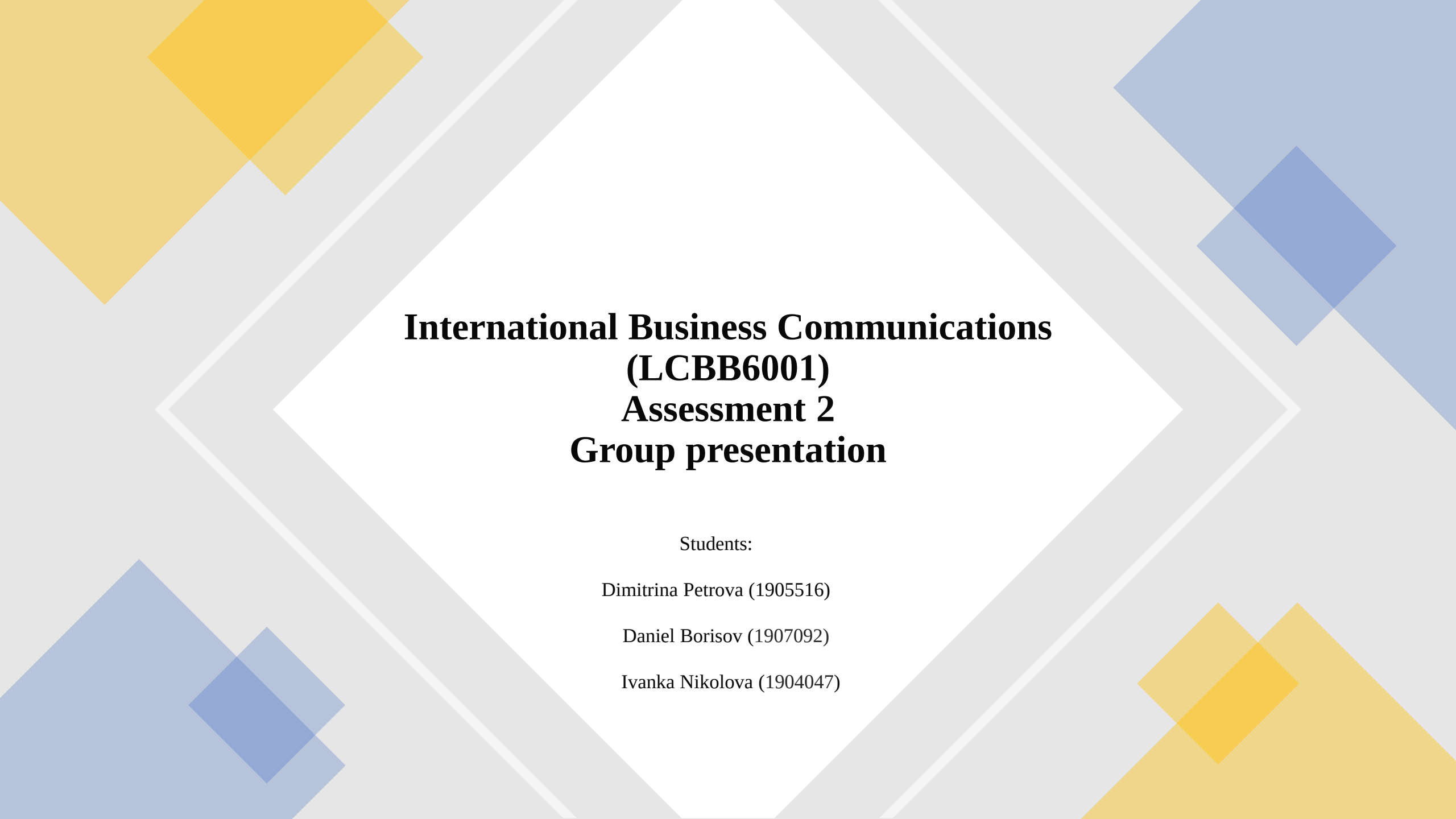




International Business Communications (LCBB6001) Assessment 2 Group presentation

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Content:

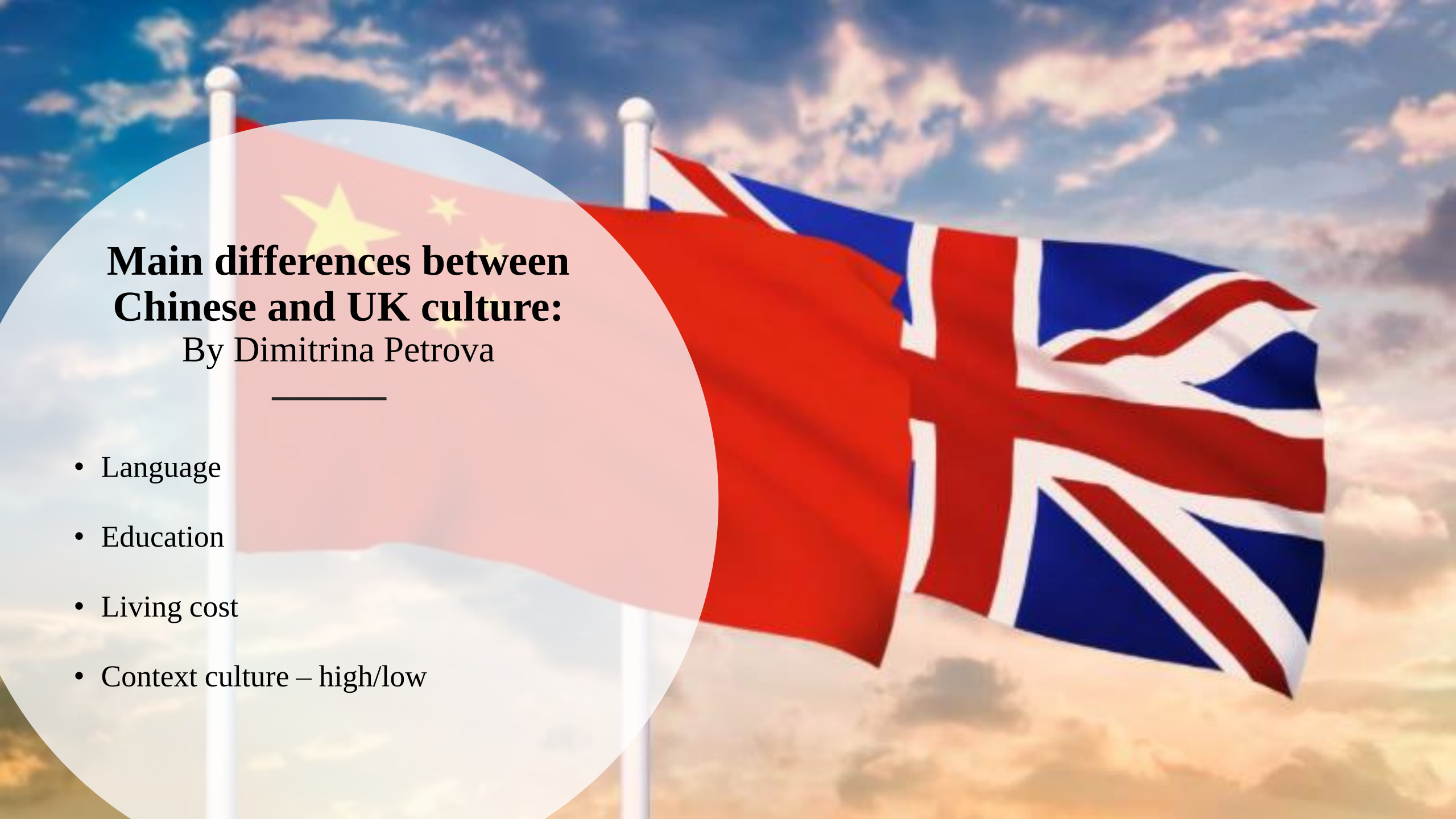
- Introduction – by Dimitrina Petrova
- Main difference between China and the UK – by Dimitrina Petrova
- Introduction of UK company - JD Sports - success and failure factors of joint ventures – by Dimitrina Petrova
- Cultural sensitivity in China – by Daniel Borisov
- Hofstede cultural Dimension: UK and China – by Daniel Borisov
- Recommendations – by Ivanka Nikolova
- Conclusion – by Ivanka Nikolova
- References



Introduction

By Dimitrina Petrova

- What, why, and how?
- Presentation overview.



Main differences between Chinese and UK culture:

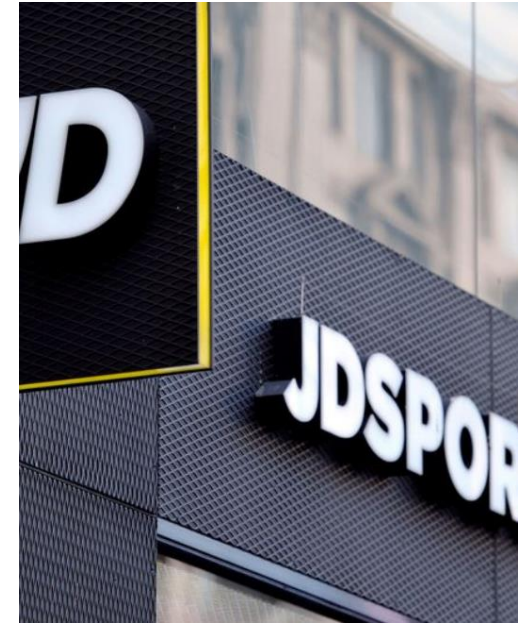
By Dimitrina Petrova

- Language
- Education
- Living cost
- Context culture – high/low

JD SPORTS - Success and failure factors of joint ventures

By Dimitrina Petrova

- Who are JD Sports?
- Success and failure factors of joint ventures
- Market, communication, and partnership



Cultural sensitivity in China

By Daniel Borisov

- The Cultural aspect of China such as maintaining the respect and dignity is quite important (Tao and Li, 2022)
- The tradition, culture, and value differences among people in China differ from the United Kingdom
- Cultural change such as Chinese people bows to greet others whereas people of UK shakes hands.
- Through efficient research JD Sports can progress in China.



Hofstede cultural Dimension: UK and China

By Daniel Borisov

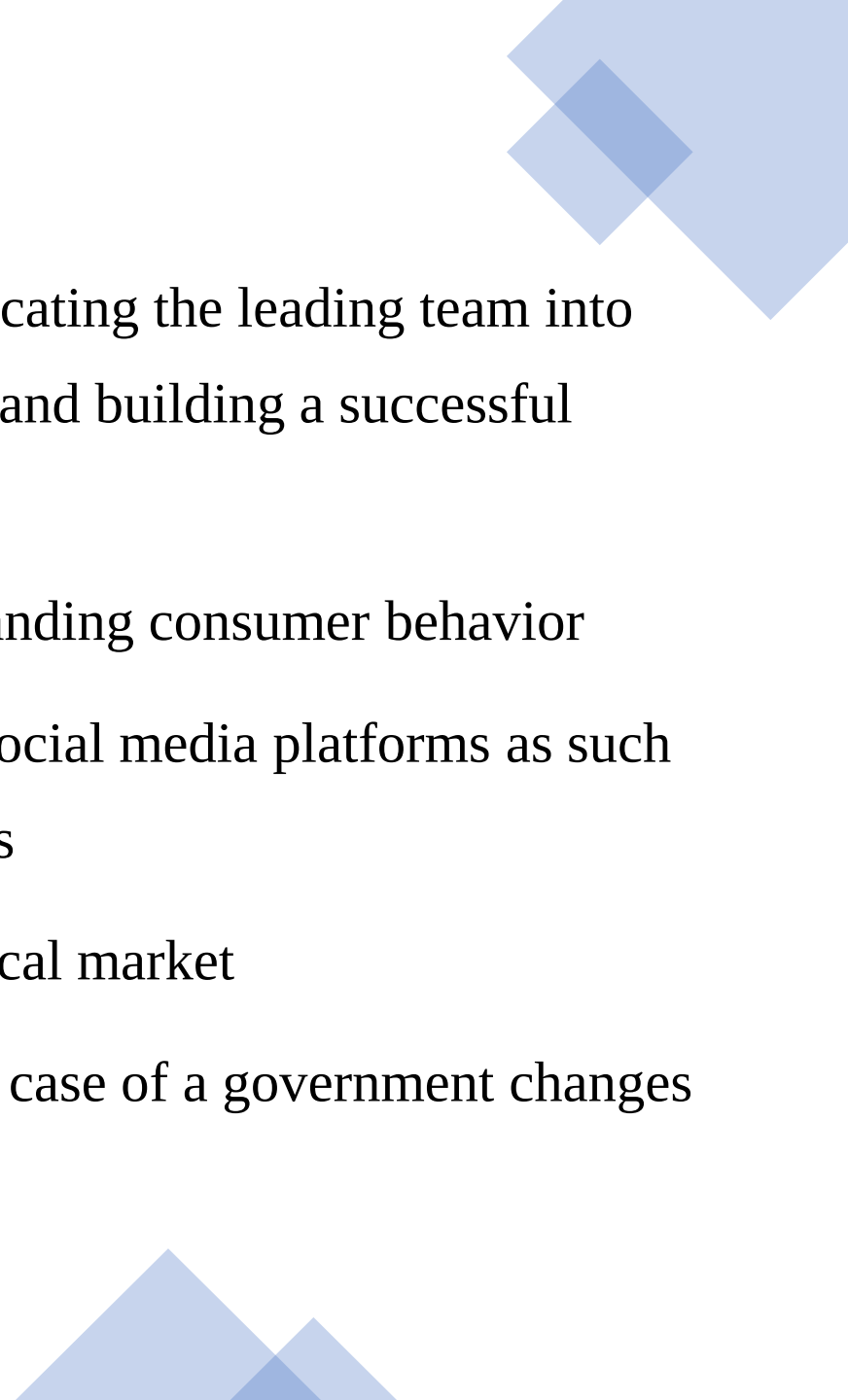
- Power Distance, the score of China at power distance is 80 whereas the UK stands at 35.
- This means that inequality among people of China is higher as well as the abuse among superior and subordinate.
- Individualism: China Scores at 20, whereas the UK stands at 89.
- This implies that personal relations are given more importance (Hofstede Insight, 2022).





Recommendations

By Ivanka Nikolova

- Strong platform for educating the leading team into the cultural differences and building a successful relationship
 - Exploring and Understanding consumer behavior
 - Creating a successful social media platforms as such as Weibo, We chat, Kols
 - Producing within the local market
 - Creating an exit plan in case of a government changes in the policy
- 

Conclusion

By Ivanka Nikolova

- Challenges –Changes in the Government policy and Vast Cultural Differences
- Road Map for Success-Understanding consumer behavior and Using a local social media platform
- Expanding and growing within this vast market - China





THANK YOU!

ANY QUESTIONS?

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