the information was sourced.

**Supporting Handout**

You have supported the discussion with sources cited within the text. However, you did not include a reference list on the final page.

Avoid over reliance upon one source to support each paragraph or discussion point as there are a few instances of this approach throughout the handout.

A reference list has been included on the final page. However, there are a few inaccuracies with the approach applied. An example of how the list should be presented is included in the feedback summary box. **12/20**

**Knowledge and Understanding Skills**

There is evidence of knowledge and understanding of the relevant theory related to International Business Communication. Although you could have stated in the presentation why knowledge of the theory is important for organisations working in or moving into global markets. How does it help?

You spoke of the cultural, communication and included some supporting examples and appropriate solutions to aid transition and potentially overcome some of the issues.

More evidence related to the theory is needed in the handout, as you do not focus on the theory as much here as you did in the presentation. **12/20**

**Cognitive and Intellectual Skills**

In the presentation there were some good examples of application of Hofstede's theory to the case study. You also spoke about ways to develop relationships and included examples to support.

In the handout, you displayed some attempts at analysis of the case study, using appropriate theory to support you. However, your approach is more descriptive than analytical. This section would have benefited from the approach applied verbally in the presentation. **13/25**

### **Practical Application Skills**

Very good introduction to the presentation and its purpose. Some appropriate recommendations put forward here.

Take care with the layout of your report. You have numbered many of the sections, whereby bullet points would have been more suitable. Remember, this isn't a traditional report, it is a supporting handout, so you could have included images etc. to make it appealing to your audience. Also, the order of some elements is out of sync with the message being conveyed, or jumps around in areas.

You put forward some examples to support the reasoning. However, you needed to make more reference to the theory and Culture. You could have also made more reference to the role of good communication.

With regard to the supporting handout, a brief, but mostly appropriate conclusion. You also needed to make specific recommendations to the Jewellery company, rather than just explaining what communication and culture is. **13/20**

### **Transferable Skills for Life and Professional Practice**

The group presented well. You worked very well as a group and that was evident throughout.

In the presentation, you put forward some recommendations, and illustrated your proposed approach to developing such skills and the benefits organisations should expect to achieve as a result of understanding the importance of applying appropriate approaches to relationship building with global partners. This approach should have also have been applied to the handout.

Proof read your slides and handout prior to submission to check for spelling, grammar and punctuation errors. **10/15**

**Points to note: the presentation was a summary of the handout i.e. they supported each other. Therefore you needed to ensure that the points spoken about in the presentation were also referred to in the handout.**





**Comment 1**

surname and initial only.



**Comment 2**

avoid numbering the reference list



**Comment 3**

the title of a website source should be in inverted commas, not italicised