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ASSESSMENT 1:

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Module Name: International Business Communications

Module Code: LCBB6023_LON

Lecturer: Dr. Gregory Cowan

Submission Date: 19th November 2025

Assignment Title: Component 1: Practical Individual Presentation



Overview

1. Intercultural Communication Theories
2. Spain's Cultural Profile (Hofstede)
3. Hall's Context & Time
4. Cacaolat Overview
5. Cacaolat's Communication Practices
6. Challenges & Opportunities
7. Recommendations for International Managers
8. Conclusion

Fundada 1933

Intercultural Communication Theories

- Hofstede: cultural dimensions

- Hall: context & time orientation

- Jandt & Samovar: identity, verbal and nonverbal communication

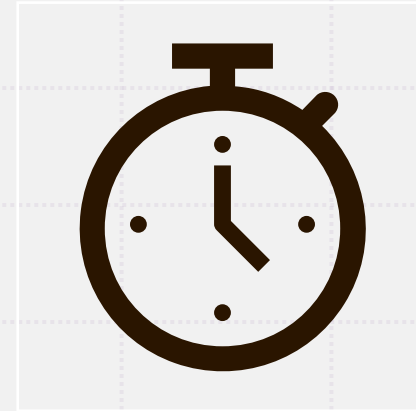
Spain's Cultural Profile (Hofstede)

Dimension	Spain	Business Implication
Power Distance	High	Hierarchical leadership respected
Individualism	Moderate	Team and family loyalty
Uncertainty Avoidance	Very High	Clear rules and planning
Masculinity	Moderate	Focus on relationships and quality of life
Time orientation	Polychronic	Flexible with schedules

Hall's Context & Time

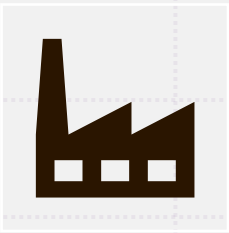


- High-context culture → emotional, indirect communication

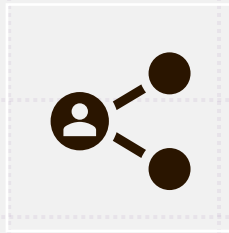


- Polychronic time → multitasking and flexibility

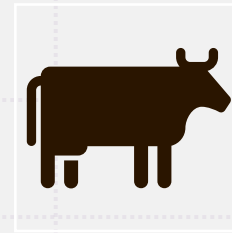
Cacaolat Overview



- Founded in 1933, Barcelona



- Owned by Damm & Cobega

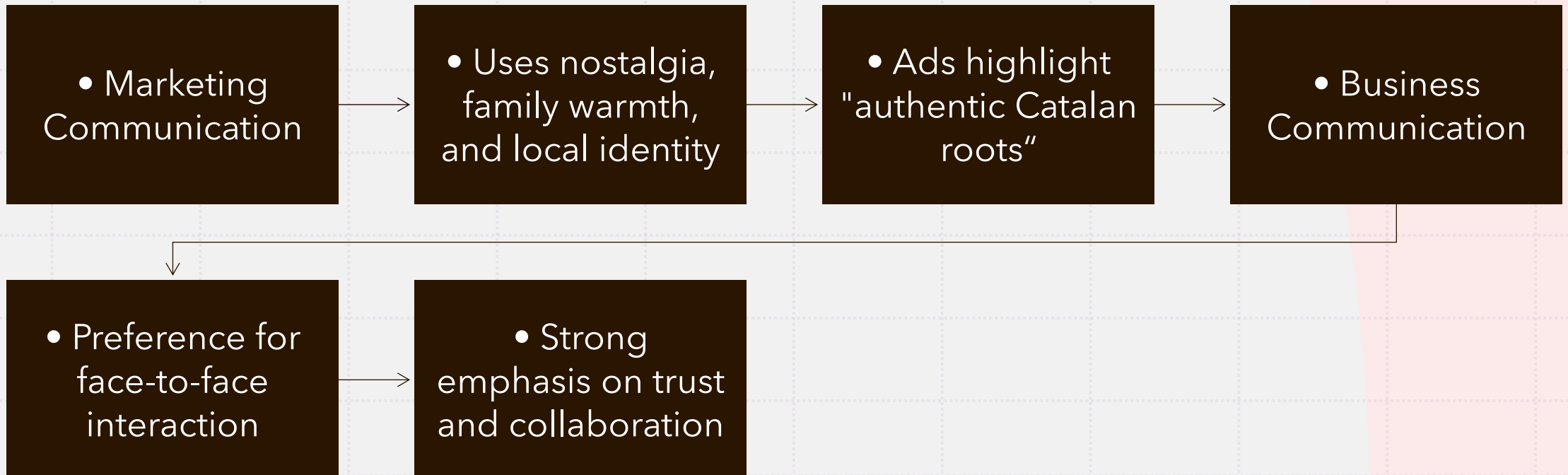


- First bottled chocolate milk in the world



- Brand values: family, authenticity, and local pride

Cacaolat's Communication Practices



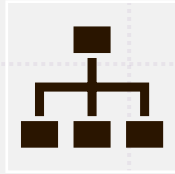
Challenges & Opportunities

- Challenges:
 - Indirect feedback may confuse foreign partners
 - Flexible time management
 - Bureaucratic processes
- Opportunities:
 - Deep brand loyalty and trust
 - Strong teamwork culture
 - Emotional storytelling in marketing

Recommendations for International Managers



1. Build personal relationships first



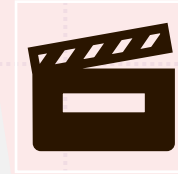
2. Respect hierarchy and formality



3. Combine verbal warmth with written clarity



4. Be patient with decision-making



5. Use storytelling and visuals

Conclusion

- Spain = relational, expressive, trust-based culture
- Cacaolat reflects these values in practice
- Effective communication = empathy + structure

Reference List

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Thank You!
Any Questions?

