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INTERNATIONAL BUSINESS COMMUNICATION OF ARGENTINA

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INTERNATIONAL BUSINESS COMMUNICATION ARGENTINA

Introduction

Business are the enterprise or organisation which are engage in the activity of commercial, industrial and professional (Klarin and et.al., 2021). These can be of any type such as non-profit, for profit organisations in corporate market. International business refers to those organisations that operates and functions beyond the national boundaries or worldwide. This type of business includes the sale, exchange of the goods and services between the different countries. In general words, international business can be defined as the trade of goods, services, capital, information and technology across the national or global boundaries. The presence of international business helps organisation to achieve success, growth in the global market, while it also contains the challenges in the domestic markets. International business communication is also related with the business communication term. It includes the communication practices which take place at the international level, with different cultures at world scale. This communication process in the requirement of international business due to the increasing trend of globalisation and expansion of business operations as well. The use of effective communication in International business is essential as it allows management to maintain the healthy relationships with the staff, employees, customers and stakeholders as well. Marshfield is the company that has been chosen to carry forward the research in report. Marshfield company was founded in the year 1984 by the Paul and Lynne White. This bakery outlet deals in the handmade cakes, bars, snacks, biscuits, pastries, rusks and many more. Company is located at the Kingston upon Thames, Greater London. The following report contains the growth planning of the company in international market. This report contains the brief discussion about the selected country, cultural differences, sensitivity, importance of networking, communication barriers and recommendations also.

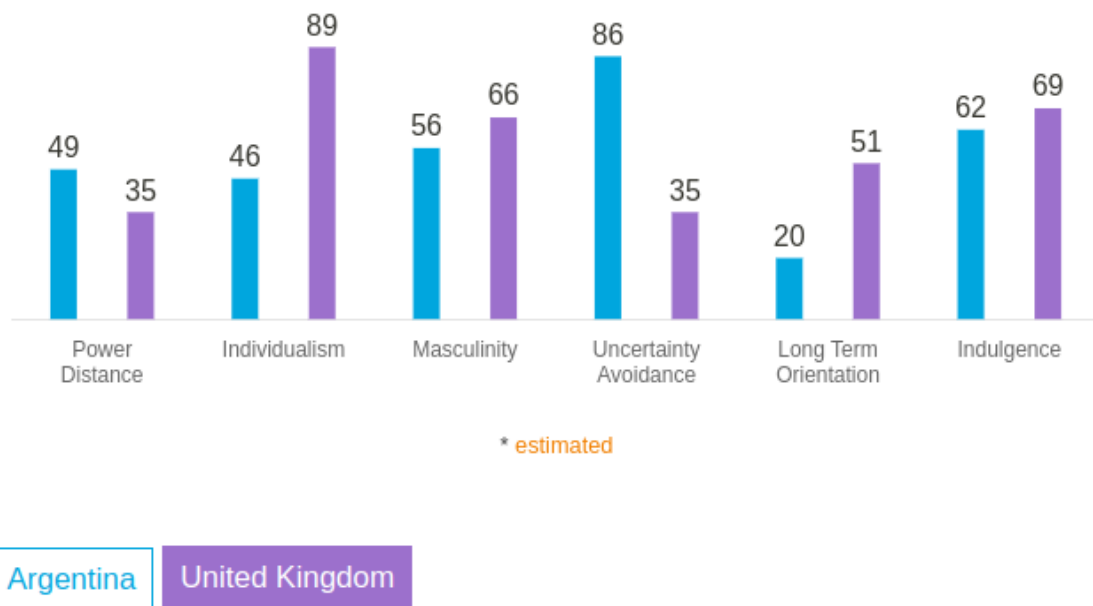
MAIN BODY

Introduction to the developing country selected

Argentina is the chosen developing country for expanding the business operations of the Marshfield company for success and growth. Argentine Republic is a country in southern half of the South America (Wang and et.al., 2020). This country is the second sizeable country in south America with total area coverage of 2,780,400 km per square after the Brazil. Its area is about one third of the size of United States. Gross domestic product (GDP) of the Argentina is approximately US\$490 billion and this is largest economies in Latin America. Argentina contains the vast availability of the natural resources in terms of energy, agriculture and many more. The land of Argentina is very fertile and have extra ordinary gas, lithium reserves and great potential for renewable energies. Argentina has many growth opportunities in the sector of manufacturing, sub sectors, innovation and services in high tech industries as well. The economy of the Argentina has recovered on fast basis than expected with increment of GDP 10.4 % in 2021 after the figure of 9.9 % in the year 2020. After the COVID 19, economy of Argentina was 5 % above of its pre pandemic level of activity. The **population** of Argentina is 46,214,956 on second week of December 2022 according to the World meter elaboration of the United Nations data. Argentina has the employment rate of 44.60 percent, despite of this, unemployment is about 9.84 percent in the year 2019. The culture of Argentina is mixture of European customers and Latin American traditions. Argentina people are quite proud towards their nation as it is blended heritage with the qualities of adversity to rise and shine. This country has also many proud moments and talents in every field. There are many cultural events and traditions that keep people more engaged and immerse such as Sip Mate, Dance the Tango, raise a Glass of Wine, Eat Meat and many more (Aggarwal and Zhan, 2018). The official language of Argentina is Spanish, along with this people of Argentina enjoys Arabic, Italian, German and French. Argentina also includes the various tribal languages also including Quecha and Guarani. Argentina country has strong tradition of science and technology factor. Country has many research centres that help Argentina to gain the advantage of international recognition through exporting their technological products in to world market.

Cultural Differences

Cultural differences are the terms which involved the integrated and maintained systems of society which contributes in acquiring the values, beliefs, rules and code of conduct with impact upon behaviour of group or individual. To understand the culture of Argentina will provides the help to Marshfield company to have interaction with the people or customers around the community. In order to understand the cultural differences of the Argentina country in accordance to Marshfield company, here's the Hofstede has been evaluated under neat.



Hofstede Cultural Model

This method was used to understand the differences in between two countries. Here's the United Kingdom and Argentina's comparative analysis has been done -

Power distance – this term is defining as extent with less powerful members of group or organisation with in country that distributed powers unequally. Argentina has score 49 which reflects the low rate on the dimension in the migration waves) (Czinkota, Khan and Knight, 2021). While UK has 35 score is lower than Argentina which believes that inequalities among people can be overcome.

Individualism – in this sector, Argentina score 46 points while UK has 89. this reflects that people of UK are highly private and individualist. Argentina has most individualist of all Latin countries. This can be the advantage for Marshfield company to expand their business in Argentina country. This provides benefits to make people more engage, make them work in collectivist form in the society.

Masculinity – Argentina has scored the 56 points on this section, while UK has achieved the figure of 66. This shows the society was influenced with the competition, success and achievement in the society. Marshfield company can take the advantage of this term in Argentina, as it allows them to provide more equality of life among people.

Uncertainty Avoidance – At this level, Argentina has achieved the score of 86 despite of this, UK has 35. This situation shows the fact that people of UK are more happy in comparison with Argentina (Ali and et.al., 2021).

Long term orientation – AT this factor, Argentina has low score of 20 and UK has 51. People of UK has more knowledge and information that make them prepared for the future or program tic approaches in modern education.

Indulgence – UK has achieved the score of 69 that indicates the culture of people is more classified and indulgent. While Argentina people are low on their desires, willingness in accordance to enjoy the life and having fun.

Cultural sensitivity

Cultural sensitivity can be defined as the term which includes the extra consideration factors towards another cultures (Naidoo and Dulek, 2022). It can be called as being aware about the elements such as cultural differences, similarities between the people without assigning them values. This can be the positive, negative, better or worse in the society. The role of cultural sensitivity is quite beneficial for the Marshfield company in order to expand their operations in another country. This term will help company to break down the different cultural barriers, develop cultural bridges which can help them in implementing the strategies to love, appreciate customers. With help this method, Marshfield company can better understand the customers, society or people with cultural differences. This will reduce the cultural differences between the both countries and help companies to implement the effective strategies that could help people to understand them with effectively. This process of understanding the cultural differences will help Marshfield company to deal with the cultural conflicts in the society. This term will also encourage the strong relationship with the people and develop connection with them. This will provide the advantage of achieving the success in another countries. With help of this term, Marshfield company can use to implement the more of corporate awareness, viewpoints and spread of information in the whole different cultural valued people and identities. There are several importance of this term which can be gained through applying this strategy in the business environment of Argentina by the Marshfield company (Gaughan and Javalgi, 2018). This strategy will increase the safe work environment with in the business or outside the operations. This term also help company to minimise the bias related such as ideas, culture, gender, age and orientation programs. Maintaining the proper cultural sensitivity among business operations, Marshfield company can incorporate their viewpoints and spread their ideas, products, values in order to generate more awareness about their existence.

The Importance of networking

Networking refers to the contributing as social wellbeing which leads to exchange the thoughts, ideas and information. Networking can help organisation to meet the objective of increasing business to another country (Müllner and Filatotchev, 2018). Marshfield company can effectively use this technique to maintain the professional needs and boost up the operation in Argentine cultural environment. The use of networking in the international business market will help in developing the more professional connections with other professional programmers in country. In order to understand the language of Argentina that is Spanish, managers has to learn and support the common language if want to start the operation or expanding the business. Learning the language of Argentina can help administrative level to make their operations more efficient in order to launch the business activities. Marshfield company can learn this language that will help them to better understand their culture, values and making strong connections with the other authorities in market. While not learning this language can negatively affect the operations such as losing the identity in different country.

Communication barriers and challenges

Communication refers to the act of receiving, giving and exchanging the information. Good communication skill includes the carefully listening, writing and giving the different opinions as well. Communication plays major role in any concept which will help in understanding the opinions of other people, gain knowledge of different cultures and society as well. This will help Marshfield company to communicate effectively to understand the culture in more effective manner (Kalogiannidis, 2020). Despite of advantages, communication also have challenges that could affect the business expansion of the Marshfield company in Argentina.

Ethnocentrism – This term contains the situation in which people who have their own perspective of looking at things. This reflects the mentality of the people that contains the situation of us versus them. Marshfield company can also face this challenge in their business operations.

Stereotyping – In this context, people or customers in the different culture have their unique personality based upon their region or nationality. AS people of Argentina are more lazy, vain and pedantic which can create hurdles for the Marshfield company to expand their business in their culture in effective manner.

Language barrier – This is the major challenge that can affect the business organisation to fix their business in international market. AS Argentina uses the Spanish language that can be a difficult for the Marshfield companies manager to learn and understand effectively.

Geographical Distance – This can also be a challenge for the Marshfield company to build strong relationship with in country and interact efficiently.

Communication strategies and recommendations

Marshfield company can use the various communication strategies and policies that will help them to achieve the success and growth as well. Some strategies are mentioned below -

Keep it real – Marshfield company can use this strategy to deliver the information and message that should be truth and complete as possible. Company can use the strategy of delivering right and true information (Wang and Feng, 2018). This will increase the sense of honesty among customers, make them more supportive and engaged in their work.

Focus on Consistency – This term includes the factor of aligning the message or information that will match up the companies missions and objectives or values. By sharing the information will help Marshfield company to understand their customers and build strong mentality as well.

Reinforce - Marshfield company can also use the technique of learning and processing the operations on different factors. Company can arrange the meetings, spread awareness through using social media, chat rooms.

Recommendations on improving the communication

- Marshfield company can use the strategy of eliminating the different perception of the people with in Argentina country. This will provide the brief knowledge about the people ideology and thoughts.
- Company can also use the technique of using simpler language, Argentine uses the Spanish. Company can learn this language in order to promote their business at international level.
- Marshfield company can also use the technique of using the emotional state of their customers in the country. This includes the way of meeting, behaviours and body language company is using. They should use them effectively in manner that will not affect the operations of company.

Conclusion:

From the above report, it has been concluded that, it is necessary to use the communication properly in order to expand the business at international market. This report contains the evaluation of different aspects which are related with the international business communication. Marshfield is the chosen company which is based in the UK and had plans to expand their business operations in the market of Argentina. This report includes the proper discussion about country and its related idea such as population, size, culture, economy and many others. Further it contains the cultural difference related with country chosen. And also includes how this can affect the business of Marshfield company in region. After that, it describes the Cultural difference using the Hofstede model of culture. At last it explains the various communication barriers which can affect the functionality of business Marshfield company. To over come these, some recommendations and strategies related with communication are also explained.

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