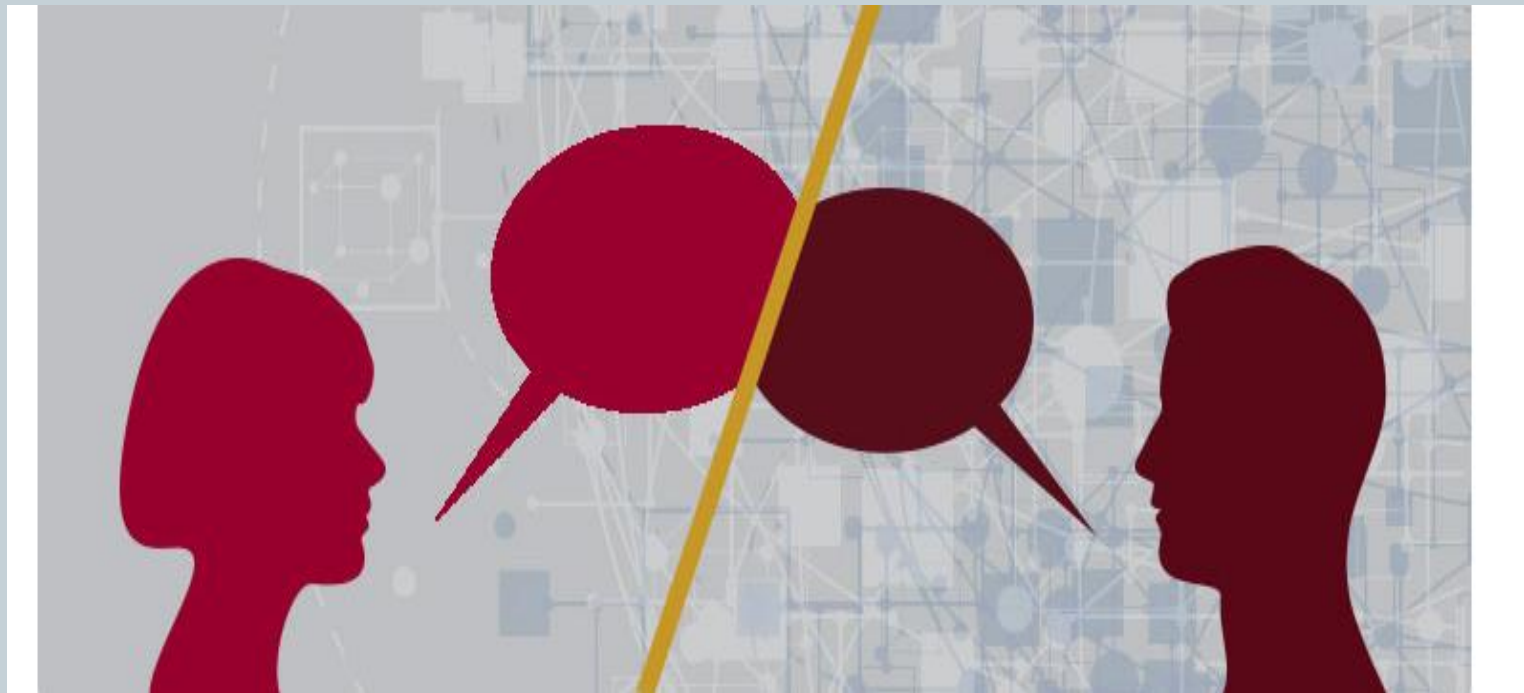


**International Business Communications
Presentation
Elena Nedelcheva
SN 2112413**



Company Overview



- **Foundation:** Jonathan Saunders was established in 2003 as a fashion brand.
- **Design Philosophy:** Renowned for its innovative use of color and pattern, the brand merges traditional craftsmanship with contemporary design.
- **Global Presence:** With a strong international presence, Jonathan Saunders is a key player in the fashion industry.
- **Collaborative Success:** The brand has collaborated with prestigious partners, solidifying its influence in the fashion landscape.

**JONATHAN
SAUNDERS**



International Business Communication

- It is the same as regular business communication
- It offers an opportunity to learn communication along with foreign languages.
- Effective international business communication is crucial for Jonathan Saunders for understanding the German market.
- International business communication is critical for coordinating the supply chain across borders.
- This includes communication with suppliers, manufacturers, and distributors to ensure the seamless flow of products from production to retail outlets in Germany.



Differences in the UK and Germany

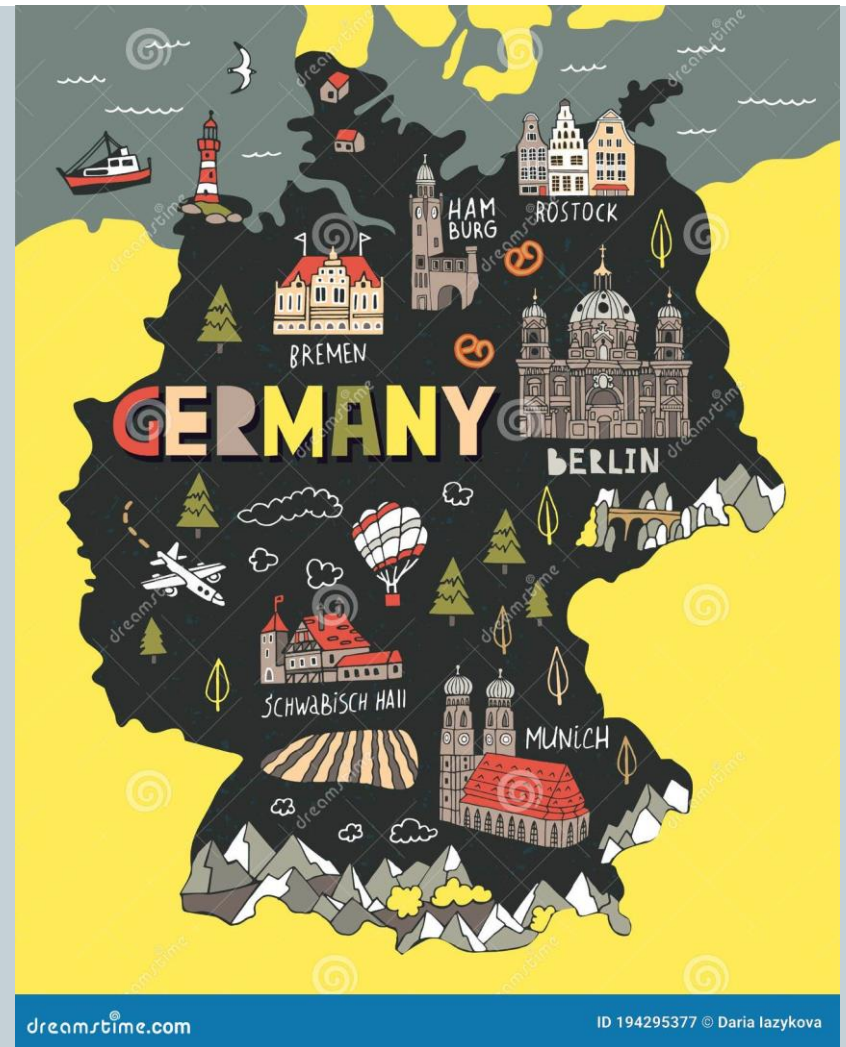


- Britishers are less direct and polite whereas Germans are punctual, diligent, and direct.
- Britishers are more chaotic. On the other hand, Germans are more organized.



Culture of Germany

- It is more about logic and reason.
- Share tradition and culture with adjoining countries.
- Around two-thirds of the population is Christians.
- The rich and long history of Germany is well-known.



Language



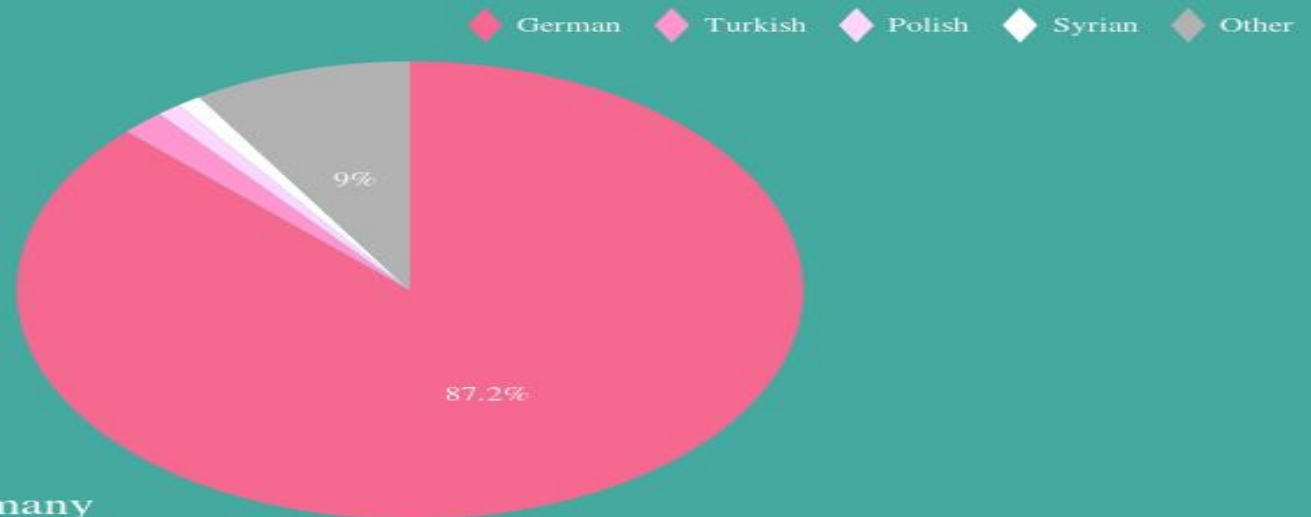
- In Germany, the official spoken language is German. Around 95% of the population speaks German.
- Whereas in the UK, English is spoken more.



Ethnic makeup of the people



- Ethnicity is the quality of belonging to a group of population (Rinke and Flores., 2021).
- 88.2% of people are ethnic Germans and, in the UK, white British is the largest ethnic community.



Ethnic Groups in Germany

Social culture



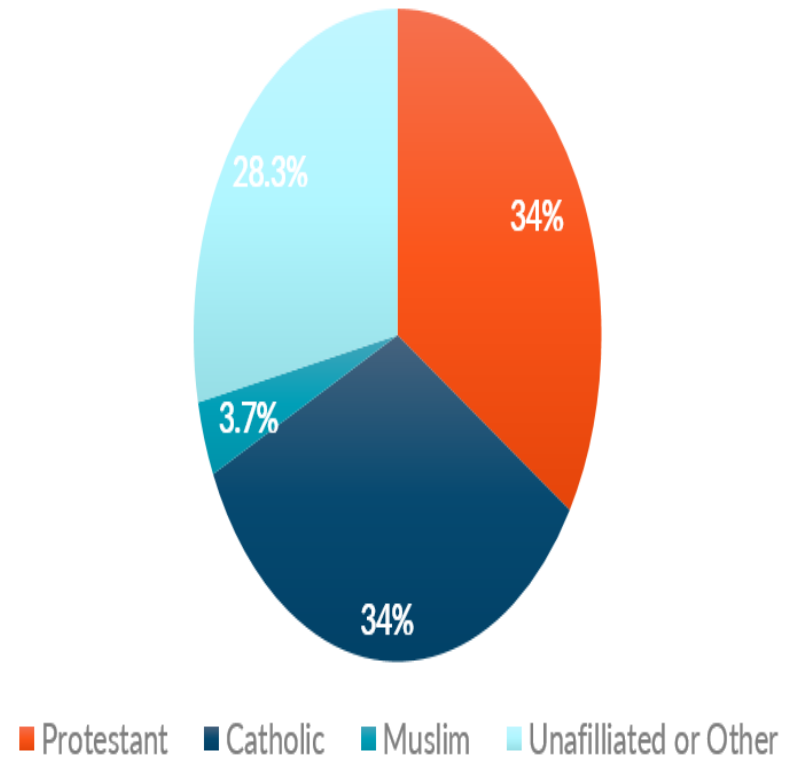
- In the UK, punctuality is considered to be respectful.
- Britishers have a cold reputation towards others, they love physical touch while greeting.



Religious values

- The central religion is Christianity in Germany whereas the greatest minority religion is Islam.
- The UK is considered the most secular country across the globe.

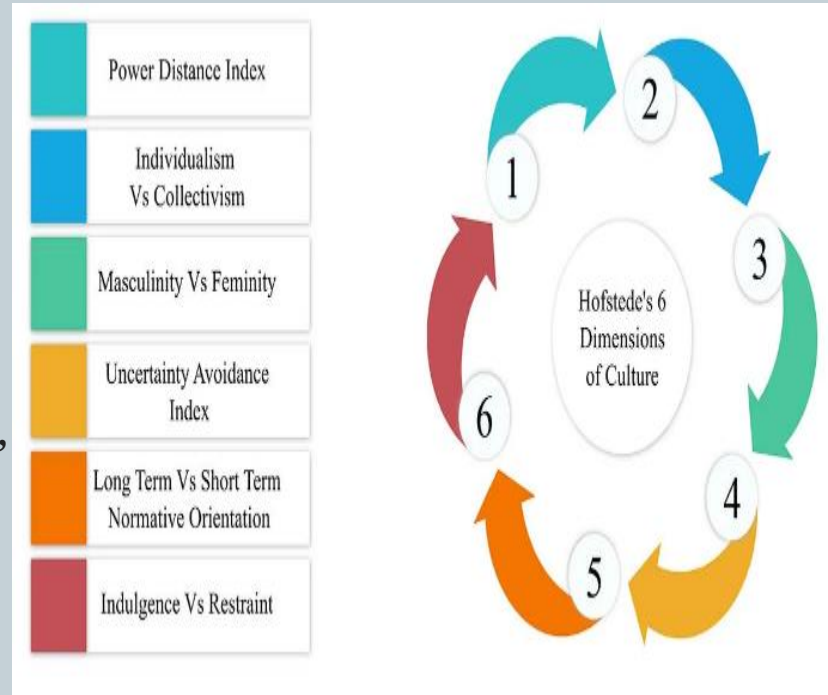
Religion in Germany
(World Factbook)



Hofstede Cultural Dimensions



- This framework includes six dimensions:
- Power Distance
- Masculinity versus Femininity
- Individualism versus collectivism
- Indulgence versus Restraint (Garcia, 2005).
- Short-term and Long-term orientation
 - (The Culture Factor, 2023)



Continue...



- This cultural dimension is developed by Geert Hofstede and aids in comparing and comprehending cultural differences between the countries (Rinke & Flores , 2021)
- This dimension facilitates deep insights into cultural tendencies between Germany and the United Kingdom.



Recommendations



- **Cultural Sensitivity Training:** Implement comprehensive cultural sensitivity training for employees entering the German market.
- **Workplace Dynamics:** Emphasize the importance of understanding both internal workplace dynamics and external cultural nuances to foster a harmonious and effective working environment.
- **Localized Customer Service:** Prioritize providing customer service support in the German language to enhance the brand's connection with local consumers.
- **Customer Needs Understanding:** Train customer service representatives to grasp and address the specific preferences and needs of German customers, ensuring a tailored and successful expansion strategy.



Continue...



Effective communications

- Germans are mainly focusing on the significance of direct and clear communication.
- Germans value precision and honesty in communication and thus encourage the team to be straightforward in terms of decision-making.

EFFECTIVE COMMUNICATION



Continue...



Branding and Marketing

- Jonathan Saunders can adapt branding and marketing strategies include imagery, adjusting messaging, and advertising to reverberate with the local clients.
- Germany places a robust focus on factors like reliability and quality which displays the dedication



Conclusion



- Jonathan Saunders can increase its chances of a successful expansion into Germany while demonstrating a commitment to understanding and respecting local culture and preferences.
- Regular assessments and adjustments will be key to ensuring ongoing relevance and success in the German market.



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