Prifysgol Cymru
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200
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BA Business Management

International Business Communications– LCBB6001

Lecturer: Dr. Charles Nwaogwugwu

ASSIGNMENT 2 – Individual Presentation

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Cultural comparison of the UK and Germany

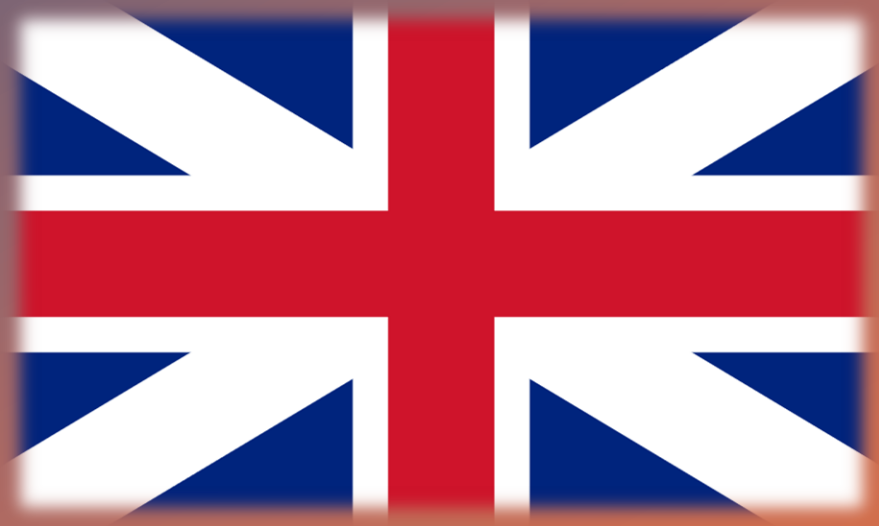




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Introducing Tesco

- Tesco is the largest supermarket retailer in the UK with headquarters in Welwyn Garden City, England. The company was founded by Jack Cohen in 1919 and opened its first store in 1929 in Burnt Oak, North London. Since then, the chain has grown and today has 4,859 stores in 12 countries with more than 330,000 employees.

(Tesco PLC, 2024)

German Culture

Population
✓84.2m; 42.6m –women, 41.6m – men

Religion values
✓Catholic – 24.8%; Protestant – 22.6%
Muslims – 3.7%, Other – 5.1%, None – 43.8%

Ethnic make-up
✓German 85.4%, Turkish 1.8%, Polish 1%, Syrian 1.1%, Romanian 1%, Ukrainian 1.4%, unspecified 8.3%

Social structure
✓ Germany is a federal parliamentary republic with a capitalist economical structure and a strong emphasis on the educational system



(www.cia.gov, 2024)(Atkinson and Schmitz, 2024)

Cultural differences between UK and Germany

Language

- ✓ German
- ✓ English

Punctuality and efficiency

- ✓ Germany - Punctuality is a sign of respect and reliability. Efficiency is highly valued in both personal and professional contexts.
- ✓ England – More relaxed and tolerant.

Direct Communication

- ✓ Germany – direct communication
- ✓ UK – Indirect communication

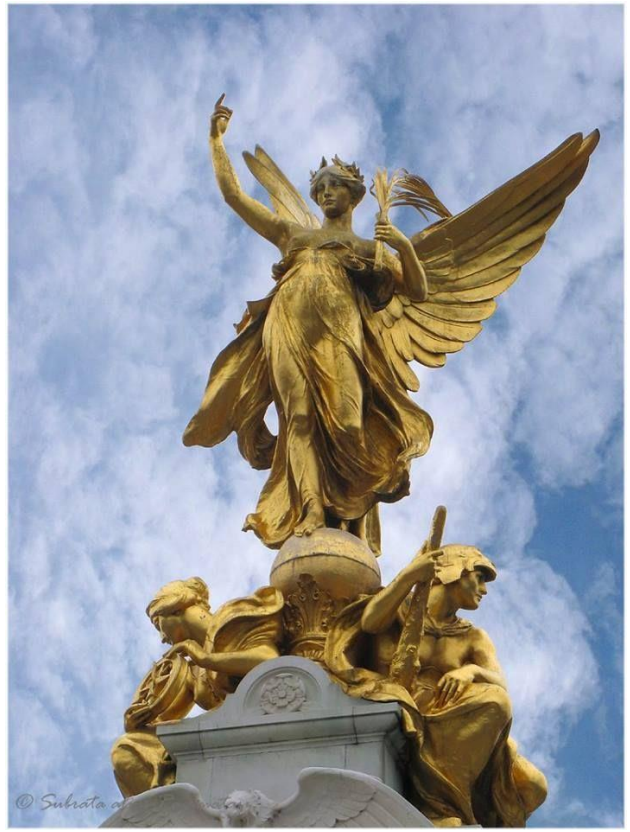


Cultural differences between UK and Germany

Rules and Structure
✓Germany – Structure, regulation, and rules are highly valued and strictly followed
✓UK – More relaxed

Remarks and advice in a public place
✓Germany - Tolerated and accepted with appreciation
✓UK – Not well accepted

Local and National celebrations
✓Germany – Every state/province has its celebrations along with the national celebrations and they may be during the week
✓UK – Celebrations are on a national level and are accepted to be Mondays or Fridays



(Jimmink, 2022)

Cultural sensitivity

Professional and private life
- ✓ Distinct line between professional and private life

Historical events
- ✓ WWII, Holocaust

Environment
- ✓ Green energy, Pollution

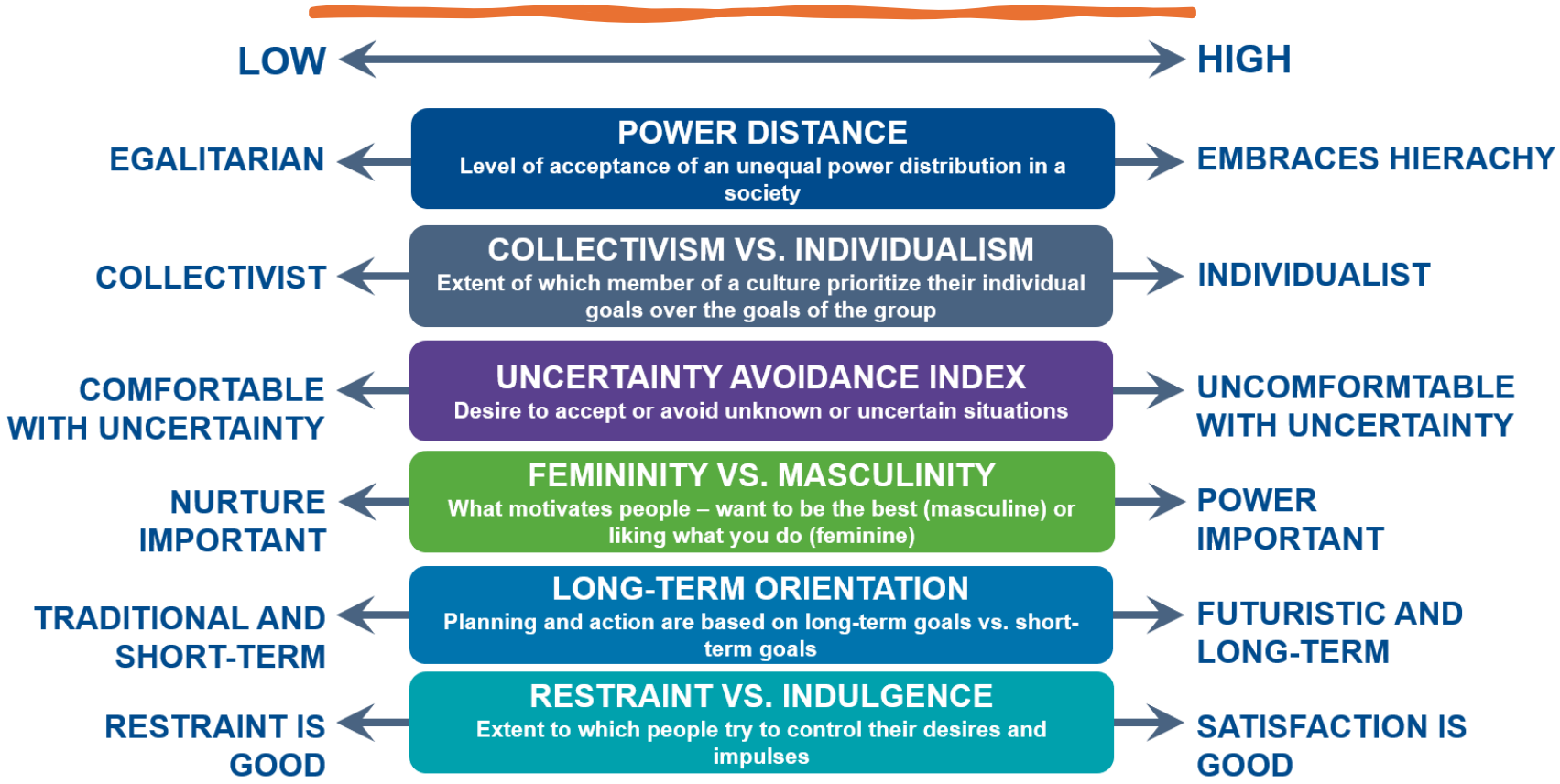
Language use
- ✓ Titles are significant and show respect

Diversity
- ✓ Discrimination, Racism

(Trepte et al., 2017)



Hofstede theory



Sources: Hofstede's Cultural Dimensions Theory
Cultures and Organizations: Software of the Mind by Geert Hofstede, Gert Jan Hofstede and Michael Minkov

(Cahill et al., 2021)

Hofstede theory

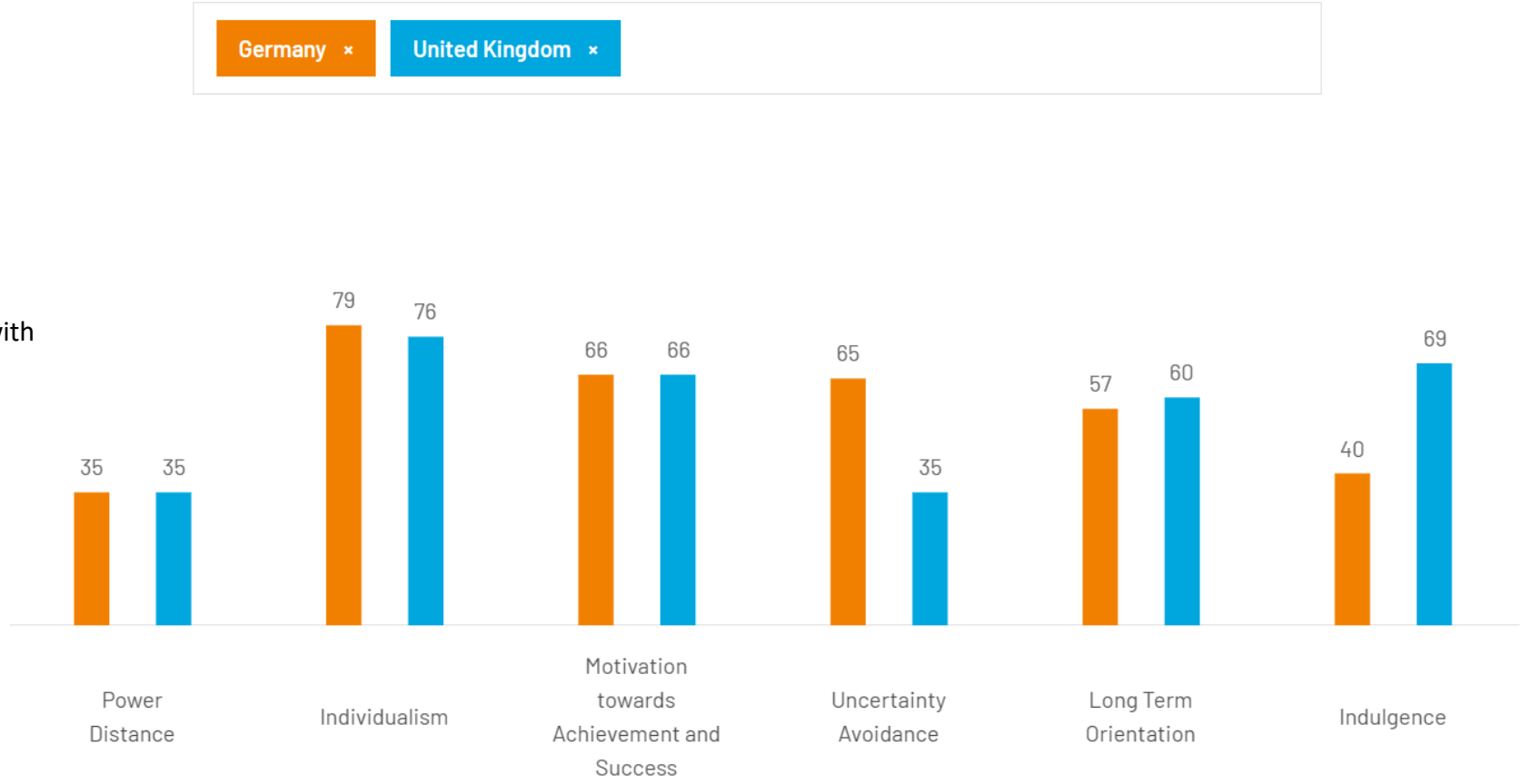
Two Differences found:

Uncertainty Avoidance

- ✓ Germany – Uncomfortable with unstructured situations
- ✓ UK – Comfortable with unstructured situations

Restrain vs Indulgence

- ✓ Germany – Control and self-control
- ✓ UK - Satisfaction



(Hofstede, 2011),(Hofstede Insights, 2024)

Recommendations



Cross-training and Team building



Use of local training agencies



Identify the dimension of differences



Work with local manufacturers and suppliers



Cultural differences awareness



Ask for feedback and encourage communication

(Meyer, 2015)

Conclusion

For a company to expand its business in another country, it is essential to be aware of the cultural differences between the two countries. Along with cultural similarities, there are differences as well as cultural sensitivities that must be considered. To measure the differences, Hofstede's six dimensions tool can be used. For successful company adaptation to the new environment, a thorough analysis must be done, and strategies to overcome the differences such as cross-training, encouraging communication, and working with local manufacturers and suppliers must be applied.

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Thank you

Any questions?