

The Global Business Environment (LCBB4005)

Evaluation of business environment

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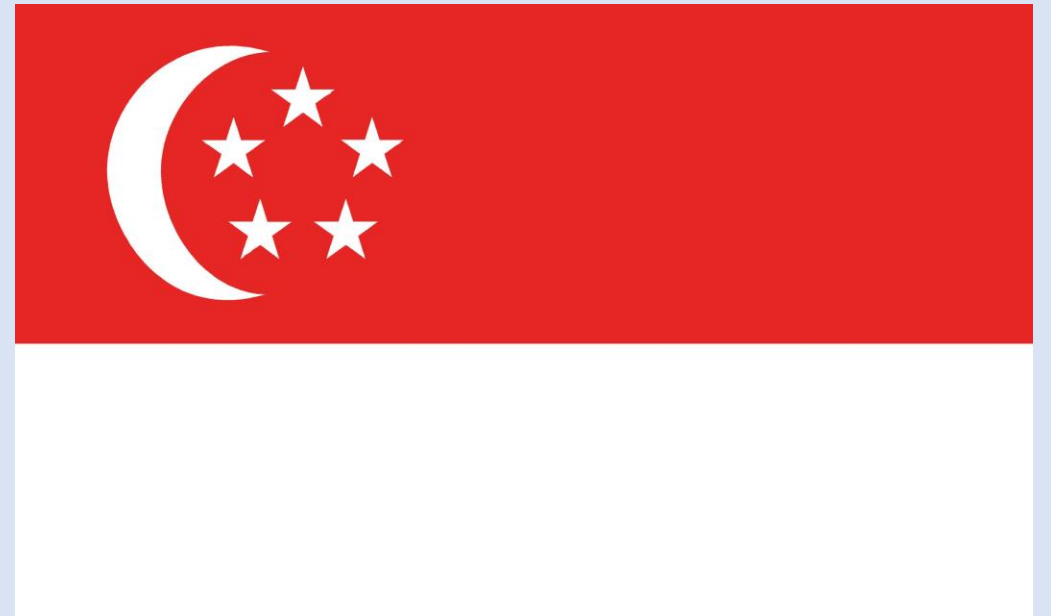
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Overview

- Dyson Ltd
- Development country
- PESTLE analysis
- Opportunities
- Challenges
- Strategic planning
- Conclusion
- References



(Dyson.co.uk, 2022)



(Ho, R., 2022)



Founded – In Britain, in 1991, by James Dyson (Dyson.co.uk, 2022).

Mission - Inspire a new generation of engineers.

Three core values - Different, Authentic, and Pioneering.

Earnings – In 2021 reported revenues of 5.7 billion GBP (Statista.com, 2022).

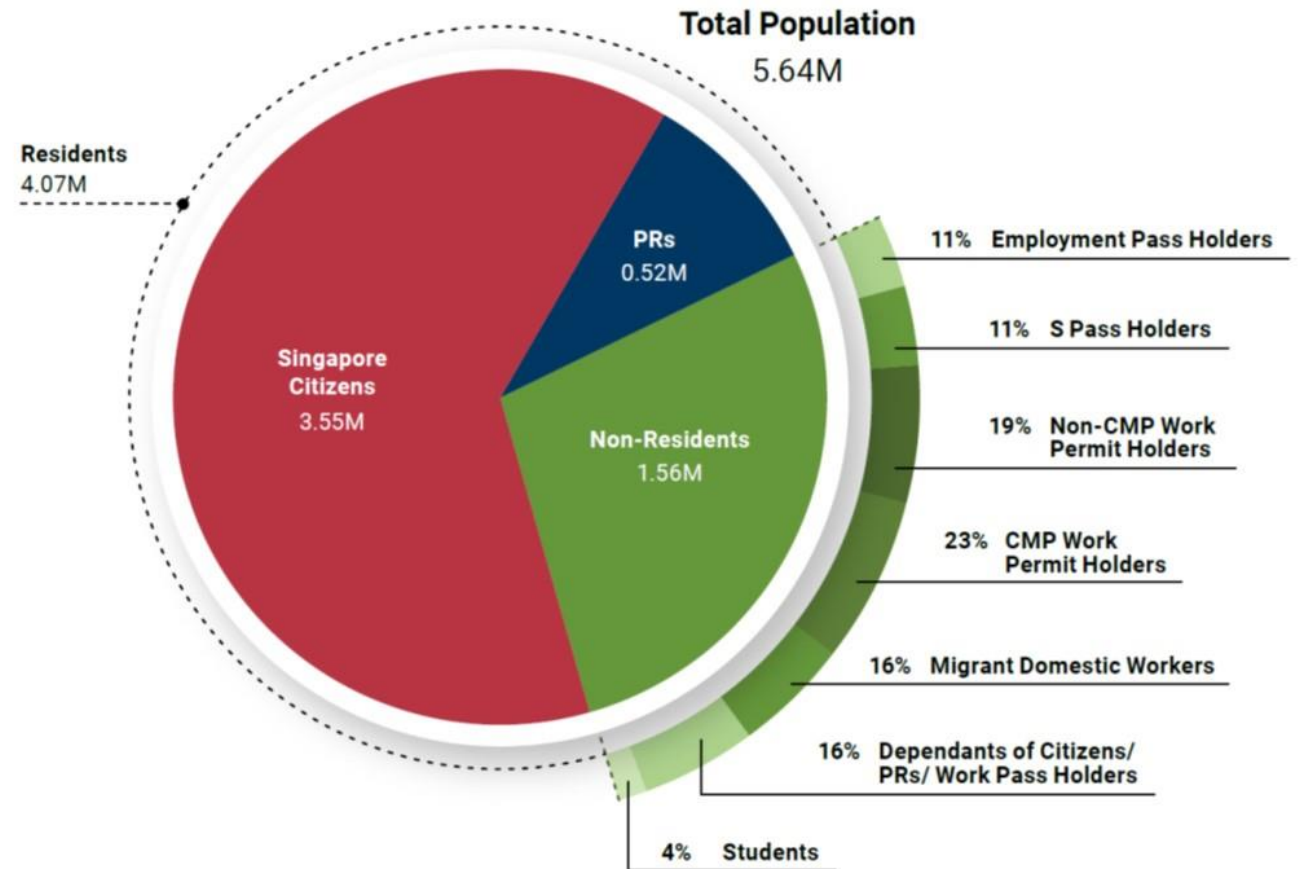
Goal - To provide our customers with the most innovative, and technological products.



(Dyson.co.uk, 2022)

Singapore

- **Area** - 719 sq km (CIA.gov, 2022).
- **GDP** - S\$702 billion (2022), **GDP per capita** S\$97,798 (2022) (Gov.sg, 2022).
- **Ethnic groups:** Chinese 74.2%, Malay 13.7%, Indian 8.9%, other 3.2% (2021 est.) (CIA.gov, 2022).
- **Languages:** English (official) 48.3%, Mandarin (official) 29.9%, other Chinese dialects, etc. (CIA.gov, 2022).
- **Religions:** Buddhist 31.1%, Christian 18.9%, Muslim 15.6%, Taoist 8.8%, Hindu 5%, other 0.6%, none 20% (2020 est.) (CIA.gov, 2022).



(Gov.sg, 2022)

PESTLE - Singapore

P

Political

- Parliamentary democratic country.
- Diplomatic relations with China, the US, and North Korea.
- Ranked as 4th least corrupt in the world (Transparency.org, 2022).
- Attract Foreign Direct Investment.

E

Economic

- The world's 38th largest economy (Statista.com, 2022).
- Corporate taxes have a flat rate of 17% (Gov.sg, 2022).
- GDP – was calculated as 396.99 billion US dollars in 2021 (Tradingeconomics.com, 2022).
- Ranks 19th among countries that export goods globally, and 17th in total imports (Oec.world, 2022).

S

Sociological

- Multicultural country – population 5.64M, residents - 4.07M (Gov.sg, 2022).
- Diverse religious beliefs.
- Challenges: an aging population, inflation-driven costs, high divorce rates, and ethnic tensions (CIA.gov, 2022).

T

Technological

- Well-developed infrastructure: fast internet, busiest port, technology advanced country.
- IT sector has the most demand jobs.
- Amazon, IMB companies, etc. are using country's facilities.

L

Legal

- High fees: when littering on the streets, etc.
- Employments rights: paid annual leave, sick leave, paid holidays (MRSD.sg, 2022).
- Foreign Workers Levy – companies are required to pay (MRSD.sg, 2022).
- Goods & Services Tax (GST) 7% annual turnover exceed S\$1 million.

E

Environmental

- Tropical climate with uniform temperatures.
- Clean streets.
- Coastal erosion and sea level rise are risks in this low-lying country.
- 15m above sea level (Ho, R., 2022).

Future opportunities for Dayson Ltd

01

Foreign Direct Investment

Flat rate of 17% taxes.
(Gov.sg, 2022)

04

Raw material from China

02

Smooth operations

Absence of corruption.

05

Reduction in footprint

03

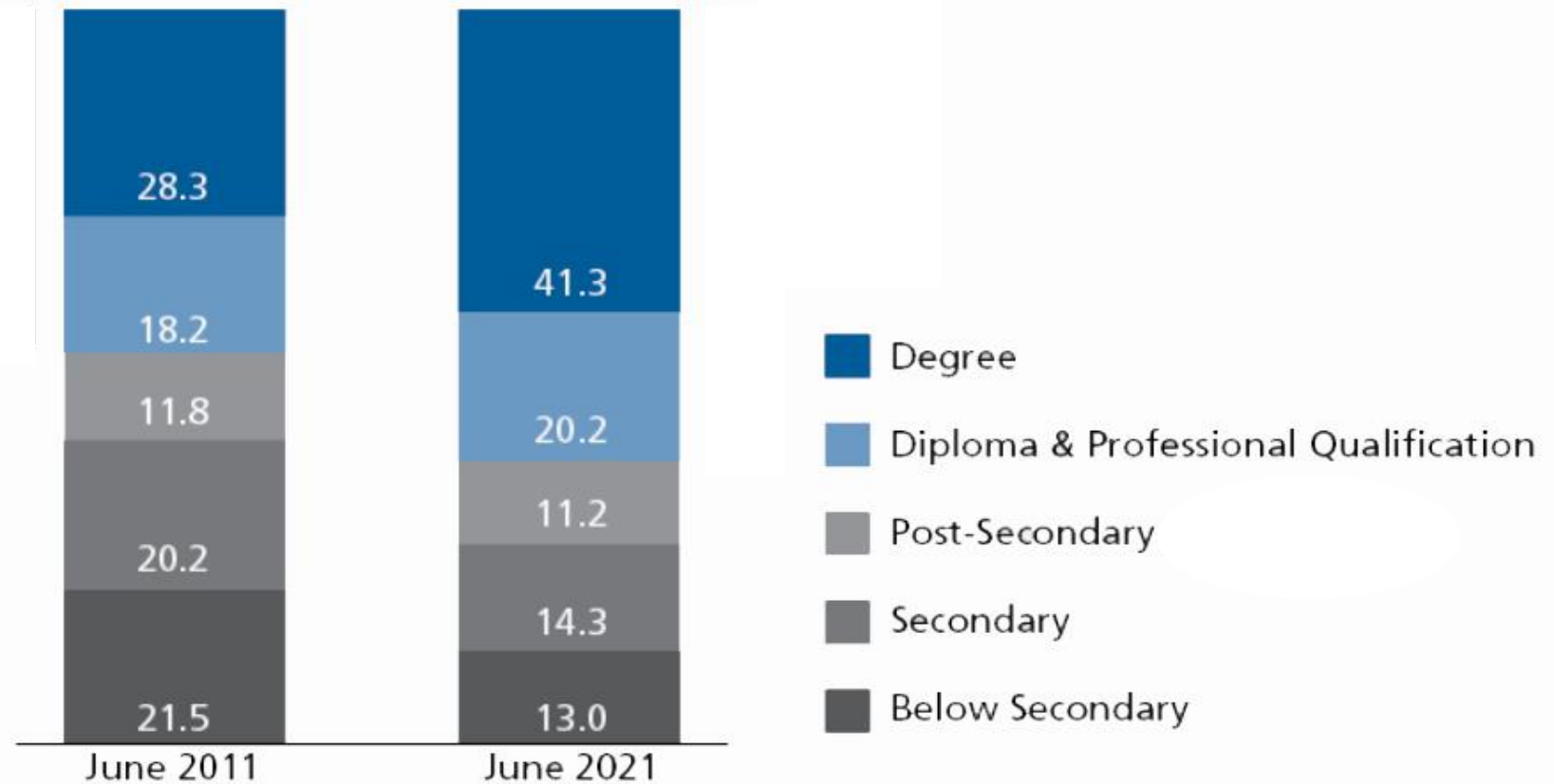
Advanced community

It is an open market.

06

Skilled workforce

Rank of workforce by highest level of qualification



Challenges

Culture

Religion

Language

Transition –
time
consuming

Obtaining
Work Passes

Having a Local
Resident
Director



Strategic Planning

Investment – Five million GBP.

Location - St James Power Station, Singapore.

Type of business – Manufactory and research hub.

Produce - The cord-free vacuum, hand dryer Dyson Airblade™, and hair dryer Dyson Supersonic™.

Timescale: Twelve months.

Management - Divisional structure.

Employees - 250 people.

Recommendations – Involve hotels and beauty salons as first buyers.



Conclusion

This project will be a success!!

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