

INTERNATIONAL BUSINESS COMMUNICATION ASSESSMENT 1

- ▶ Student: Samuela Prianka Sousa (2030400)
- ▶ Date: 27/07/2023
- ▶ Lecturer: Riaz Bhatti



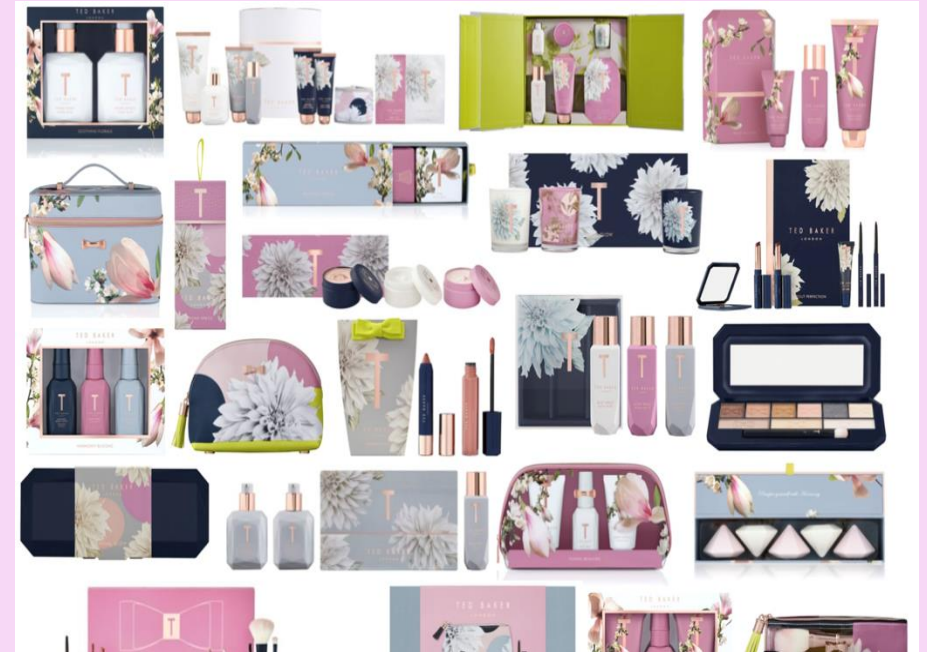
Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

The background of the entire image is a repeating pattern of strawberries and white flowers with yellow centers on a muted blue-grey background. The strawberries have green leaves and some are ripe and red, while others are white. The flowers are in various stages of bloom. In the center, there is a white rectangular box with a thin green border. Inside this box, the text "TED BAKER" is written in a large, green, serif, all-caps font. Below it, the word "LONDON" is written in a smaller, green, serif, all-caps font.

T E D B A K E R

L O N D O N

- Ted Baker is a British luxury clothing and lifestyle brand known for its fashionable and modern designs. They offer a broad variety of products, including Apparel, accessories, foot wear, and Perfumes. (Thompson, 2021)
- Ted Baker, like many other fashion brands, may have ties with China in terms of manufacturing and sourcing.
- To expand its brand in China, Ted Baker has made an agreement with Shanghai LongShang Trading Company. To manufacture their



- It's common for fashion companies to produce their products in countries like China, where there is a well-established garment industry and manufacturing capabilities like many other fashion brands.
- As Chinese, manufacturers consist of experienced, skilled and affordable labour. (Garagnon, 2022)



Work culture in China



Chinese work culture is influenced by Confucianism, which emphasizes hierarchy, respect for authority, and strong work ethics.

Employees often value harmony within the workplace and prioritize collective goals over individual ones.

Long working hours are common, and dedication to the company is highly regarded. Additionally, networking and personal relationships (guanxi) play a significant role in business interactions.

Work Culture in The United Kingdom



The UK work culture values professionalism.



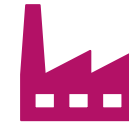
There is also an increasing focus on achieving a healthy work-life balance.



The UK is a culturally diverse country, and its work culture reflects a commitment to respecting and valuing diversity in the workplace



Teamwork is highly valued in the UK work culture.



UK work culture is generally more egalitarian.



Yet there still is a certain level of hierarchy in most organizations.



Cultural/Communication Challenges in the British-Chinese Joint Venture

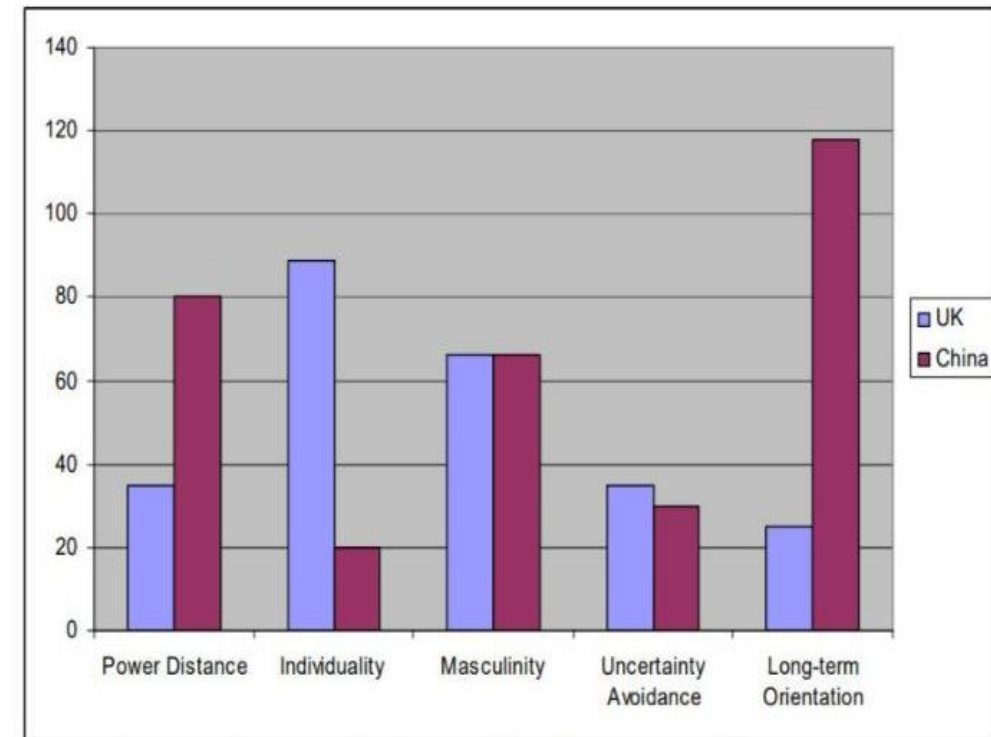
Cultural/ Communication Challenges in the British-Chinese Joint Venture

1. **Communication Styles:** The British tend to be more direct and individualistic, while the Chinese may prefer indirect communication and prioritize group harmony.(Purba,2018)
2. **Hierarchy and Decision-Making:** Chinese business culture often emphasizes a strong hierarchical structure and respect for authority, whereas British businesses may have a more egalitarian approach to decision-making.
3. **Business Etiquette:** Greetings, gift-giving practices, and business card exchange protocols. Misunderstandings in these areas can impact business relationships.
4. **Negotiation Strategies:** Chinese value patience, building relationships, and seeking win-win outcomes, while the British may prioritize efficiency and straightforwardness.
5. **Perception of Time:** British businesses often follow strict schedules and deadlines, while Chinese businesses may have a more flexible approach to time.
6. **Work-Life Balance:** Attitudes towards work-life balance may vary, with the British emphasizing personal time and the Chinese placing greater importance on dedication and long working hours.

Difference of Power distribution

A. Hofstede's cultural dimensions theory and its application to British and Chinese businesses. (Hofstede 2021)

- ▶ People in cultures that have a big difference in power distance like in China, those with big positions can make decisions without an obligation to give explanations to people lower in the hierarchy.
- ▶ Meanwhile, cultures with low power distance like The U.K. that are more consultative, democratic are egalitarian. And have an equal distribution of power when making decisions or need to give explanation.



Source: Based on data from <http://geert-hofstede.international-business-center.com/>

RECOMMENDATIONS

- ▶ A. Language considerations: Translation and interpretation services
- ▶ B. Non-verbal communication: Understanding body language and gestures
- ▶ C. Technology-enabled communication tools
- ▶ D. Clear and concise documentation
- ▶ E. Regular communication channels and feedback mechanisms

conclusion

- ▶ By understanding these cultural dimensions, individuals, businesses, and organizations can navigate cross-cultural interactions more effectively and make informed decisions when operating in diverse cultural contexts.
- ▶ However, it's essential to remember that cultures are complex and multilayered, and these dimensions serve as general guidelines rather than rigid stereotypes.
- ▶ Chinese work culture needs to be more liberal to catch up with the rest of the world.
- ▶ Hiring employees from different parts of the world can help a firm to understand different cultures better.

references

- ▶ The 'no ordinary designer label' story About Ted | Ted Baker UK. Available at: <https://www.tedbaker.com/uk/info/about-ted> (Accessed: 19 July 2023).
- ▶ Sahar Nazir, By and Nazir, S. (2019) Ted Baker enters Chinese joint venture to expand Brand, Retail Gazette. Available at: <https://www.retailgazette.co.uk/blog/2019/04/ted-baker-enters-chinese-joint-venture-expand-brand/> (Accessed: 22 July 2023).
- ▶ Elsa Garagnon, E. (2022) *How the 'made in China' label is transforming in fashion*, Good On You. Available at: <https://goodonyou.eco/made-in-china/> (Accessed: 26 July 2023).
- ▶ The 6 dimensions model of national culture by Geert Hofstede (2021) Geert Hofstede. Available at: <https://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/> (Accessed: 24 July 2023).
- ▶ Rhyne, D.B.A., W.J. (2009) 'Entering the global marketplace of the 21st century: Strategies, risks, and modes for international expansion of Chinese businesses', SSRN Electronic Journal
- ▶ Zhang, Y. (2023) 'Global HRM practices across cultural and institutional differences: The case analysis of china-western joint ventures', Journal of Humanities, Arts and Social Science, 7(5), pp. 901-905.
- ▶ Purba, Aldilla Ranita, The Effects of Globalization on International Communication in the World Business (November 8, 2021). Available at SSRN: <https://ssrn.com/abstract=3962731> or <http://dx.doi.org/10.2139/ssrn.3962731>