



BA (Hons) Business Management

Student Name: Krisztina Pocsik

Student Number: 2115263

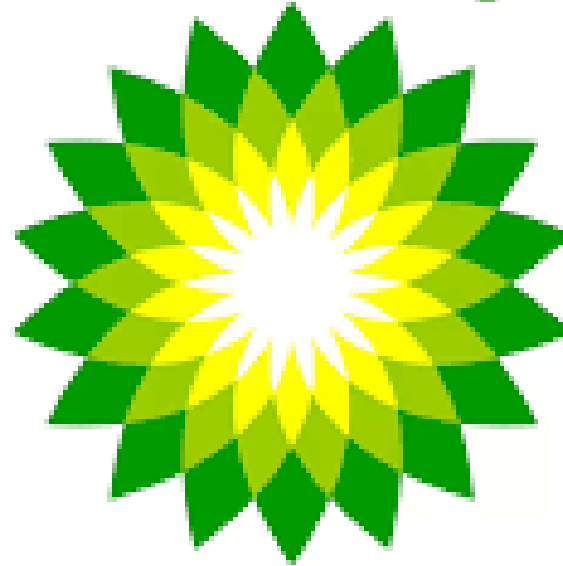
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Introduction and Background of BP

bp

- BP is a major British multinational company first sale was in 1920s
- BP is mainly involved in gasoline, transport fuels, chemicals and alternative sources of energy such as wind and biofuels (Bp.com, 2023)
- BP revenue in the past few years have been on the increase such as in 2022 they made \$248.891B which was a 51.58% increase from the year before, However quarter ending September 30th they only made \$54.016B which puts them at a 6.56% drop year over year (Macrotrends, 2023)
- Germany is the second largest refinery system in EU, about 4600 people work at bp in Germany



Analysis of the External Business Market of Germany



Different language



Cultural differences, shopping habits



GDP fell by 1.8 % compared to the previous year (Statista, 2023)

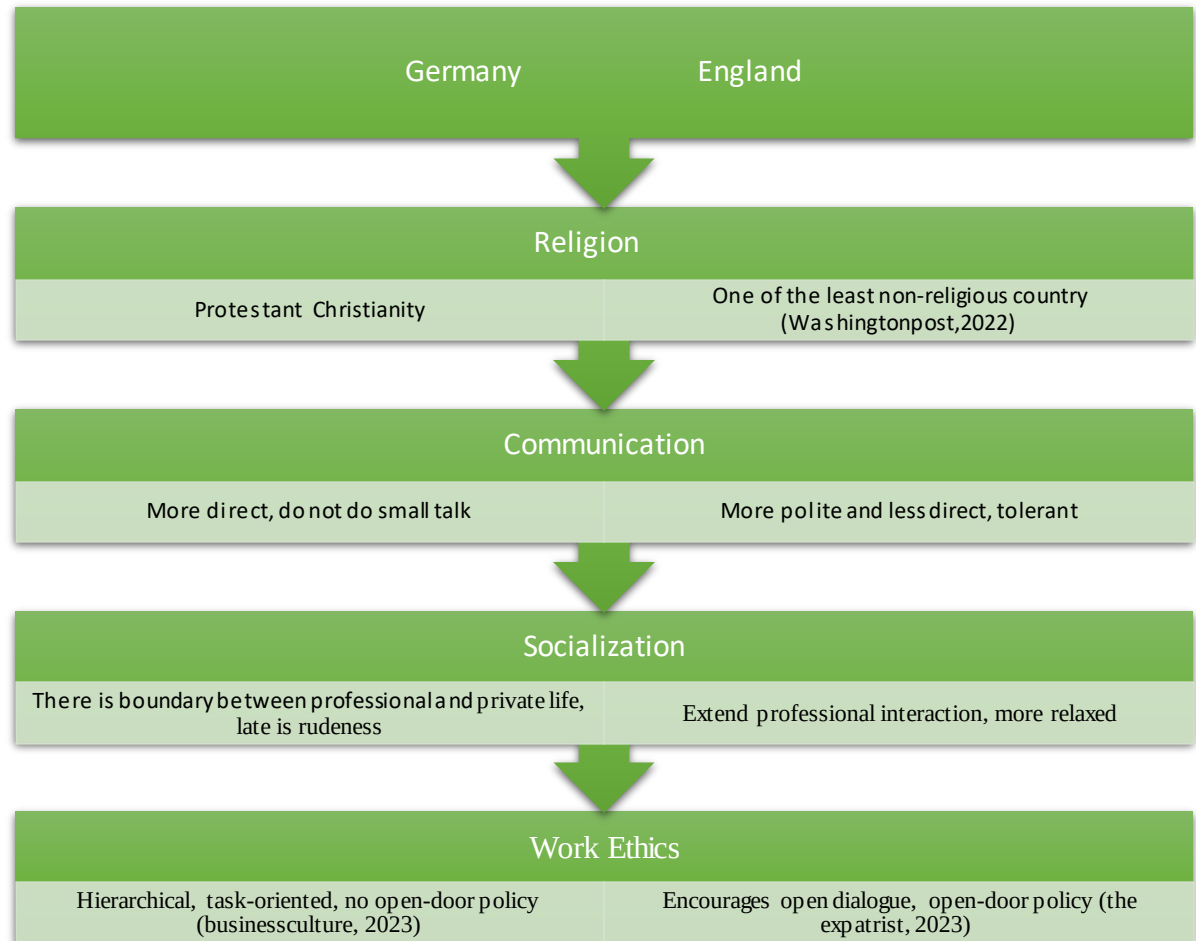


Connection within Europe



Competitive tax regulations, investment incentives and a secure (Gov. UK, 2023)

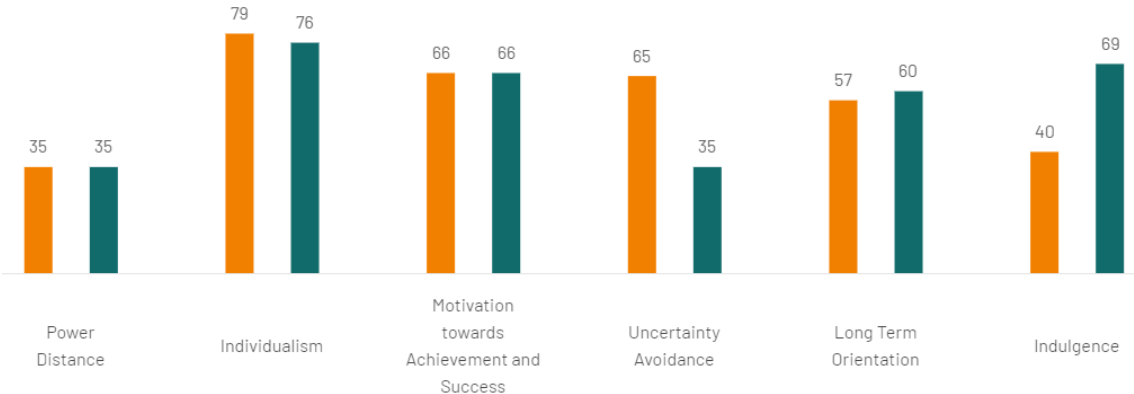
Cultural similarities / variations between the UK and Germany



Hofstede Cultural Dimensions

- Hofstede cultural dimensions theory suggests that cultural similarities are essential for developing international business relations (Hofstede-insights.com, 2023)
- Germany and the UK have similar cultural beliefs in relation to social structures, and attitudes towards business operations
- Comparing the UK and Germany shows a similar power distance and motivation in achievement and success rate

Individualism and Long Term Orientation are very close to each others, which create some cultural values

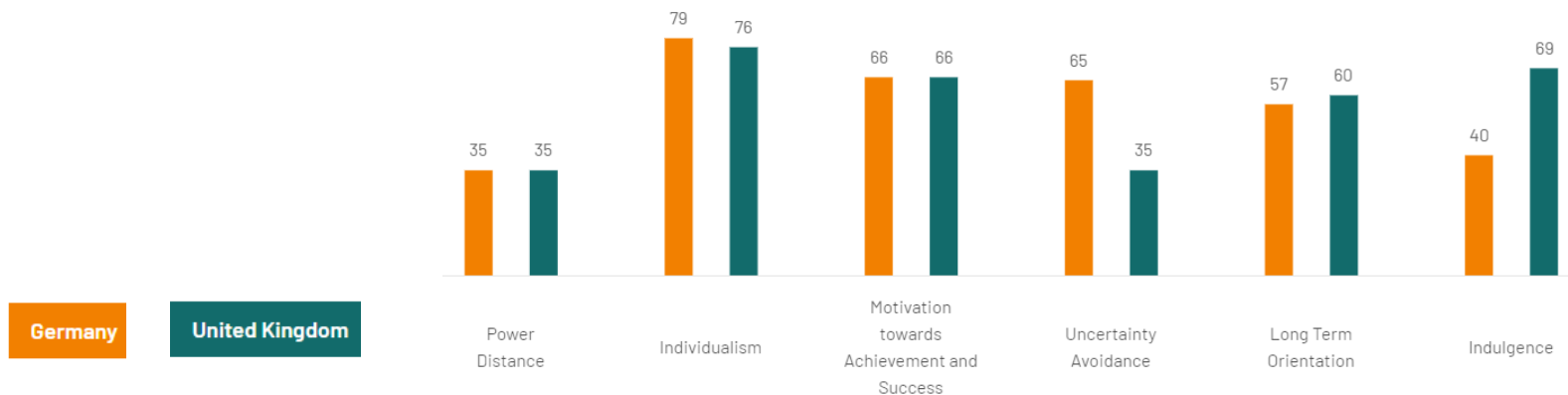


Germany

United Kingdom

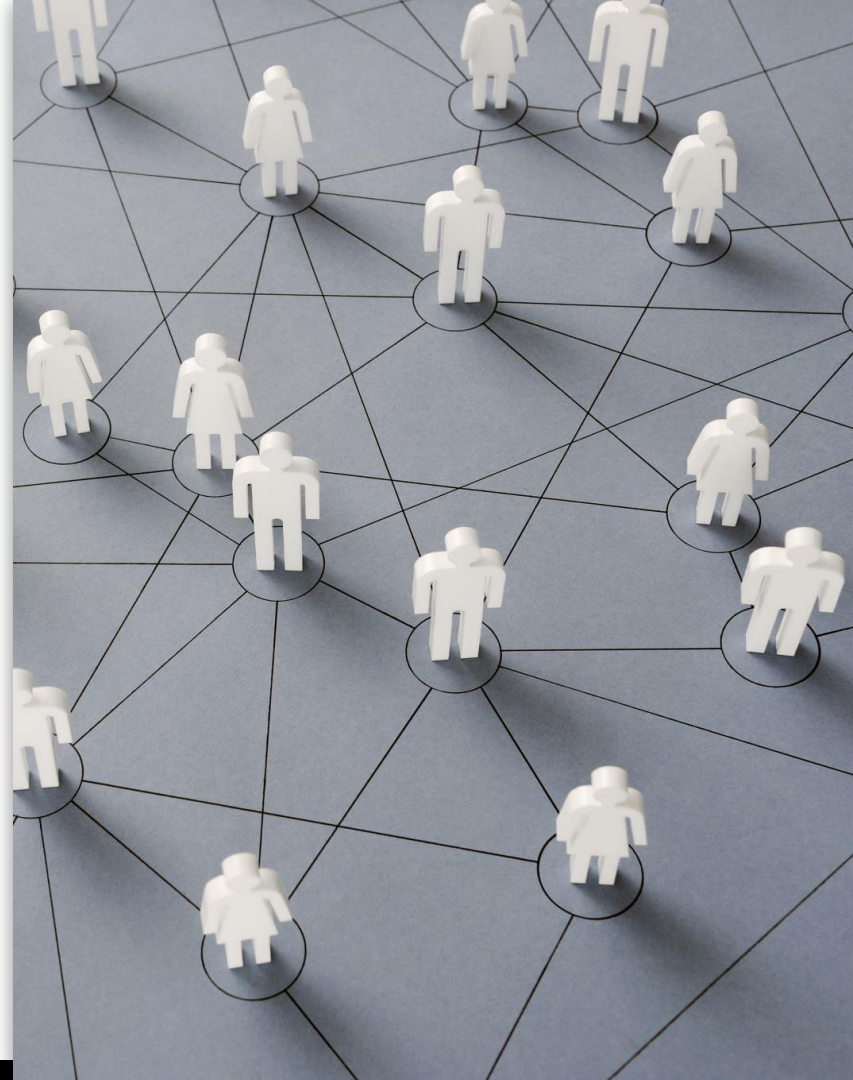
Hofstede cultural dimensions

- The difference between German and UK culture are related to the ethnic make up the people and the levels of uncertainty avoidance and indulgence
- Germany has a low indulgence rate as compared to the UK which creates a high cultural difference (Hofstede-insights.com, 2023)
- On the other hand, Germany holds a high uncertainty avoidance rate as compared to the UK



The attitudes of Business- and work-related in Germany

- Germans highlight a very strong work ethic, valuing efficiency as well as precision in tasks
- In the German market business attitudes are competitive, task-oriented, individualistic, motivated and conscious
- Business relationships are built on trust, and long-term commitments to drives those two countries to the success business



Recommendations for successful expansion of the business



British Petroleum (BP) is required to invest in language training for employees, ensuring proficiency in both English as well as German to bridge communication gaps



Cross cultural training to enhance understanding of German business, including hierarchical structures like employees expect the boss to do decision making

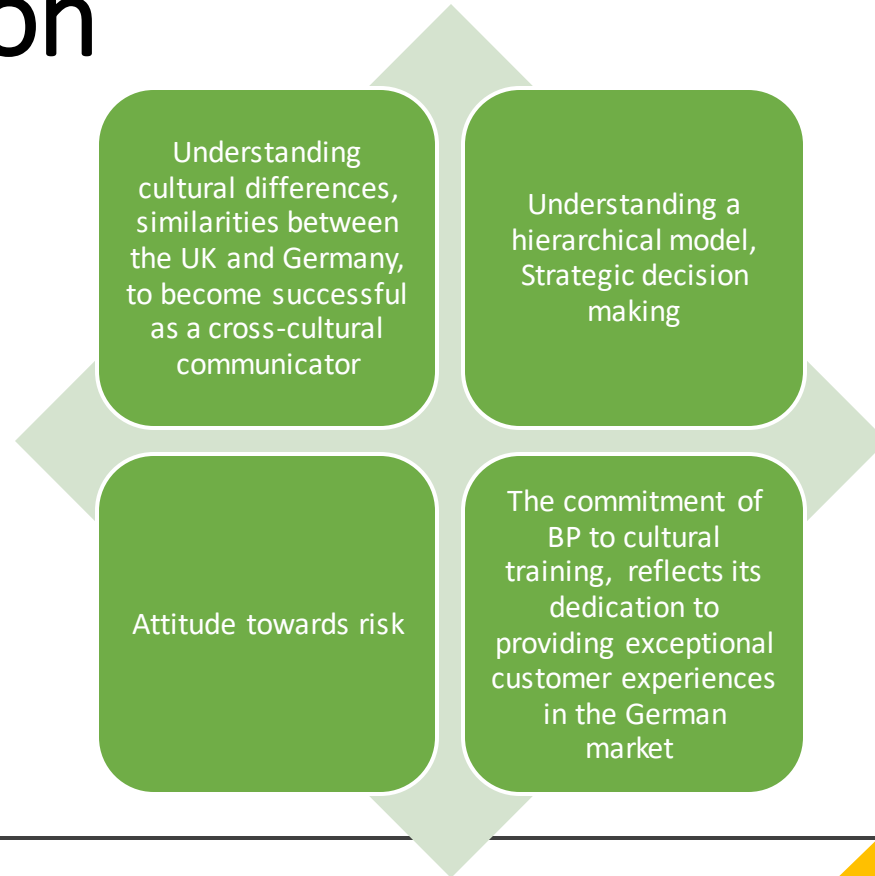


Managers need prepare for and conduct negotiations with cultural sensitivity



Strategic Management in Global Risks

Conclusion



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