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Program: BABM

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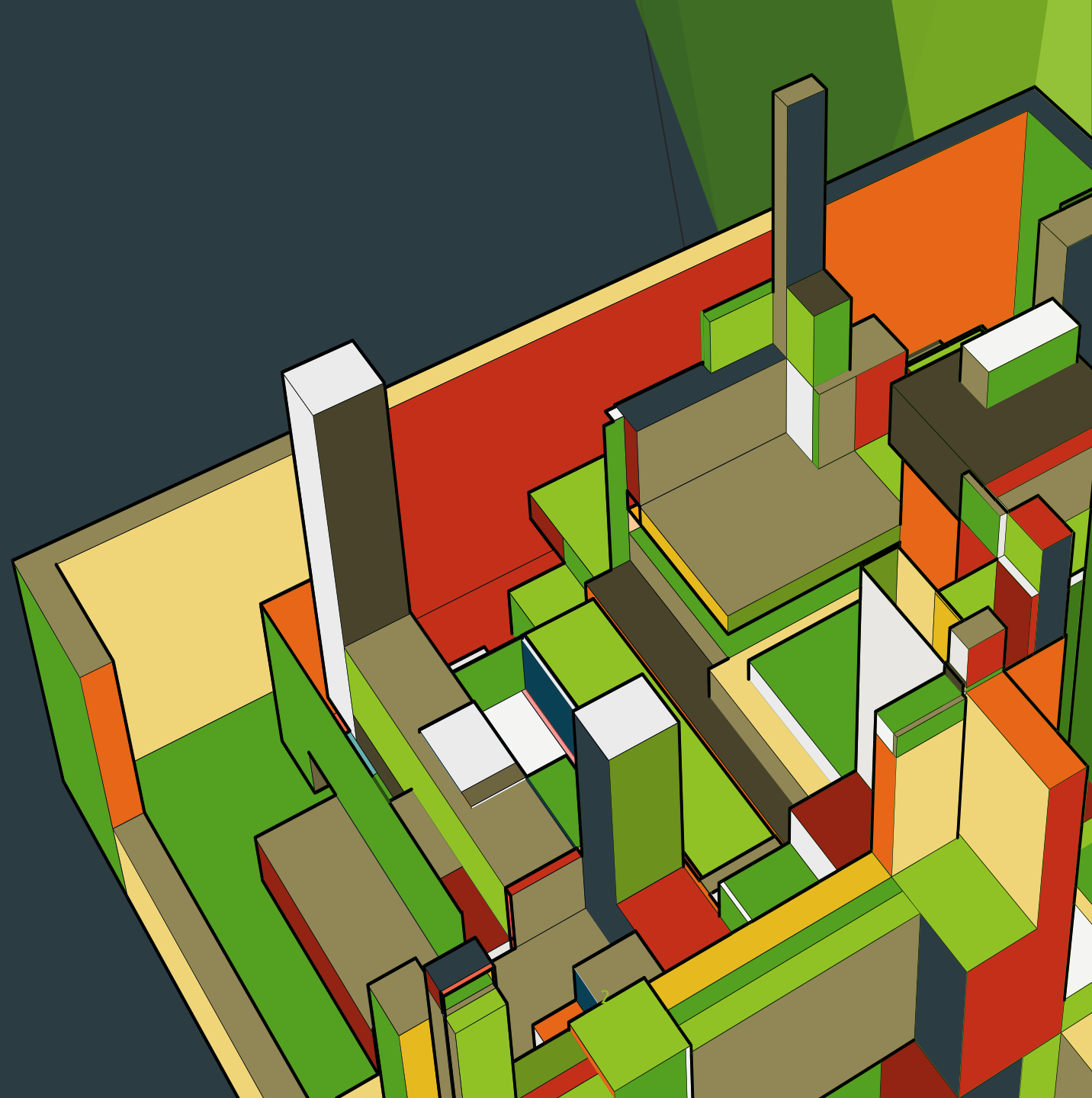
Module Name: The Global
Business Environment

Lecture: Dr. Nadeem Mirza

Assignment 1; Task 2;
Evaluation of Business
Environment

TABLE OF CONTENTS

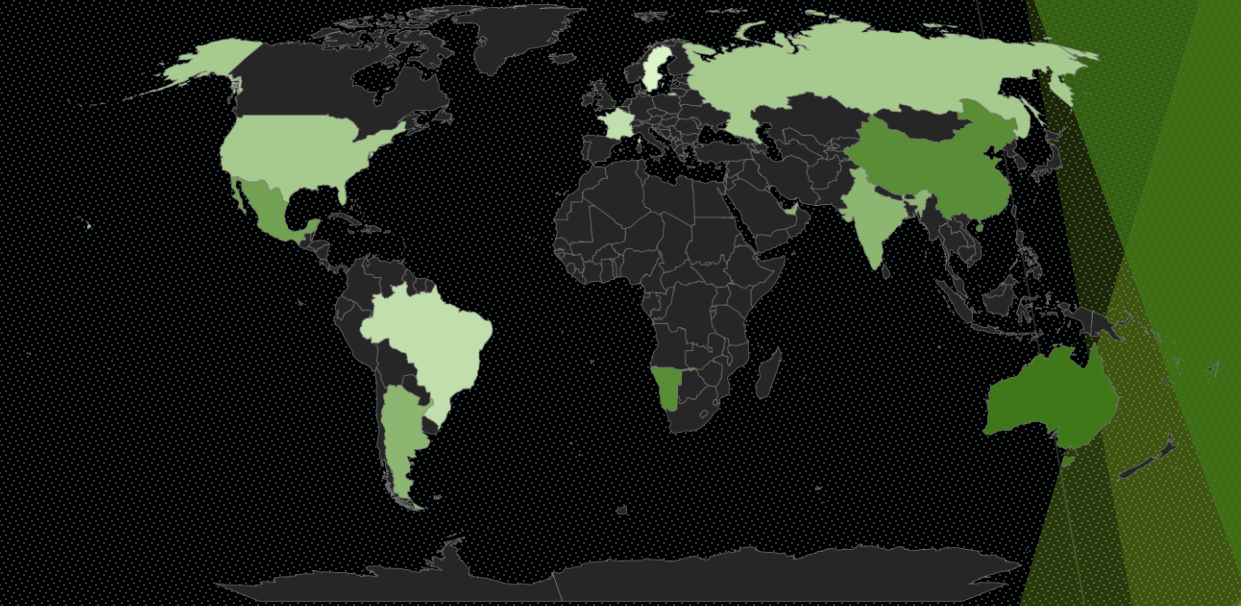
COVER PAGE.....	1
TABLE OF CONTENTS.....	2
GLOBALIZATION.....	3
COUNTRY.....	4
PESTLE.....	5
OPPORTUNITIES.....	6
CHALLENGES.....	7
STRATEGY.....	8
REFERENCE.....	9
BARRIERS.....	10
THANK YOU.....	11



GLOBALIZATION

The spread of the movement of commodities, services, information, technology, and jobs across national boundaries and cultural boundaries is referred to as globalization. It refers to the interconnectedness of countries worldwide facilitated by free trade in economic terms.

(FERNANDO, 2022)



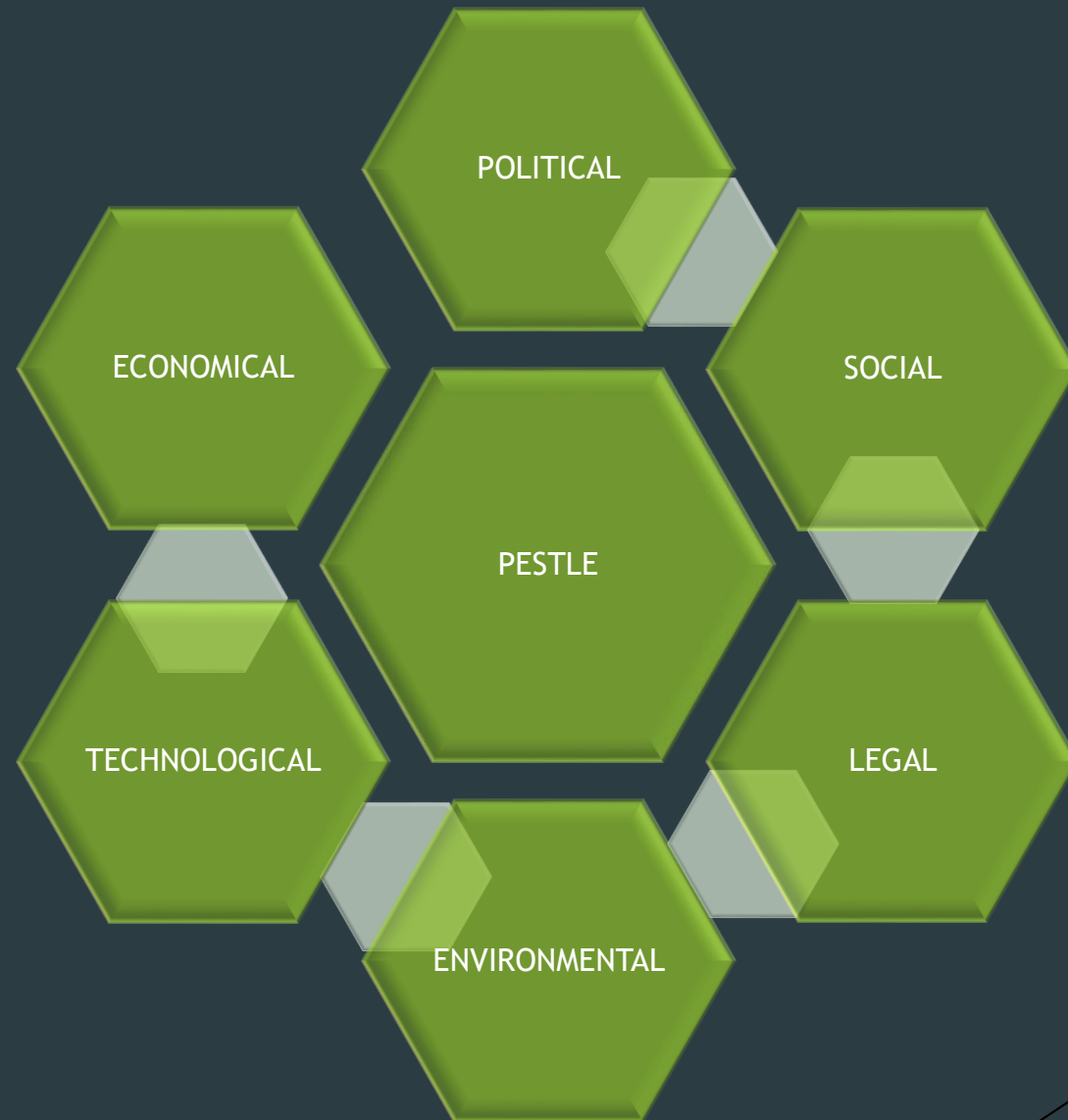
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BULGARIA

BULGARIA

(Carter, 2022)



OPPORTUNITIES

- ▶ European Union membership
- ▶ Taxation
- ▶ Low labour cost

CHALLENGES

- ▶ Culture
- ▶ Corruption
- ▶ Covid 19 uncertainty
- ▶ Finding any official government documents in English

BARRIERS

- ▶ Political crisis
- ▶ Economic crisis
- ▶ Exposure to energy price
- ▶ Bureaucracy



STRATEGY

- ▶ Apply for EU funding
- ▶ Reduce corporate income tax from 10% to 0%
- ▶ Motivate the staff
- ▶ Flexibility

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**THANK
YOU!!!**