

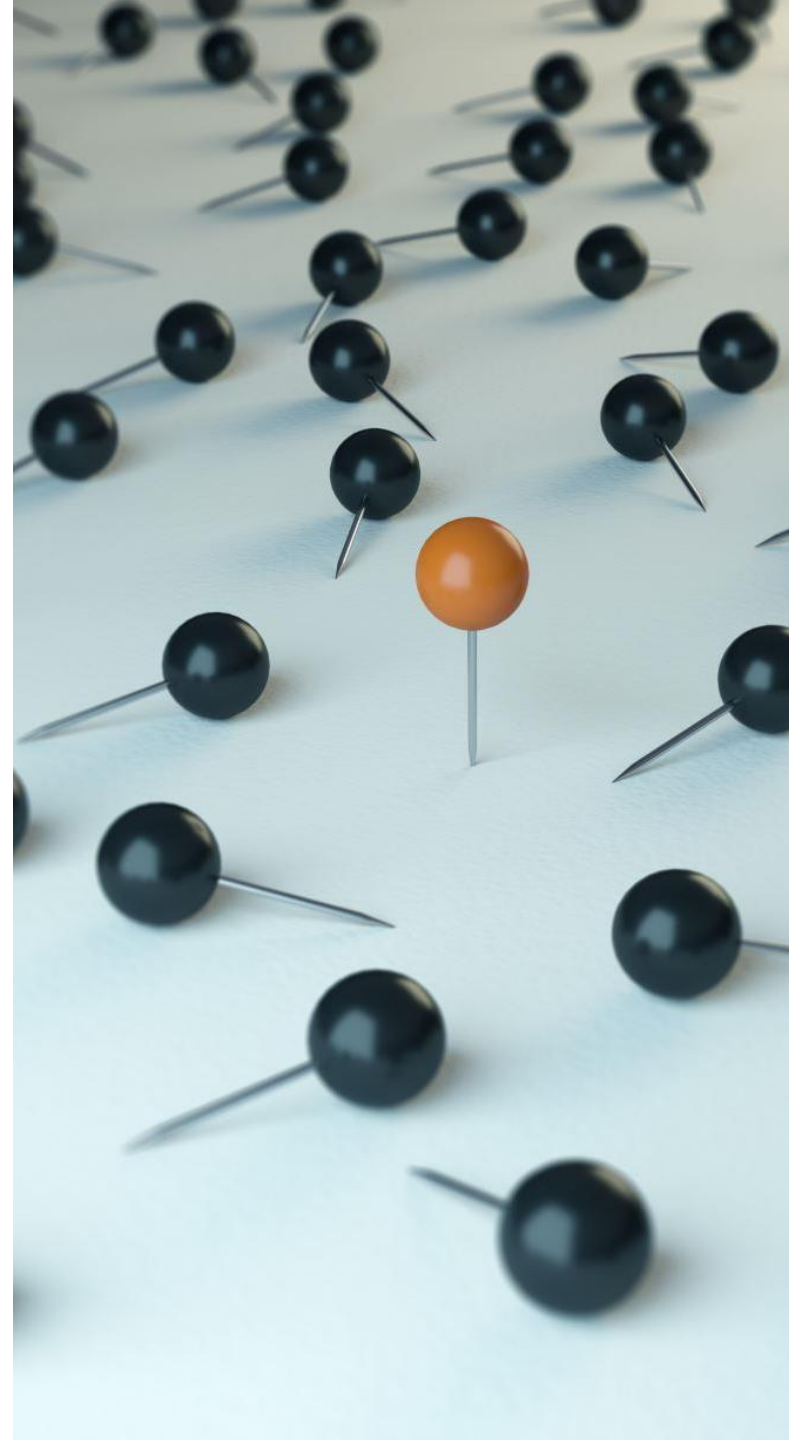
International Business Communications

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DISCUSSION

- The overall presentation made an analysis of cultural difference between the Germany and UK.
- The Barclays have to expand their business in the market of Germany which leads to understanding the culture of the Germany and there should an understanding of the cultural difference between the two countries.
- The presentation is done through the secondary research and made the research through the existing data sources.



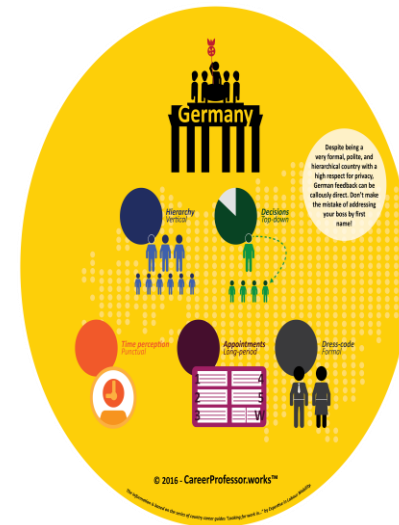
INTRODUCTION

- The Barclays organization of UK have decided to work on their expansion in the new country that is UK. The Barclays will have to work on the cultural difference and will have to understand it in detail effectively.
- The mission of the Barclays is work to expand their business effectively in other countries with respect to the cultural difference.
- The vision of the Barclays is to work on expand their banking services in the germane effectively.
- The Barclays have a mission of providing customer with effective banking services effectively to the consumer and build and effective community.
- The Barclays will have to work on cultural environment and major differences to work effectively in the banking sector of Germany.



Introduction to German Culture

- The people of German are straightforward and are generally don't sugar coat while communicating, this can act as in issue for Barclays in maintaining effective regulation in Germany. (Jefferies, 2020).
- The examples of the customer service department in the UK have to talk with high politeness on the other hand, In Germany, there is high directness and this can affect the sentiments of the people. The Barclays will have to establish a customer service which can be direct.
- The Germany have a three pillar banking system which can impact the Barclays in expansion of their business.



Cultural Sensitivity between UK and Germany

- The Cultural sensitivity between the German and the UK is that they the people of British that is the UK are less direct and more polite and on the other hand, the people of German likes to talk direct and are highly diligence (Sorbello, 2021).
- The cultural sensitivity is a crucial issue of the UK and Germany as the difference between British and Germans are highly noticeable as there is a problem is their English speaking and this can lead to communication barriers for Barclays .
- The Germany and UK have effective ethnic behaviour which makes it difficult for the Barclays to work in the Germany market (Wu, 2021). The different government policies regarding the banking in Germany can affect the operations of the Barclays.



Hofstede cultural dimension: UK and Germany

- **Equal power distance:** The Germany and the UK have an equal power distance.
- **Individuality:** The people of German are highly individualist and have small families while the people of UK have believe less in individuality. This will be less effective for Barclays in doing business effectively.
- **Motivation towards success:** There is an effective similarities between UK and Germany are they have similar motivation towards the achievement and the success. This will enhance the business and will help in enhanced motivation in the workforce of Germany and will help in effective success of Barclays .
- **Uncertainty avoidance:** Through this model, it evaluated a major difference which is the People are highly think about their future and there highly uncertainly avoidance and this have high score in Germany.



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- **Long term orientation:** The long term orientation of the people of Germany is low and on the other hand, the score is high for the UK. This shows that people of Germany maintain their traditions and ethics effectively and on the other hand, the UK have high efforts regarding the modern society which helps in future growth.
- **Indulgency:** The indulgency factor is low in Germany and the score is high in UK. The people of Germany are restrained and are unemotional in nature which makes it difficult for the Barclays to make a strong connection with people of Germany.
- **The high indulgency** in the people of UK have a low control on their emotions and this confronts the humanity in them.
- This will cause difficulty for Barclays in making emotional connection with people of Germany.



Success and Failure factor in succeeding in Germany

- There are certain factors which can influence the Barclays 's decision to expand their business in the market of Germany.
- The high uncertainty avoidance factor which is high in German can help the Barclays in getting success in the market of Germany and it will help the Barclays in avoiding all sort of business risk in the market of UK.
- The low indulgency factor in the Germany which make it difficult for Barclays to make an emotional connection with the people of the Germany, this can lead to affect the overall mission of the Barclays to work on creating a community.
- The less emotional factor can lead to affect the overall Barclays advertisement and marketing strategies to attract the customer through emotions.



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- The direct style communication in the Germany can act as a failure factor for the Barclays as in Germany, the big professional makes the communication direct which can makes the communication barrier and can be turn out cold for the Barclays .
- Another factor which is a success factor for the Barclays in expansion and can lead to successful business of the Barclays.
- The effective government policies regarding the banking sector of Germany are highly effective and will make the overall operation smooth for the Barclays to operate in Germany.



Recommendation

- The Barclays have to work on eliminating the cross-cultural risk which can arise between UK and Germany, this can help in making efforts to avoid any misunderstanding between the organization and the customers.
- The Barclays will work on effective business communication, the business communication is effective process of interacting between the people to achieve the goals of business. The business communication should be adopted by the Barclays to avoid any sort of misunderstanding while expanding their business in Germany.
- The business communication will help the Barclays in presenting their business to the people of Germany effectively (Bolten, 2020).
- For their successful expansion, The Barclays will have to study in detail the cultural difference which will help the Barclays in preventing any sort of conflict between the customers and the organization (Braslauskas, 2020).



Culturally Sustainable Business Expansion Strategies Understanding Cultural Differences Key Factors to Consider



CONCLUSION

- The presentation have provided a brief of the cultural difference and dimension between the UK and the Germany.
- This presentation have concluded that the Barclays will have to understand the cultural dimension of the Germany and will have to expand the business with effective strategies while keeping in mind the cultural sensitivity.
- The presentation have also concluded that for the successful expansion, the Barclays will have to work on the business communication, as this will help in avoiding any conflict and misunderstanding during the communication and interaction.



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Thank You.
Any Questions?