

Global Business Environment

Title: Evaluation of Business Environment

- ☐ Name: Slavyana Nedyalkova
- ☐ Student ID: 2129808
- ☐ University: University of Wales Trinity Saint David London
- ☐ Course Title: BA Business Management
- ☐ Lecturer: Olusoyi Richard Ashaye
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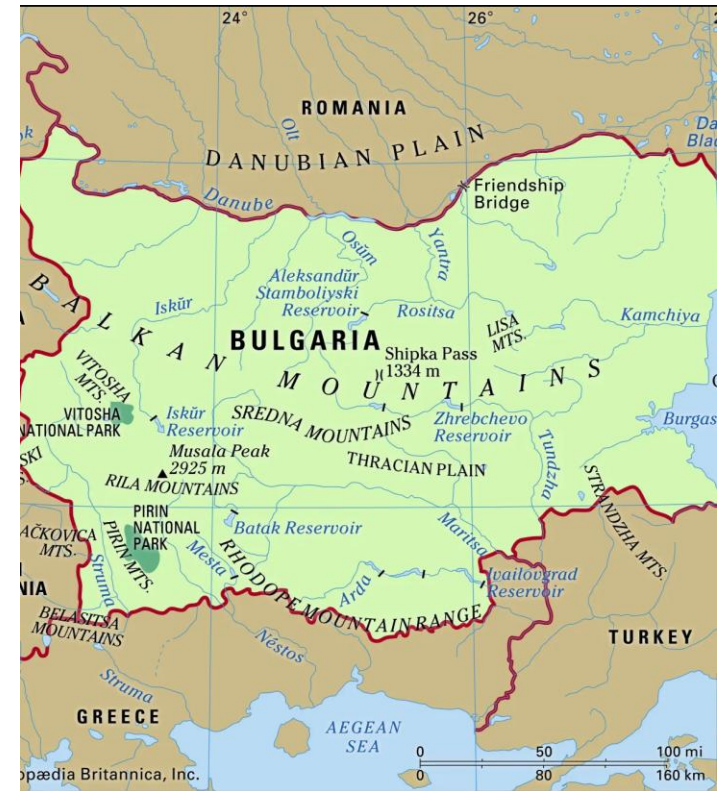
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Introduction

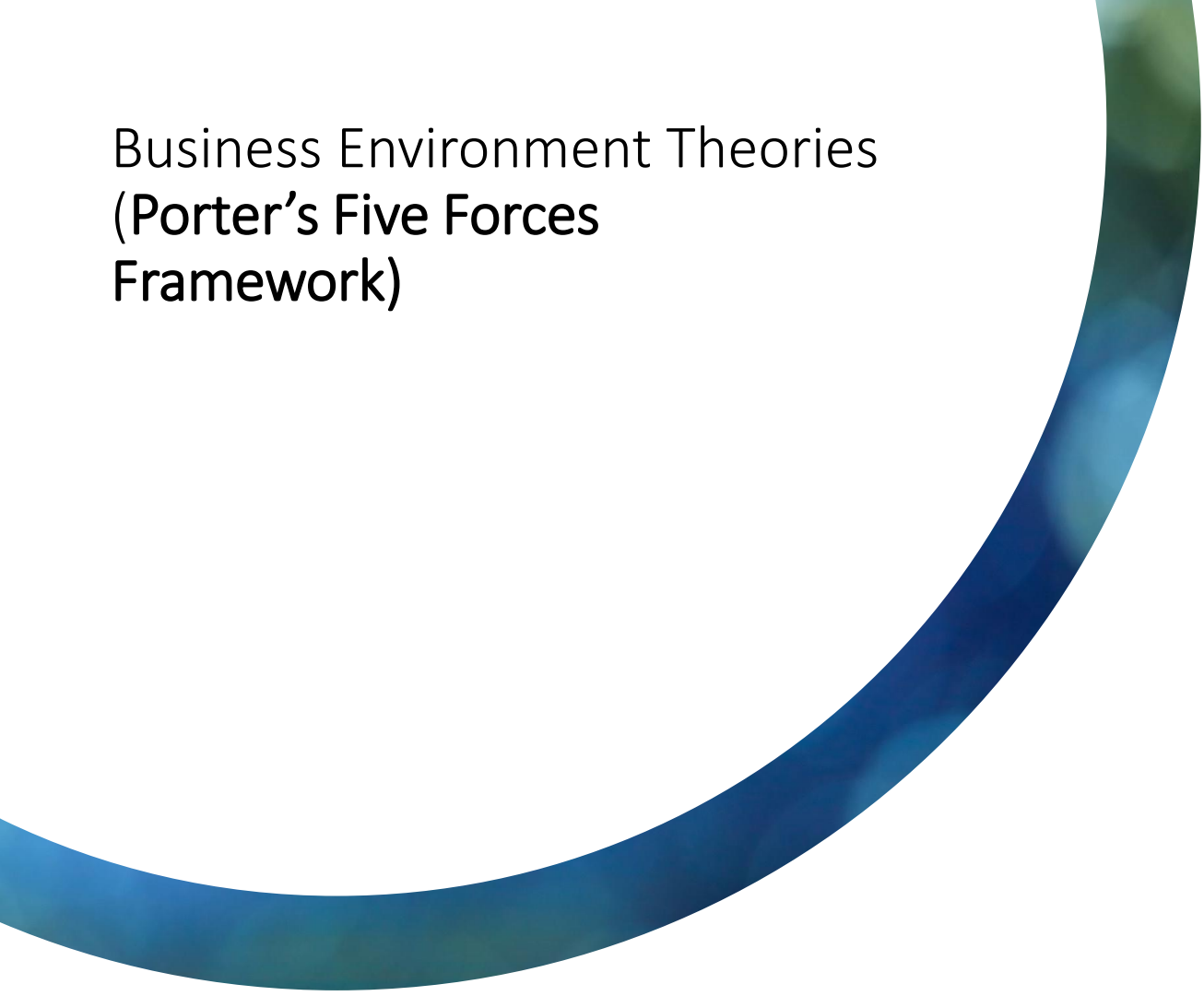
- ❑ International business refers to the expansion of business activities to other countries.
- ❑ The production and distribution of the products and services will be conducted in foreign countries.
- ❑ It eliminates the regional barriers and provides opportunities to use the products and services in different parts of the world (Hill, 2014).
- ❑ Nuffield Health is a UK-based company, and this company will engage in international business through the expansion in Bulgaria.



Source: (Hill, 2014)



Business Environment Theories (PESTLE Analysis)



Business Environment Theories (Porter's Five Forces Framework)

Rivalry in The Industry: High Rivalry

Risk of New Entrants: Moderate risk

Bargaining Power of Suppliers: High

Bargaining Power of Customers: Low

Threats of Substitute Products: Moderate

Source: (Asad, 2012)

Business Environment Theories

Hofstede's Cultural Dimension Model

Power Distance: Exist Hierarchical Order, Inherent Inequalities and Centralisation

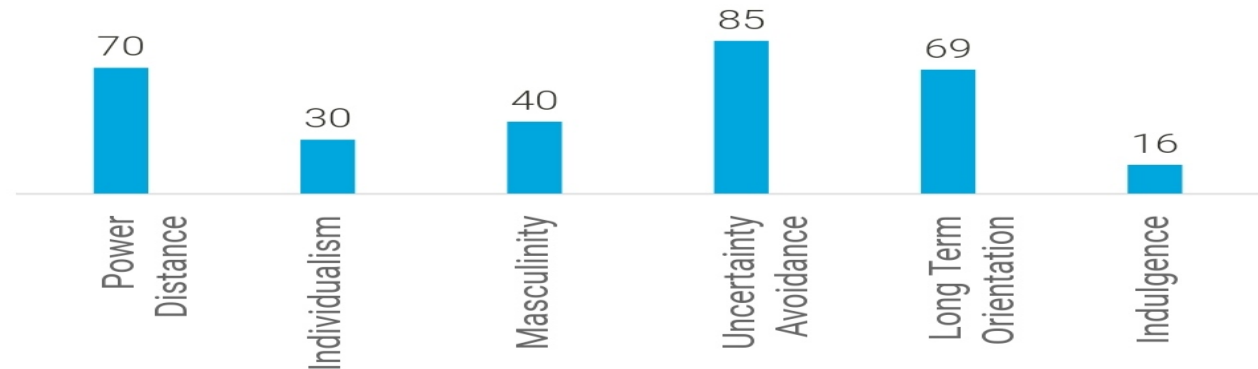
Individualism: A Collective Society

Masculinity: Low score making it a feminine society

Uncertainty Avoidance: High Preference

Long Term Orientation: Pragmatic Culture

Indulgence: Low score indicating a strong restraint culture



Source: (Hofstede's Insights, 2022)

Opportunities for Foreign Businesses In Bulgaria

Opportunities

- Cost-effective workforce (Terziev and Ivanov, 2017)
- Lowest tax rate among European countries (Ilieva-Koleva and Dobрева, 2021)
- A growing economy
- Open market economy and ease of doing business (Terziev et al., 2017)
- The strategic position of the country provides the opportunity for global recognition

Challenges for Foreign Businesses in Bulgaria

Challenges

Different
culture

Language
barriers
(Bitzenis and
Vlachos, 2010)

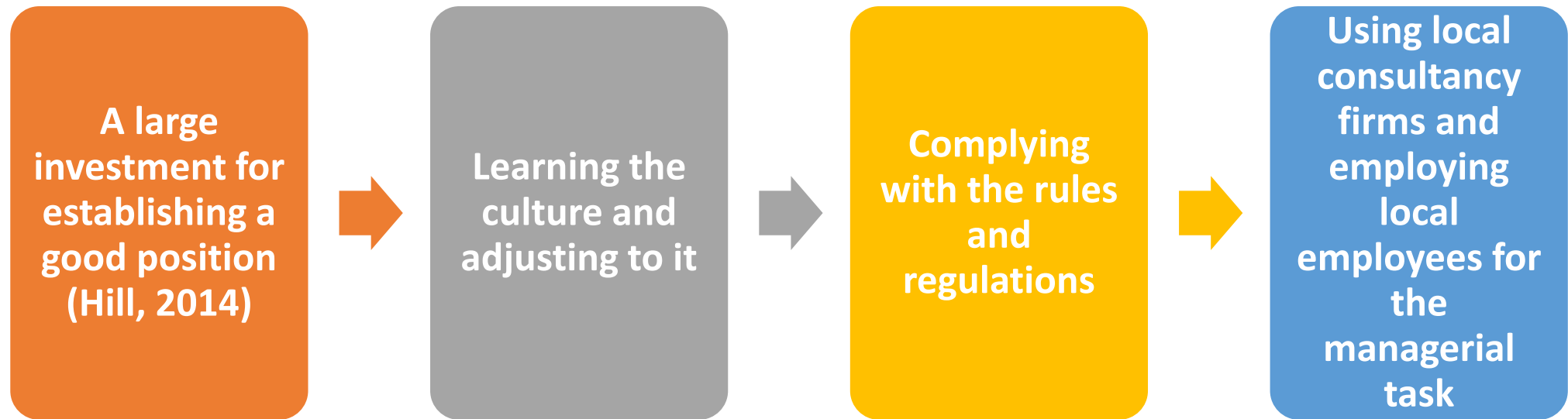
Institutional
procedures and
bureaucracy

Institutional
corruption

Rise of inflation
and high-
interest rate
(Ilieva-Koleva
and Dobрева,
2021)

Getting a
license for the
healthcare
business

Strategies and Recommendations



Conclusion

There are opportunities and prospects in Bulgaria.

The management team may think about expanding the business there.

Nuffield Health need to follow all the rules and regulations of the country while expanding and extracting the benefits of doing business as a foreign business.

ANY QUESTIONS?



References

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