

University name
University of Wales Trinity Saint David

International Business Communications (LCBB6001)

INDIVIDUAL PRESENTATION

By

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A photograph of a Tesco store front. The building has a large, white, triangular gable roof with a grid of windows. The word "TESCO" is written in large, red, 3D block letters across the front of the gable. Below the letters are five blue diagonal stripes. The store's entrance is visible below the sign, with glass doors and windows. To the right of the entrance, there is a blue sign with white text that reads "TESCO" and "We're open Monday to Sunday 9am to Midnight". A small "COSTA" sign is visible on the right side of the building. The sky is clear and blue.

TESCO

Introduction

Company Profile

- Started from a market stall in 1919
- The first store was on Burnt Oak in 1929
- Tesco is known for their CSR activities
- They operate globally in multiple countries and have diversified their business 1919 (Tesco plc, 2023)



Market Expansion Approach

- Conducting a market research and analysis to find the customer segment and understand more about the market (Hill, 2021).
- Exploring local partnership opportunities
- Product services optimization and customization for the German market
- Setting up Pricing Strategy for the German Market
- Optimizing the supply chain for the German Market
- Hiring local talent to get insights into the market (Hill, 2021).





Ethnic Makeup and Social Structures

- The UK is culturally diverse due to being a cultural hub
- Germany has a more homogenous population.
- Social structures and behaviors may differ due to these demographic variations. (Khan, 2019)



Language

- United Kingdom is the home to multiple languages as it is the central business hub. The main language is English.
- Germans predominantly speak German (Britannica, 2023).
- In the food industry the importance of language can not be overstated.

Business and Work-Related Attitudes

- Germans are known for their punctuality, strict work hours, and focus on efficiency (Bennett, 2019).
- The UK values flexibility and often has a more relaxed approach to work.



Religious Values

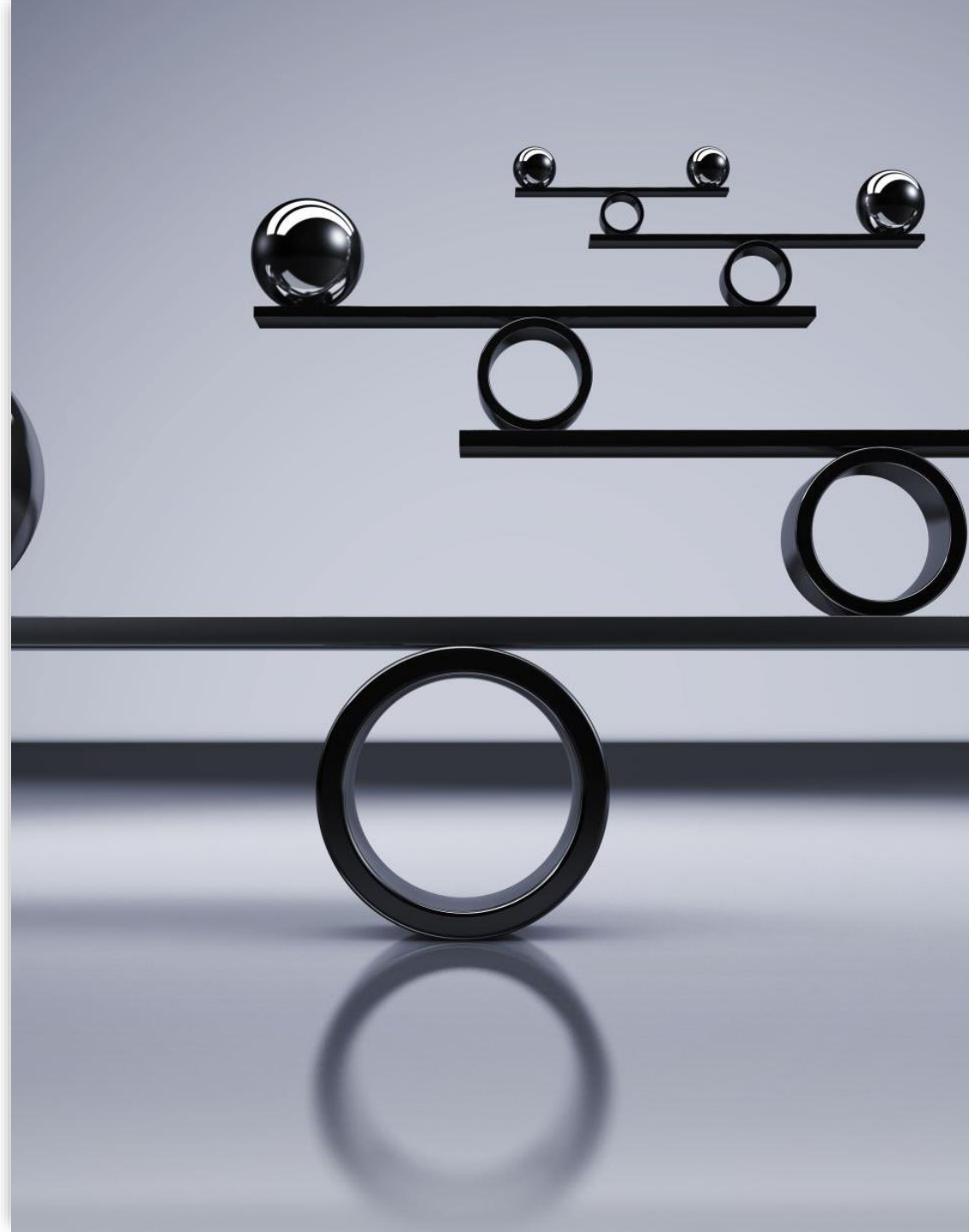
The UK is religiously diverse that has no one single dominant religion

Germany has a significant Christian population (Britannica Religion, 2023).

Religious practices and observance will directly impact the marketing and customer engagement.

Hofstede's Cultural Dimensions

- Power Distance
- Individualism Vs Collectivism
- Masculinity Vs Femininity
- Uncertainty Avoidance
([Hofstede-insights.com](https://www.hofstede-insights.com), 2020)



Edward T. Hall's High-Context and Low-Context Culture

- The United Kingdom is a low context culture (Czinkota, Ronkainen and Moffett, 2021)
- Germany is more of a high context culture





Cross-Cultural Training

- Provide intercultural training for Tesco plc's employees moving to Germany.
- Promote awareness of cultural differences



Adaptation of Marketing and Sales Practices

- Tailor marketing and sales
 - Launch marketing campaigns that resonate
- 



Local Partnerships:

Collaborate with local German experts



Cultural Sensitivity:

Ensure that Tesco plc's employees and partners in Germany respect cultural and religious differences.

Consider local customs and traditions when planning events or marketing initiatives



Conclusion

- For the expansion to be a success; Tesco plc must conduct a thorough research to ensure that there is smooth transition.
- Cultural nuances, such as language, ethnic diversity, work attitudes, and religious values, need to be addressed in business operations.
- To succeed in Germany, Tesco plc should provide cross-cultural training, foster local partnerships, adapt marketing strategies, and embrace cultural sensitivity.

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