



Global business environment

STUDENT ID: 2133627

MODULE CODE: LCBB4005

LECTURER: NADEEM M.

A smiling woman with dark hair tied back, wearing a white t-shirt and a blue denim apron. She is wearing yellow rubber gloves on both hands. In her right hand, she holds a blue spray bottle with a red trigger. In her left arm, she holds a green plastic basket filled with various cleaning supplies, including a blue bottle, a white bottle, a roll of blue paper towels, a yellow sponge, and a pink sponge. The background is a blurred indoor setting with a wooden shelf and a white brick wall.

EASY CLEANZY

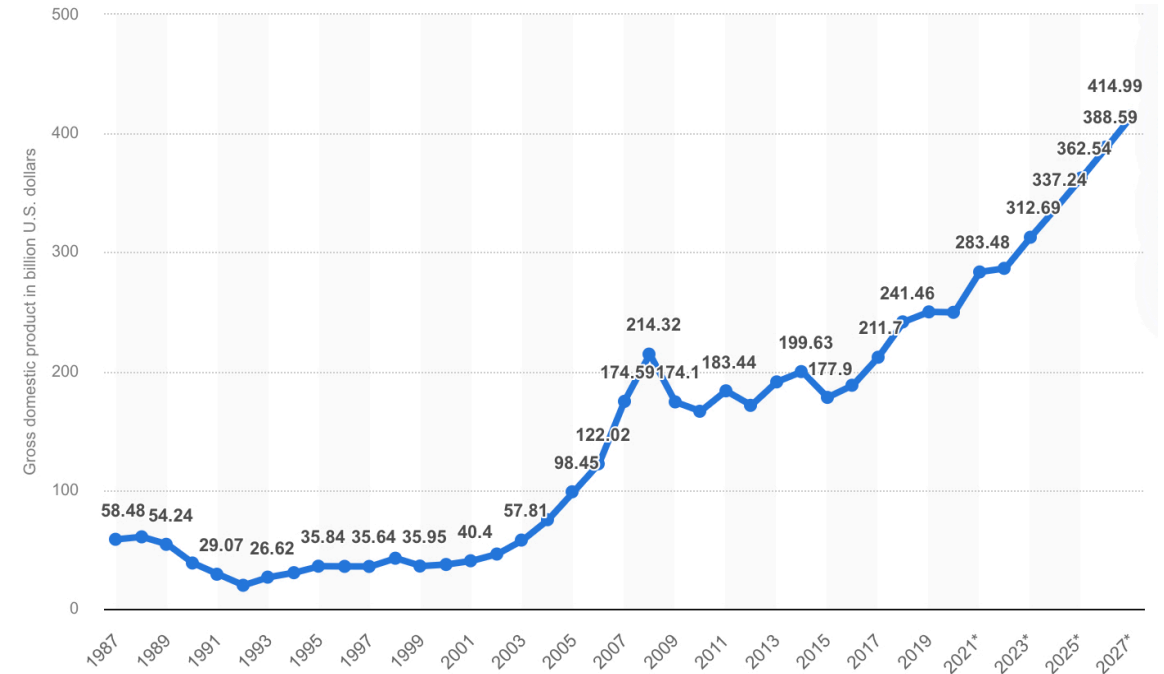
Informations about the company.

Easy cleanzy is a cleaning company based in London, United Kingdom. It was founded by Alexandru Popa and his wife Silvie Hlavsova, in march, 2022. Right now the company have 385 employees and is looking to extend overseas.

- ▶ Foundation: 2022
- ▶ Purpose: Cleaning people's houses/offices
- ▶ Expectations: To make every customer happy for their choice.
- ▶ Vision: To become by the end of 2024 the biggest worldwide company

Romania

- ▶ First country which I chose to extend is Romania.
- ▶ Why? The answer for this question it's easy. Romania is a country with rich and lazy people. I will elaborate below what I stated.



Positive reasons:

- ▶ Most of the people from Romania have money.
- ▶ Most of the people from Romania are lazy.
- ▶ Romania it's a country with relaxed laws.
- ▶ Romania has cheap labor.
- ▶ The cost for products is cheap.
- ▶ Romania is in EU.

Negative reasons.

- ▶ Romania has a corrupt government.
- ▶ Romania has also a lot of poor people.
- ▶ Romania doesn't benefits of the same resources like the rich countries.
- ▶ Romania doesn't have a high GDP (gross domestic product).

PESTLE Analysis

- ▶ Political: Romania is a republic that runs under the influence of a parliamentary system. Romania is said to be a fair and stable country with a lot of opportunities. Romania is part of EU. It is also politically stable.
- ▶ Economic: Romania has a low GDP, in comparison with another countries; in the same time Romania has also free market and large population.
- ▶ Social: Romania has cheap labor, free public services, benefits.
- ▶ Technological: Being in EU, Romania benefits of high end tech.

- ▶ Legal: The laws in Romania are not so bad like in another countries. Romanian government tries to help the owners of businesses.
- ▶ Environment: Romania has sustainability, waste management rules and regulations.



Why Romania?

- ▶ As I said also above, Romania has rich people, which they are lazy. So this being said, Romanians are lazy to clean their own flat/house/office, so obviously they will prefer to hire someone to do it for them. And after my research, I came to the conclusion that, for a fair price, this business will be welcomed in this country.
- ▶ The price of the cleaning products is not expensive, the labor is cheap, so the profit will be higher.