

A circular wreath of various botanical illustrations surrounds a central white circle. The plants include green ferns, red maple-like leaves, yellow flowers, purple flowers, and large green leaves.

International Business Communications

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Introduction

- Evaluating the Cultural differences between Uk and Germany
- Based on Caffia Coffe Group founded in 1985
- It is a family business in the UK
- Delivers exceptional coffee experience to the customers





Evaluating Cultural Differences between the UK and Germany

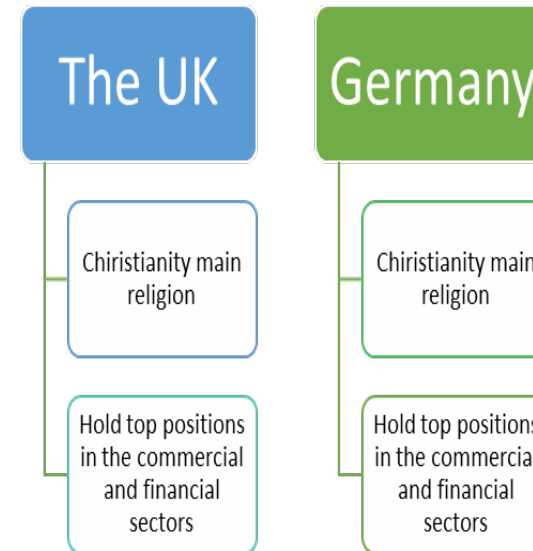
- British is the main ethnicity in the UK
- Germans are the ethnic group in Germany
- English is the main language in the UK
- German is the main language of Germany





Similarities between Germany and the UK

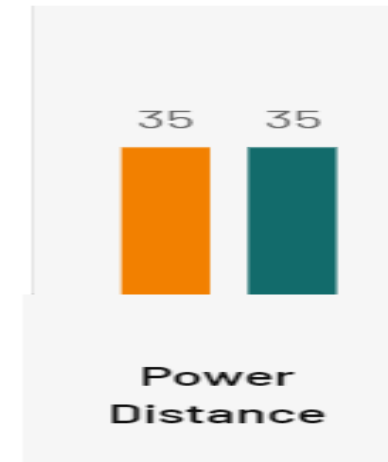
- Both countries hold top positions in the financial and commercial sectors
- Christianity is the main religion in both countries (Petzke, 2023)





Analysis of culture between Germany and the UK by using Hofstede's model

- Power distance is the first dimension of this model
- UK and Germany have equal scores



Germany ×

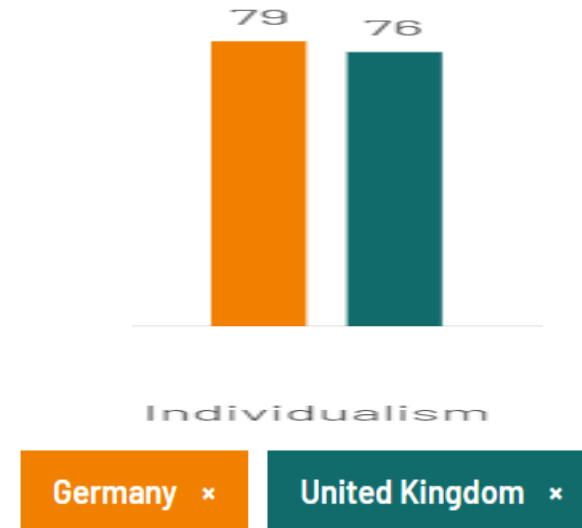
United Kingdom ×





Analysis of culture between Germany and the UK by using Hofstede's model

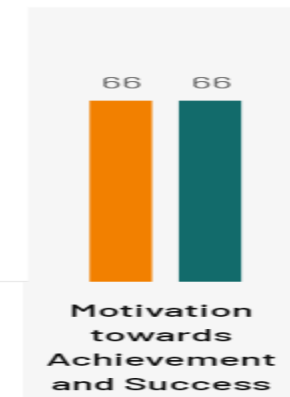
- Individualism is the second dimension
- Germany has a higher score in this dimension
- Germany has strong beliefs in the ideal of self-actualisation to manage their responsibility





Analysis of culture between Germany and the UK by using Hofstede's model

- The UK and Germany have the same score in this dimension
- The society is based on the value of the cultures in both countries



Germany ×

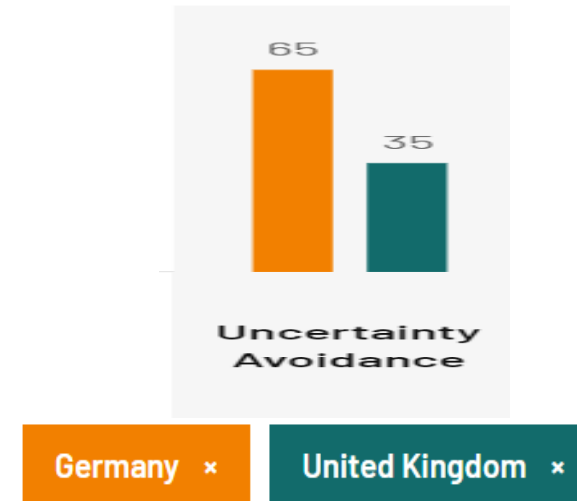
United Kingdom ×





Analysis of culture between Germany and the UK by using Hofstede's model

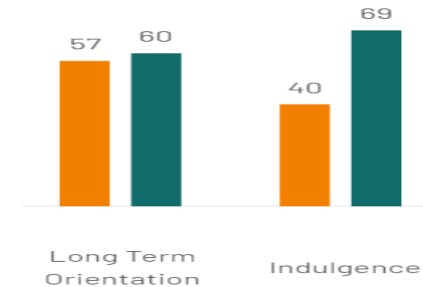
- Uncertainty avoidance is the fourth dimension
- Germany has a greater score compared to the UK
- Germany preferences for deductive approach rather than inductive to adopt new things





Analysis of culture between Germany and the UK by using Hofstede's model

- In long-term orientation, Germany has a lower score, which is 57
- In indulgence dimension, the UK has a higher score, which shows its adaptability towards the changed situation



Germany ×

United Kingdom ×





Evaluating Cultural Challenges between the UK and Germany

- Different working hours in Germany and the UK (Eures.ec.europa.eu, 2023)
- The working hours is 36 to 40 hours in Germany (Burda and Seele, 2020)
- The working hours in the UK are more than 50 hours per week

Working Hours in the UK

- More than 50 hours per week

Working Hours in Germany

- 36-40 hours per week





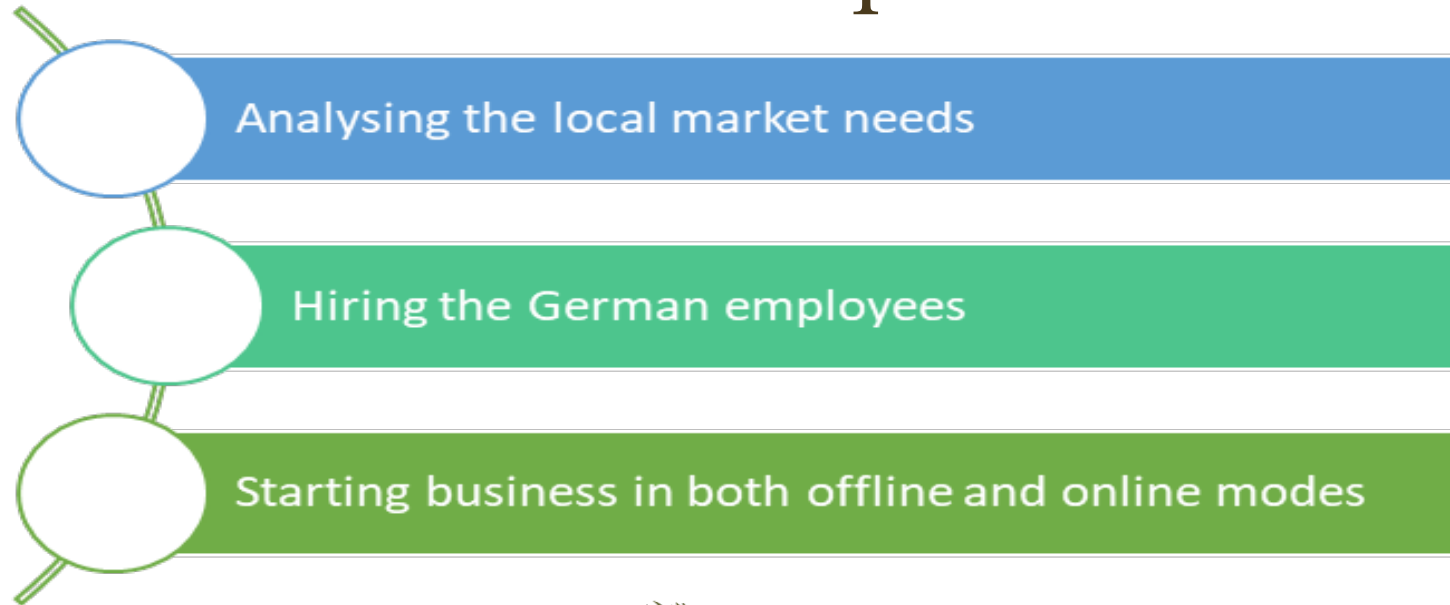
Success and Failure factors of succeeding in Germany

- Same religion, decentralized class, and motivation are the main success factors
- Language, ethnicity, and lower adaptability power can be the failure factors
- For instance, German people provide more preferences for their own culture rather than adopting others





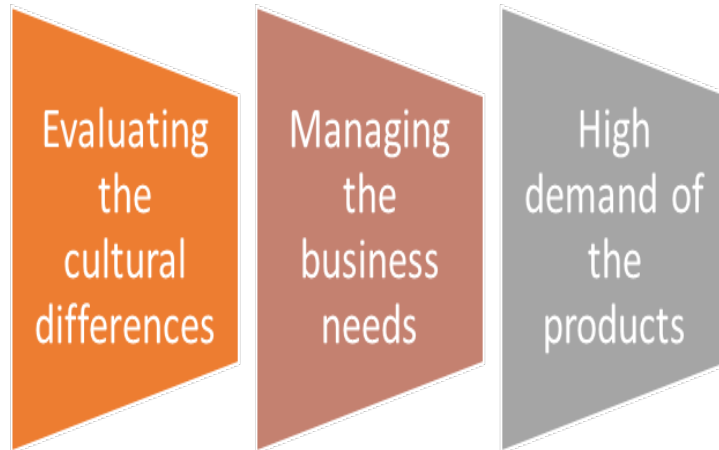
Recommendation for the success of Caffia Coffee Group in Germany





Summary

- The company has the ability to expand its market
- Cultural needs to be evaluated
- Focusing on the demands of the products





References

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Thank You

