



INTERNATIONAL BUSINESS COMMUNICATIONS

Module code: LCBB6001

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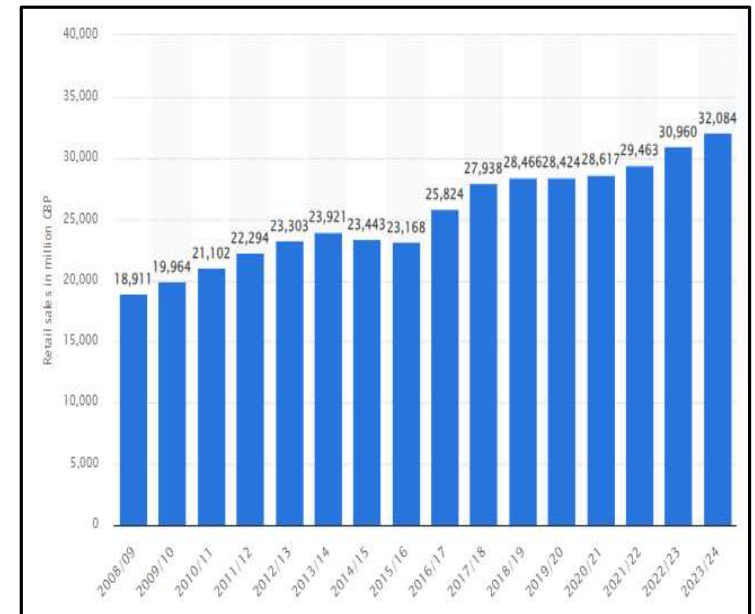
Main content / Agenda of the presentation

- To analyse cultural differences between Germany and the UK
- To present intercultural communication theories
- To evaluate and support the cultural differences between the countries
- Business communication solutions to establish a management office of Sainsbury in Germany



Introduction to the context

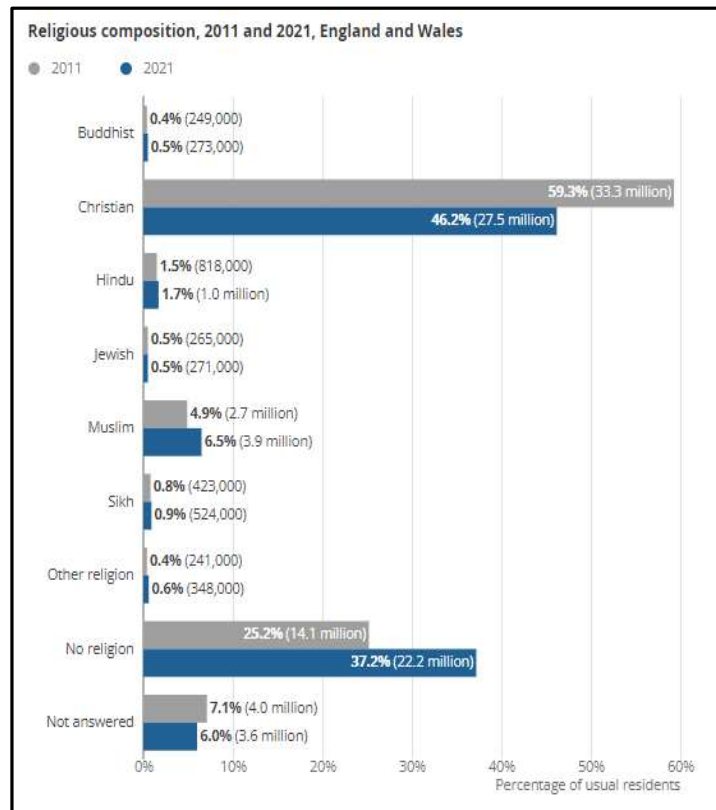
- Sainsbury, a UK retail company is going to establish a management office in Germany
- It aims to have an EU management office and enlarge global trading
- Sainsbury plc is the second-largest supermarket chain in Britain
- Revenue of Sainsbury remains at 32.08 billion British pounds in 2023 (Bedford, 2023)
- Its vision is to become a trusted supermarket chain
- In 2022 German retail industry becomes EUR 672.9 billion (Global data, 2023)



Sainsbury revenue

(Bedford, 2023)

Introduce the German culture



UK Religious composition

(Office for National Statistics, 2021)

Language

- In Germany, English is mostly spoken language in business
- The primary language of the UK is English

Religious value

- German people mostly follow the Christian religion
- They have cultural influence from catholic tradition and Protestant
- UK becomes a secular country with a diverse religious landscape
- For example, in the UK 46.2% of people are Christian and 6.5% are Muslim
- Here, 1.7% are Hindu and 0.5% are Buddhist (Office for National Statistics, 2021)

Cont.

Work ethic

- German people strongly maintain punctuality, efficiency, and dedication (Minvielle, 2023)
- UK people value flexibility, positivity, and work-life balance

Communication style

- German people believe in straightforward communication
- The values of directness and clear communication method
- UK people prefer understanding and politeness during communication
- They communicate in quite an indirect way

Hierarchy

- German culture believes in a hierarchical structure (Minvielle, 2023)
- UK culture contains an egalitarian and informal structure



Punctuality that German people maintain

(Minvielle, 2023)

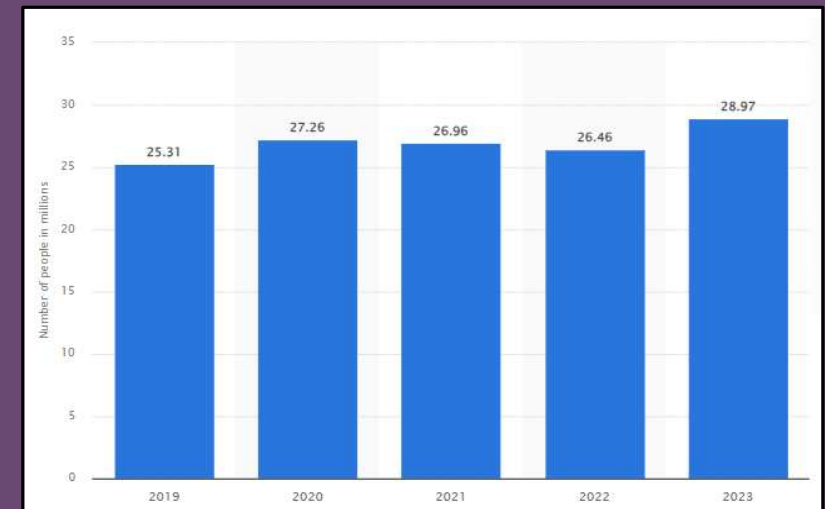
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Social structure

- A collectively responsible social structure noted in Germany
- German people have a strong focus on community development
- UK people believe in personal freedom in their society
- They value an individualistic social structure

Environmental awareness

- German people are strongly committed to environmental health protection
- They are highly aware of sustainability practices
- For example, in 2023, nearly 29 million Germans aim to save energy (Davies, 2023)
- UK people are increasing their environmental awareness day by day



The Sustainable Attitude of Germany

(Davies, 2023)

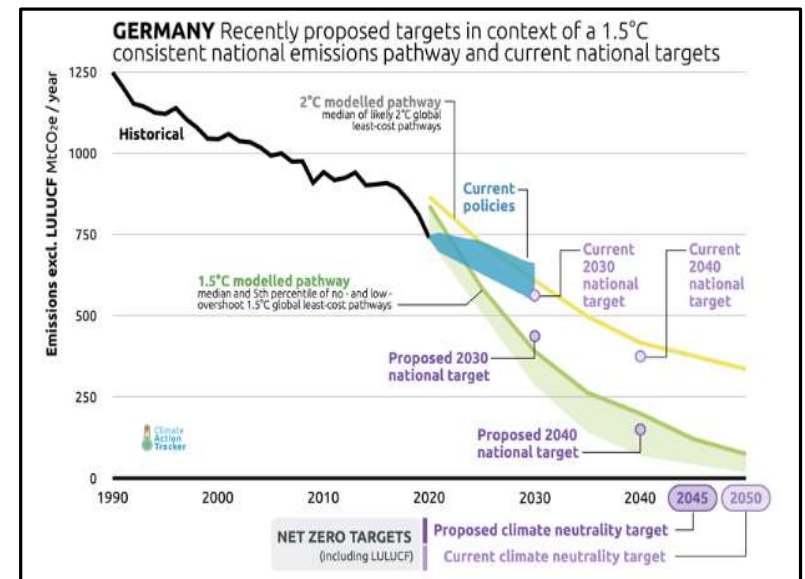
Success and failure factors of succeeding in Germany

Success factors

- Respecting cultural aspects of German and their language
- Promoting sustainability can bring success to Sainsbury
- For example, Germany aims to become a Net zero country by 2045 (Niranjan, 2023)
- Local partnerships can become a success factor

Failure factors

- Cultural misalignment and failing to align with local culture
- Ignoring sustainable factors as German people are highly aware of sustainability
- Poor customer service and quality issues as German believe in higher accuracy



Net Zero strategy by the German

(Climate Action Tracker, 2021)

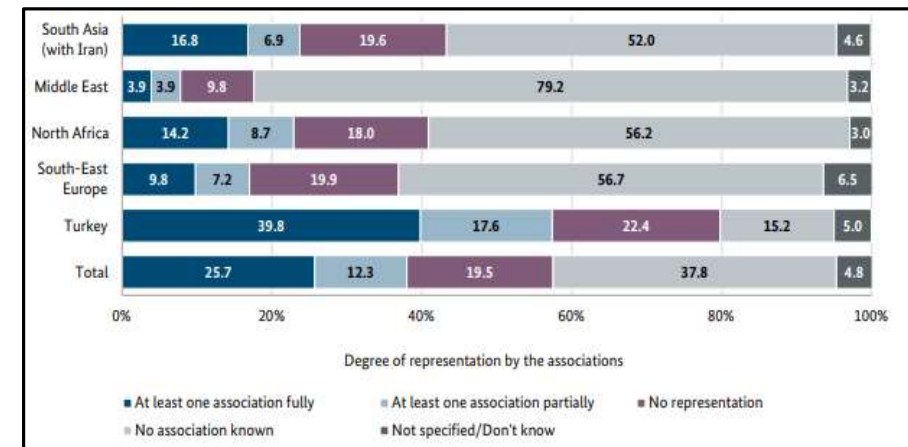
Cultural sensitivity in Germany/ The differences from the UK

Language

- Both countries use a similar business language which is English
- But the primary language of Germany is German
- The primary language of the UK is English

Ethnic makeup

- Both of them have a wide acceptance of multicultural people
- Germany has Eastern European, African, and Middle Eastern people
- For example, 27 % from Arabic-speaking countries, 19% from the Middle East and 8 % from North Africa (Pfündel *et al.* 2020)
- The UK include a higher number of ethnic minority people from South Asia



Different ethnic groups in Germany

(Pfündel *et al.* 2020)

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Social structures

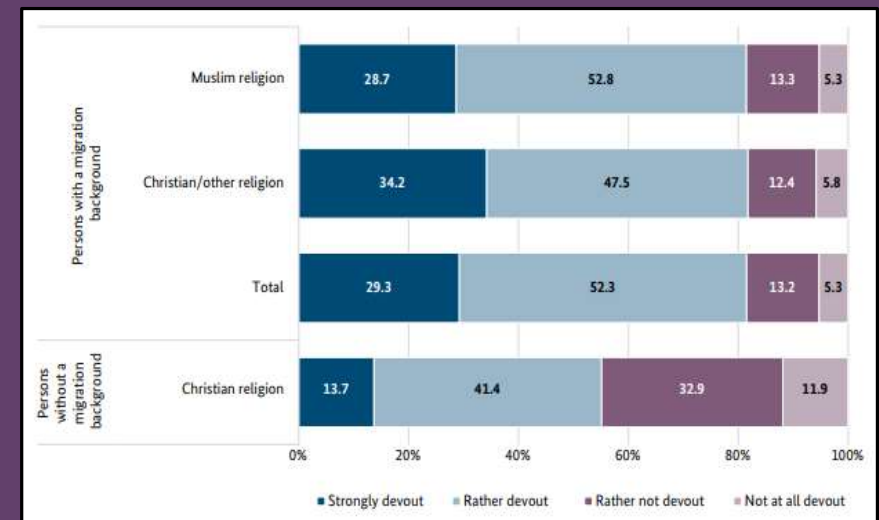
- They strongly focus on social well-being, training, and education
- German people are more collectivist with strong social responsibility
- UK people believe in individual rights and freedom

Religious values

- Both countries have Christian communities and celebrate Christian festivals
- Germany has dominated the Christian community with 13.7% strongly devoted (Pfündel *et al.* 2020)
- UK has diverse religious people

Business and work-related attitudes

- Both countrys maintain higher professional standards
- They both focus on employee tracking and work-life balance
- Germany is formal and the UK is flexible



Religious background people in Germany

(Pfündel *et al.* 2020)

Hofstede cultural Dimensions: UK and Germany

- Both have an equal *power distance* score of 35 which is low
- It indicates they are highly decentralized and value equality among people
- The *individualism* score of Germany is 79 and the UK 76 (Hofstede Insights, 2024)
- German society is truly Individualist, and the UK has an Individualist society with privacy
- The "*Motivation Towards Achievement and Success*" Score of both countries is 66
- They have a Decisive society where performance and success are valued mostly

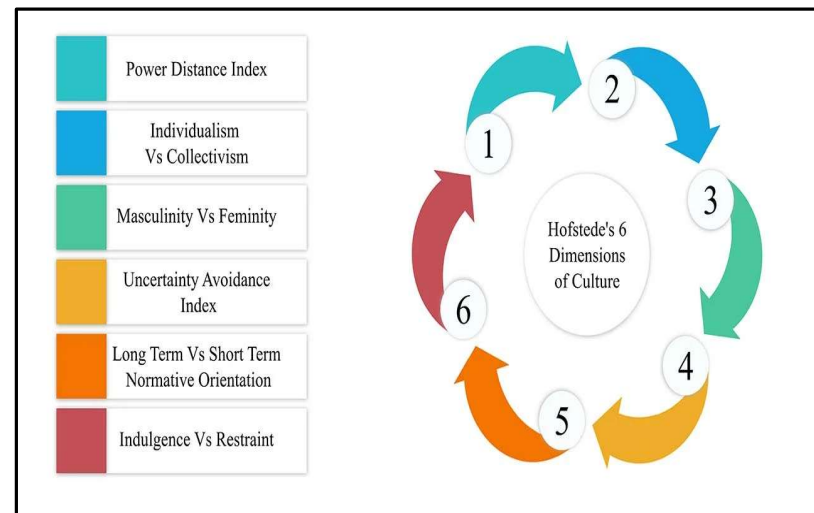


Hofstede cultural Dimensions

(Hofstede Insights, 2024)

Cont.

- *The uncertainty avoidance score of Germany is 65 and the UK is 35*
- Germany has a strong legal system to avoid uncertainties (Hofstede Insights, 2024)
- With a lower score, the UK seems to be quite happy and there are not ample of rules
- The long-term Orientation score of Germany is 57 and the UK is 60
- Both Germany and the UK have a pragmatic culture (Alqarni, 2022)
- The indulgence score of Germany is 40 and in the UK is 69
- Germany has retained nature and UK people have a fun life



Hofstede cultural Dimensions

(Alqarni, 2022)

Recommendations

- Sainsbury is recommended to provide cultural training to the employees
- Cultural training will help to gain knowledge and bridge the cultural gap (Young and Guo, 2020)
- It is recommended to do proper market research
- It will help to understand consumers' requirements behaviors
- Recommended to use of emerging technology for communication



Cross-cultural training

Cont.

- Sainsbury needs to maintain a common language of communication
- It is recommended to localize services and align with German culture
- The organisation is recommended to focus on sustainability measurements (Mio *et al.* 2021)
- It will attract German people's attention and ensure success
- Sainsbury is recommended to hire local people to maintain business communication

10 Characteristics of German Work Culture:

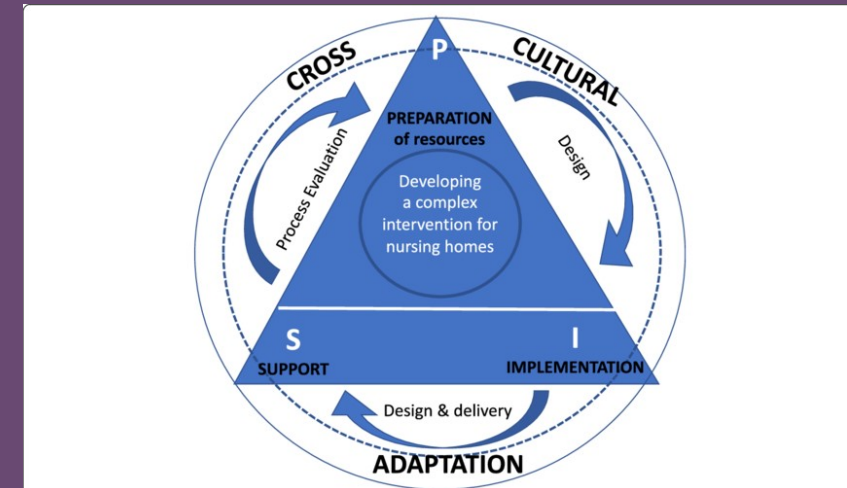


German workplace culture



Conclusion

- Sainsbury is recommended to focus on cultural adaptation
- It needs to make an in-depth market analysis to gain success in Germany
- It needs to focus on sustainable practices to reduce emissions in Germany
- Sainsbury needs to localize their services in Germany
- It is recommended that technological integration
- Sainsbury needs to establish clear communication in the German market



Cross-cultural adaptation

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Thank You