

Global Business Environment

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Task 2-Evaluation of Business Environment

Introduction

- The international business organization maintains the global environment, but there are certain issues of expanding business in a developing country (Bhandarker, 2014).
- The whole presentation has been conducted to show the challenges, issues and opportunities of business in a developing country.

Organizational overview and target market

- Organizational type: Retail company.
- Products: Hypermarket/Superstore, supermarket, convenience shop, forecourt shop
- Founded: 1869; 153 years ago in Holborn, London, United Kingdom
- Headquarters: London, England, United Kingdom
- Number of locations: 1,428 shops.
- Area served: UK.
- Number of employees: 180,000
- Target country for expansion: India.

Key opportunities in expanding business in India

- Populated country which would increase the demand of products.
- Higher potential market with large volume of customers (Bond and J. O'Byrne, 2014).
- Existing brand value of the company can be used to promote its products.

Key opportunities in expanding business in India

- The regional targets can be specified making it effective for management.
- The level of people in higher class to lower class are also available to make potential target (das Neves and Melé, 2013).
- Low cost production in India would also occur a boost in its profit.

Challenges for expanding business in India

- BOP crisis
- High tariffs and protectionism
- Price sensitivity (Dierksmeier and Celano, 2012).
- E-commerce restriction.

Challenges for expanding business in India

- Power of states
- Inflation
- Import Licensing (Dominelli, 2010).

Responses by Sainsbury's to the challenges and issues

In response to the challenge in the market of India, the company Sainsbury's can emerge with the following planning and activities:

- Adapting the product to the population
- Recruiting regional management system
- Specifying regional targets
- Grabbing the right opportunities

Conclusion

- India has been selected as a potential market for this presentation to expand business by Sainsbury's.
- The whole presentation has been decorated with the challenges and opportunities in expansion of business in India.
- The presentation has been completed from the perspective of the company Sainsbury's.

References

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