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Executive summary

The following report has majorly focused on UK-based food manufacturing company 2 Sisters Food Group which is established on 1993. Currently, headquarter of this company is situated in Colmore Row, Birmingham, England with a revenue of 2.69 million dollars. The company and its future expansion to Indonesia have been discussed here. Many theories related to the business environment of the company like pestle analysis, porter's diamond, and valuable diamond has elaborated here. Many foreign companies have faced many issues like language barrier and taxation, corruption while expanding their business in Indonesia from which some recommendations has given to 2 Sisters Food Group which will help them to grow in Indonesia.

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Part 1

Introduction

A proper understanding of the global business environment is one of the key requirements for the smooth functioning and success of a business. This report will elaborate upon the business environment of Indonesia along with the theories of the global business environment of Indonesia. Moreover, the report will critically evaluate the strengths and opportunities in terms of corporate governance, cultural sensitivity and business strategy that 2 Sisters Food Group might face in Indonesia. The different barriers faced by foreign businesses like 2 Sisters Food Group in Indonesia have been analysed with examples and appropriate strategies and other recommendations have been made to the company in order to ensure their success in the developing country of Indonesia.

Introduction of the chosen developing country

Indonesia is the largest country consisting solely of islands located in Maritime Southern Asia. The country is composed of five major islands and thirty smaller island groups. There are nearly seventeen thousand five hundred and eight islands in Indonesia out of which around six thousand are inhabited. Nearly half of the country's population resides in Java and Sumatra while other large islands include Bornea, Sulawesi and New Guinea. Due to its volcanoes, mountains, forests and coasts, it is a popular tourist destination as well (nationsonline, 2022). When it comes to business, Indonesia is a very challenging destination. The country was ranked 72nd in the World Bank's *Doing Business* 2018 Index. Obtaining permits and licenses for doing business in Indonesia is very difficult as it might take a lot of time and money. Business opportunities can be enhanced by maintaining a positive network in the Indonesian government as well as business circles. Indonesia is also a culturally diverse nation and 2 Sisters Food Group might benefit from familiarising themselves with the cultural values of Indonesia (indonesia-investments, 2022).

Application of the theories of business environment on the selected country

PESTEL analysis

Pestle analysis is a framework that consists of five external factors (Political, Economic, Social, Technological, Legal, and Environment) which influence an organisation. It helps to identify the old products and define new product development.

Political factors

The political factor of a country impacts any developing industry greatly. Indonesia has a flourishing democracy that strengthens its political institution. It has no trade restrictions which impact the 2 Sisters Food Group company (Niño Durán et al., 2020). The organisation is to expand in Indonesia and the prevailing situation regarding corruption negatively influences the new venture.

Economic factor

Economic factors help a company to develop its financial position. Indonesia's economy is growing at a rapid speed and this is the main reason for the development of businesses. For a strong economy, the investor also can invest safely in the 2 Sisters Food Group company.

Social factors

Indonesia's business culture is based on age and position. Therefore, they give respect to the elders and they normally lead any teamwork. They also maintain harmony among the employees. Moreover, this culture influences the 2 Sisters Food Group company and their workers. They prioritised senior citizens who can handle any situation with experience.

Technological factors

Indonesia has a high number of AI-related scientific publications that develop the company's production. The 2 Sisters Food Group is a developing country so using this AI-based technology affects its economy.

Environmental factors

Environmental factors help a developing industry through its tropical climate. This climate is the best for the production of raw materials. Thus it develops the company's growth positively. On the other hand, the increase in pollution decreases its production negatively.

Legal factors

The legal system of Indonesia is based on civil law. Many other laws affect the To Sister Four Group developing company. After the pandemic, it issued some new laws that impacted the company's growth.

Porter's Diamond

Porter Diamond model points out the factors and traits of a business that make it more successful. It elaborates the company's performance according to the rival group. This model defines several stages and they are

Firm strategy

2 Sisters Food Group company is a food manufacturing company. It has several strategies that help the company to develop its economy in Indonesia. This strategy helps to modify business strategy so that it can compete with its rival company(Hamilton, 2020).

Factor condition

This factor refers to the specific country's natural, capital, and human resources available. Indonesia is very rich in petroleum oil which enhances its economical growth. A strong economic condition helps the investor to invest in the 2 Sisters Food Group developing company.

Demand conditions

The presence of demand from local customers enhances the company's product quality and growth. Indonesia is a largely populated country. Being a densely populated country the company has huge demand from the customer enhancing its position in the market.

Related and supporting industry

Supporting and strong industry motivates the company to produce better quality products. Indonesia has many strong industries so 2 Sisters Food Group has several rivals in the market. Therefore, the company must produce high-quality products at a very decent price. This situation will help them in attracting the targeted customers more effectively.

Government

The Government plays the role of either a catalyst or a challenger for any developing business in the country. The Government of Indonesia increases its GDP which negatively impacts the organisation. It has no trade restrictions so it can import its product to foreign countries at a low cost.

Chance

The chance may lead to benefits and disadvantages for the companies. The company faces some barriers to developing its firm. Many external events like natural disasters also impact the company's growth (Grassi et al., 2019).

Porter's five forces model

Porter's five forces model is a vital tool that helps to understand the main competitive forces in the marketplace. This model includes several stages that determine to increase the competitive advantages.

Competitive rivalry

This force measures the intensity of the competition in the marketplace. In the case of 2 Sisters Food Group, it faces several rival groups in the Indonesian market. A highly competitive market helps to enhance their quality.

The bargaining power of suppliers

It mainly reflects the business profit through the price encasement. Indonesia has several industries so they have a low level of suppliers. The low power of suppliers increased the sales margin of the company (Achinas et al., 2019).

Bargaining power of customers

Customer bargaining affects the company's price and quality. The 2 Sisters Food Group is going to start their journey in a town. Therefore they get a huge amount of customers for selling their product. High customer power increases the bargaining rate which can impact the growth of the price rate.

The threat of new entrants

2 Sisters Food Group is a newly developed organisation so that it is easy for strong companies to enter and occupy their position. High threats of new entrants decline the company's growth.

Threat of products

This stage examines the number of competitors, their prices, and the quality of the product that the other rival company. 2 Sisters Food Group is going to develop their market in Indonesia. The decent price and product quality help them to elaborate their market.

Value network

A Value network builds a connection between a company and individual interacting with each other to benefit the entire group. It helps to sell and buy products as well as share information. There are two types of networks present: internal and external networks (Achinas et al., 2019).

Internal network

This value is created when the interaction between people and workers of the company is conducted. 2 Sisters Food Group is a food-manufactured company so the good relationship between employees and the customer enhances economic growth.

External values

This value is created between the people who are outside of the company. The people are stakeholders, customers, and business partners. All the people are important for growing any company.

Hofstede's cultural

Hofstede's cultural theory is a framework for cultural communication. It includes several stages that help to understand the company's performance.

Power-Distance Index

This is referring to describes of the workforce of the company. The company 2 Sister's Four Group is going to develop its market in Indonesia. The employees of the company are very powerful which enhances the company's growth.

Collection vs. Individualism

This is referring to individual rights and focuses on their needs. The company tries to fulfill everyone's demands so that it impacts the company's economy.

Uncertainty avoidance index

It refers to the threat to the company. The organisation 2 sister's Four Group is going to start its business in Indonesia so that it can face several threats that can impact eth company's growth.

Feminist vs. Masculinity

It is referring as gender role differentiation. In Indonesia, all firms generally follow the equality act so that there has no gender discrimination. Thus, the employees can be motivated and comfortable in their workplace. The happy employee also provides a huge amount of productivity (Kawa and Światowiec-Szczepańska, 2018).

Short-term vs. long term orientation

It refers to which culture helps to motivate a company's growth and which declines the company's development. Indonesia has a variety of cultures that affect the newly developing country in short-term growth.

Restraint vs. indulgence

Restraints indicate the society's trends and regulations. A highly indulgent society helps people to spend more money. Therefore, the company can earn more profit from their growth.

Opportunities and Challenges

Corporate Governance

The government of Indonesia passed Law no. 11 in the year 2000 which is also known as the Job Creation Law which has revised several laws in different sectors. The government has also enacted forty-seven government regulations and four presidential regulations. These regulations are focused on risk management, licensing, tax, and competition management as others (Widiatedja and Suyatna, 2022). The investment ecosystem of Indonesia has been significantly improved by these laws and regulations. Business is also easier to run due to some of these laws as well. There are no countries which have to pay special rites to do business with Indonesia either. Investors are also liable for grants and incentives from the government in order to enhance business as well.

Exemptions and suspensions are also provided on many duties. However, mentioning these regulations might prove to be challenging for 2 Sisters Food Group as licensing is very time-consuming and expensive (Adhijoso, 2022).

Business strategies

The huge population of 273 million people has a huge benefit when it comes to seeking out employees as well as cheap labour from Indonesia. A large portion of the population of the country is young and employable and may be trained to work according to the needs of foreign companies. The number of middle-class people in Indonesia is also growing which implies that the purchasing power which enables successful business. This is especially beneficial to man-power-intensive industries like food processing, textile, agriculture and others. 2 Sisters Food Group can benefit from this. The country has a wide range of natural resources. However, since the country is composed of islands, the market in Indonesia is very complex. The different segments of the market of which need to be researched separately in order to find out about the consumers in that target market. Moreover, Indonesia also ranks thirty-seventh out of a hundred in the Corruption Perception Index of 2020 which shows that corruption is also very prevalent in the country. These factors might make it challenging for 2 Sisters to run business in Indonesia (greenhouse, 2021).

Cultural sensitivity

Indonesia is a very culturally diverse nation which has a rich cultural as well as natural heritage. This makes the country a tourist hotspot as tourists from foreign countries pool to Indonesia to experience their culture as well as their natural heritage. Companies like 2 Sisters Food Group which targets foreign tourists as well as local people can benefit from this as well (Himawan et al., 2022). However, the language diversity that comes with working in a country which speaks more than 500 languages makes it very difficult to communicate with the local employees. Hiring and training are also difficult for foreign countries as they lack a background in that language. Moreover, the different cultural and religious norms and values of Indonesia might also come in the way of business (globalbusinessculture, 2022). The population may not accept the foreign flavours offered by 2 Sisters Food Group. All these factors may be challenging for the company when it comes to doing business in Indonesia.

Different barriers experienced by foreign businesses in Indonesia

Indonesia is one of the largest markets in the largest marketplace and also rapidly growing day by day. Even after that Foreign business faces major issues while trying to expand their business in Indonesia.

Market complexity

Indonesia has an extensive group of islands with more than 17000 islands and 500 languages. According to the TMF group study, Indonesia ranked first for having the most complex market. There is a need for extensive market research and study of the customer before targeting a major group of people for 2 Sisters Food Group.

Business culture

Indonesia has a very rich culture because of their language and variety. Moreover 2 Sisters Food Group needs some cultural practices before starting their business in Indonesia which includes Building and maintaining a proper relationship which is the key to success for the business. foreign

business groups will face difficulties while adapting to the new business culture in Indonesia (Agustia et al., 2020).

Bureaucratic Inefficiency

Indonesia has a very complex administrative system and red tape which will make 2 Sister Food Group face major difficulties while expanding their business. The company investor needs to interact with many ministries and organisations to get a proper license for the company. the governed has tried to improve the process by introducing an online single submission system in 2018 but it is still a lengthy process to start the business.

Tax system

There is a huge number of the tax system to pay in the country. That ranges from corporate income tax, value added tax, regional tax, income tax of an individual, and employee tax which (greenhouse, 2021).

Strategies and recommendations for 2 Sisters Food Group

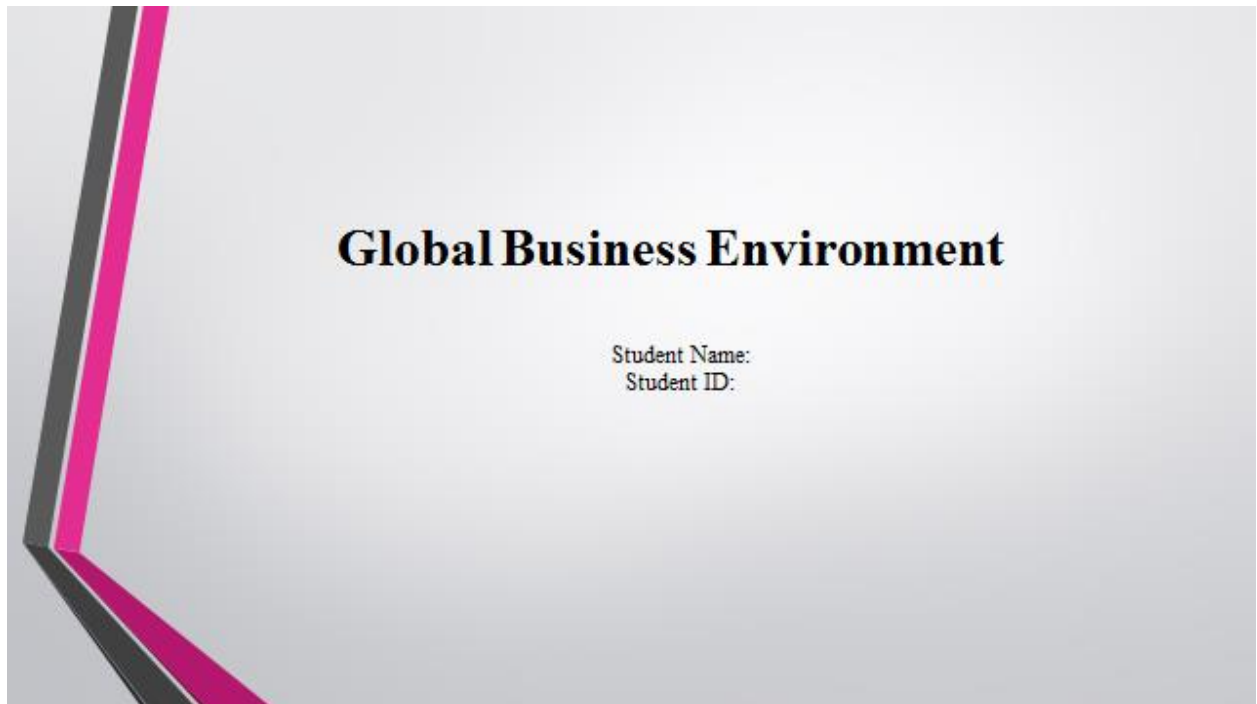
Indonesia is a diverse country in which expanding business is a difficult part. From the above discussion, it can be recommended that 2 Sisters Food Group needs to hire a language translator to communicate with the higher authority because lack of communication has a direct impact on business growth. 2 Sisters Food group can take advantage of different cultures of people as connecting with a customer and understanding their needs according to their culture is the way to success. Furthermore, the majority of the Indonesian people are vegan 2 Sisters Food Group should modify their packaged food related to the demands. Market penetration is the main thing when it comes to the expansion of a company. 2 Sisters Food Group can increase their customers and popularity by promoting the products to a specific marketplace. Solid marketing and promotional strategy should be adopted by 2 Sisters Food Groups for creating customer loyalty and a strong customer base. Indonesia is full of corruption so the company needs to avoid any fund issue and meetings by third parties. 2 Sisters Food Group needs to develop a certain ethical guideline to avoid corruption. 2 Sisters Food Groups need to remember the importance of facing as Indonesian people most value the reputation of a company (christie, 2022).

Conclusion

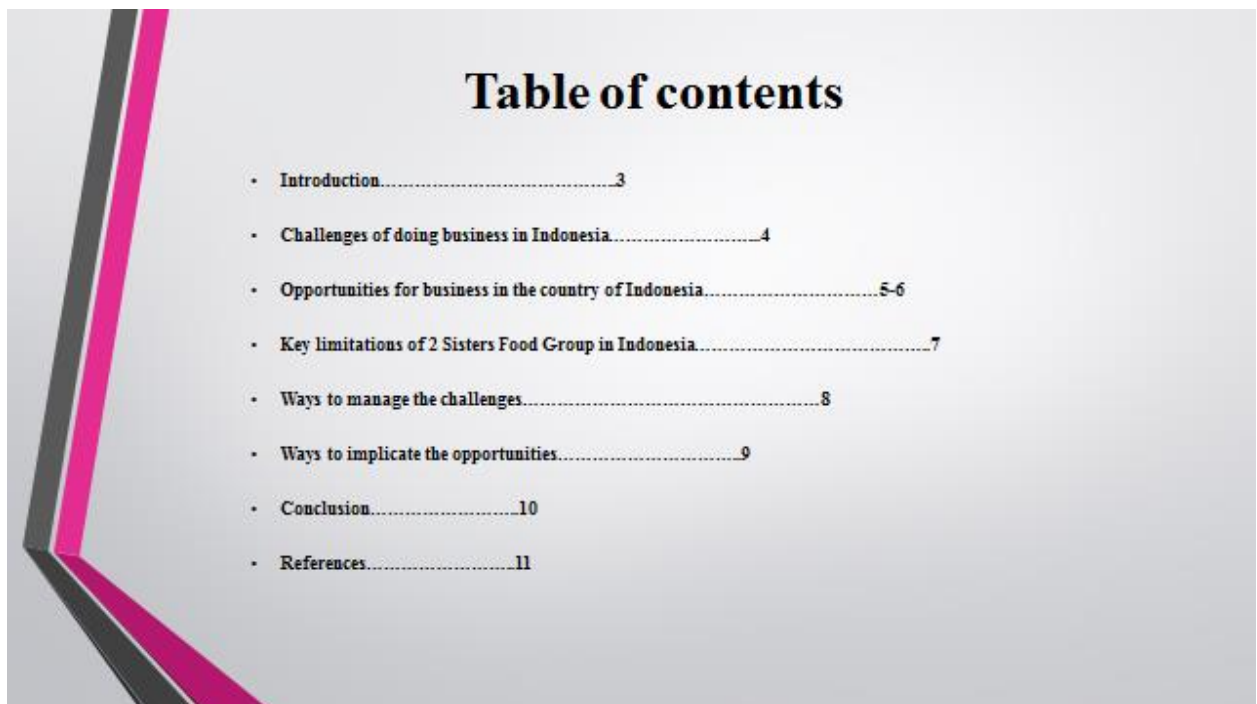
The above report has introduced the concept of business environment along with a brief description of the business environment of Indonesia. Theories of the business environment have also been discussed along with a critical evaluation of the opportunities and challenges of doing business in Indonesia. The different barriers faced by 2 Sisters Food Groups in Indonesia have also been discussed in this report with examples. Alongside that, appropriate strategies, as well as other recommendations, have been provided to ensure the success of 2 Sisters Food Group in Indonesia.

Part 2

Slide 1



Slide 2



Slide 3

Introduction

- The following presentation will highlight the challenges and opportunities that are already there in the chosen country
- Along with that, the discussion will also shed light on the key limitations that 2 Sister Food Group may face while doing their business in the Indonesian market
- The discussion will also show how the organisation can manage such challenges and use the opportunities for their business expansion



(Almisyani et al., 2021).

Introduction

2 Sisters Food Group is a well-known UK-based privately owned organisation that provides food services for its customers. Currently, for expanding its operational reach and accelerating its sales margins, the organisation is trying to expand their business in the Indonesian market. Thus, regarding that discussion, the following presentation will highlight the challenges and opportunities that are already there in the chosen country. Along with that, the discussion will also shed light on the key limitations that 2 Sister Food Group may face while doing their business in the Indonesian market. Lastly, the discussion will also show how the organisation can manage such challenges and use the opportunities for their business expansion.

Challenges of doing business in Indonesia

- **The complexity of Indonesian Market**
The organisation has to make a lot of investments to understand the diverse culture of the country
- **Corruption in the country**
When a country does not have transparency between the government and the businesses it can lead to corruption.
- **Taxation policies in Indonesia**
Companies doing business in Indonesia have to pay 51 different taxes per year. The corporate tax rate is 25% in Indonesia. Additionally, the country has VAT, individual income taxes and regional taxes.



(Meiryani et al., 2021)

Notes

Challenges of doing business in Indonesia

The complexity of Indonesian Market

Indonesia consists of more than 16,000 islands and more than 400 languages and several different cultures. Therefore it can be difficult for the company 2 Sisters Food Group. The organisation has to make a lot of investments to understand the diverse culture of the country. Moreover, this process can be time taking as well. 2 Sisters Food Group has to understand the food preferences of people who belong to different cultures (Muryanto et al., 2021).

Business culture in Indonesia

Different countries have different business cultures. However, UK-based companies such as 2 Sisters Food Group may face difficulty in balancing their business strategies with the new business culture in the country of Indonesia. The organisation has to understand a few points before expanding into Indonesia such as, they must ensure a good relationship with the country and its people before starting a business. They have to design their hierarchy that can influence the business of the country Indonesia (greenhouse, 2021).

Taxation policies in Indonesia

The taxation policy of the country is known to be complicated for international businesses to understand. Companies doing business in Indonesia have to pay 51 different taxes per year. The corporate tax rate is 25% in Indonesia. Additionally, the country has VAT, individual income taxes and regional taxes. The taxation process of the territory can be time taking as well. 2 Sisters Food Group (Meiryani et al., 2021).

Opportunities for business in the country of Indonesia



(Arif et al., 2020)

- **Population**
Indonesia is a country with a huge population, therefore the company 2 Sisters Food Group can have a huge consumer range to offer their products.
- **Language**
Although the country has many languages, the official language that is considered by the country is English.

Notes

Opportunities for business in the country of Indonesia

Population

Indonesia is a country with a huge population, therefore the company 2 Sisters Food Group can have a huge consumer range to offer their products. There is a large number of people in Indonesia who follow a vegan lifestyle. Therefore the company can launch new vegan food items and attract more customers (Arif et al., 2020).

Language

Although the country has many languages, the official language that is considered by the country is English. Therefore, the company is not required to face many challenges in building a business relationship with the country of Indonesia. This also determines the organisations' smooth entry into the Indonesian markets.

Contd...



(Mulyanti et al., 2021).

- **The growing economy of the country**

The economy of Indonesia is considered to be growing. Therefore, it will be a great chance for the company 2 Sisters Food Group to grow its business and contribute to the development of the country.

- **Growth of the middle class**

The country Indonesia is known to be the world's fastest middle-class growing country. This means higher levels of disposable income in the country. The citizens nowadays are more interested in luxury items and luxury lifestyles.

Notes

The growing economy of the country

The economy of Indonesia is considered to be growing. Therefore, it will be a great chance for the company 2 Sisters Food Group to grow its business and contribute to the development of the country. This will enhance their corporate social image and help them to attract more customers and investors in the country as well (nnroad, 2020).

Growth of the middle class

The country Indonesia is known to be the world's fastest middle-class growing country. This means higher levels of disposable income in the country. The citizens nowadays are more interested in luxury items and luxury lifestyles. This allows the organisation to represent their luxury food items to the natives of Indonesia.

Key limitations of 2 Sisters Food Group in Indonesia

- **Market Complex**

This can lead the company to lose focus on its business goals and objectives. The company can face difficulties while enhancing its profit margin in the country of Indonesia. Additionally, the country Indonesia has different food habits due to their culture and the climate.



(greenhouse, 2021)

- **Understanding business culture**

The country Indonesia is known to be rich in its culture. Additionally, the Indonesian people only prefer doing business with the people they know well. Therefore, if the organisation is not able to build strong bonds with the people living in the country of Indonesia they will not be able to grow their business in that territory.

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Key limitations of 2 Sisters Food Group in Indonesia

Market Complex

The company has to analyse and identify a lot of new business strategies to minimise the challenges of the complex market in the country. This can lead the company to lose focus on its business goals and objectives. The company can face difficulties while enhancing its profit margin in the country of Indonesia. Additionally, the country Indonesia has different food habits due to their culture and the climate.

Understanding business culture

The country Indonesia is known to be rich in its culture. Additionally, the Indonesian people only prefer doing business with the people they know well. Therefore, if the organisation is not able to build strong bonds with the people living in the country of Indonesia they will not be able to grow their business in that territory. This process becomes a lot easier for the local companies to gain the country's trust as they are very much known by the citizens of the country. Moreover, 2 Sisters Food Group should invest in making more contacts in the country before they expand their business (tmf-group, 2021).

Slide 8

Ways to manage the challenges

- The organisation 2 Sisters Food Group should set up a business plan before expanding their business in the country of Indonesia.
- 2 Sisters Food Group should do business in both B2b and B2C to gain more profit and increase their profit margins.
- The company should hire more locals as their employees to understand the different cultures of Indonesia and their food preferences



(Meliyanti et al., 2021)



(Anif et al., 2020)

- While expanding their business in Indonesia the company should focus on understanding the trade policies of the country to identify different legal ways to minimise taxation.
- 2 Sisters Food Group should expand through joint ventures with the local companies to gain the trust of the Indonesian citizens

Notes

Ways to manage the challenges

- 1) The organisation 2 Sisters Food Group should set up a business plan before expanding their business in the country of Indonesia. While designing the plan the business objective should consider and value the cultures of the country and the stakeholder preferences.
- 2) 2 Sisters Food Group should do business in both B2b and B2C to gain more profit and increase their profit margins (Simangunsong, 2019).
- 3) The company should hire more locals as their employees to understand the different cultures of Indonesia and their food preferences (Chollisni et al., 2022).
- 4) While expanding their business in Indonesia the company should focus on understanding the trade policies of the country to identify different legal ways to minimise taxation.
- 5) 2 Sisters Food Group should expand through joint ventures with the local companies to gain the trust of the Indonesian citizens (forbes, 2022).

Ways to implicate the opportunities

- With the huge population of the country, Indonesia enables the opportunity for the companies to represent their products to a large number of customers.
- The company can bring their own leaders from their homelands to train their staff as the official language of the country is English.



(innroad, 2020)

- The growth in the economy of the country will help the organisation 2 Sisters Food Group to build up strong roots in the country and display effective corporate social responsibilities to its stakeholders.
- The growth of middle-class citizens can help the company to become popular among the middle class and gain more profit.

Notes

Ways to implicate the opportunities

- 1) With the huge population of the country, Indonesia enables the opportunity for the companies to represent their products to a large number of customers. This will enable the company to get more profit and introduce new products.
- 2) The company can bring their own leaders from their homelands to train their staff as the official language of the country is English.
- 3) The growth in the economy of the country will help the organisation 2 Sisters Food Group to build up strong roots in the country and display effective corporate social responsibilities to its stakeholders.
- 4) The growth of middle-class citizens can help the company to become popular among the middle class and gain more profit.

Conclusion

- The presentation has highlighted such challenges and opportunities that are already prominent for the businesses in the Indonesian market
- The context has also discussed the key issues that the company can face while running its business in the Indonesian market.
- Further, the context has also mentioned such ways through which the organisation can overcome their challenges and utilise its opportunities in its business expansion process.



(mfgroup, 2021)

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Conclusion

As per the discussion of this presentation, it can be concluded that 2 Sisters Food Group is a UK-based retail organisation that is planning to expand its business in the Indonesian market. Thus, in that context, the presentation has highlighted such challenges and opportunities that are already prominent for the businesses in the Indonesian market. Further, the context has also discussed the key issues that the company can face while running its business in the Indonesian market. Lastly, the context has also mention such ways through which the organisation can overcome their challenges and utilise its opportunities in its business expansion process.

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