

International Business Communications

BA Business Management

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Introduction

- Successful expansion of the business operations of tesco in Germany
- Increasing Global trade and a foothold in the European Union market
- Successful exploration of the cultural landscape of Germany with the help and support of relevant and associated intercultural communication theories



The successful expansion of the business operations of tesco in Germany will be discussed in this presentation for supporting the strategic decision making process. The successful development of a management office for Tesco in Germany is associated with the successful and effective development of taking advantage of the strategic opportunities for increasing Global trade and a foothold in the European Union market for the retail business organization tesco. The successful navigation through the cultural differences is very important for the achievement of the expected level of success and performance from the expansion of the operations process of tesco in Germany. This presentation is dedicated to the successful exploration of the cultural landscape of Germany with the help and support of relevant and associated intercultural communication theories for the successful development of a smooth and effective launch of the expansion of the business operations of Tesco in Germany.

Comprehensive understanding of the cultural dimensions

- High versus low context culture concept by Edward T. Hall
- Significant difference between the cultural dimensions in the UK and in Germany
- High level of Reliance and dependence on explicit communication with effective details
- Geert Hofstede's framework on cultural dimensions (Hichert and Jürgen Faisst, 2017)
- Very important for the management of Tesco to increase the level of adaptability to the differences in the communication and business culture



The high versus low context culture concept by Edward T. Hall is associated with the discussion about the communication style and the differences of business communication in the professional business environment within business organizations like tesco. There is a significant difference between the cultural dimensions in the UK and in Germany. There is a low contact culture in the UK. This particular culture has a high level of Reliance and dependence on explicit communication with effective details included in the messages used for communication and interaction with each other in a professional setting. On the other hand, there are higher context communication styles and cultures in Germany. A seemingly straightforward English request in business communication has the possibility of being interpreted in the German professional culture and business environment with the requirement of additional explanation and context.

Geert Hofstede's framework on cultural dimensions is associated with the successful highlighting of the major differences. There is a high score in the UK communication process and Style on individualism. Personal achievement has higher value in the communication process and style and culture in Germany. There is a high level of importance and sincerity towards collectivism in the German business environment and culture. They have a high level of importance and emphasis on group success (Overton, 2019). In addition to that, they are quite sincere about the successful

development of strong relationships within the team members for the successful development of a strong and effective team and for achieving the expected level of success and performance from the team's efforts and activities. It is very important for the management of Tesco to increase the level of adaptability to the differences in the communication and business culture style between the UK and Germany for the successful promotion of a collaborative environment and for the achievement of the expected level of success and performance from their business operations expansion in Germany. Hofstede's power distance dimension Theory is a 50 for highlighting a significant difference between the UK culture and the German culture. There is a low power distance in the UK culture with a more egalitarian approach towards business communication and business culture. There is a comparatively higher power distance in the German culture with high level of respect for hierarchy. It is very effective when the important for the management of tesco to maintain a professional standard throughout the process of the successful and effective presentation of appropriate demonstration of respect for the authority figures within the German team for the successful development of effective strategy process and the maintaining of effective implementation of The developed strategy approaches to achieve expected level of success from the expansion of business operations of Tesco in German market.

Successful and effective navigation through the communication styles

- Very common among British managers to use indirect language
- Directness in the business communication styles in the German culture
- Maintaining of proper training on assertive communication
- Maintaining respect throughout the business communication process
- Strong importance on focused and agenda driven Meetings (Bové and Thill, 2018)
- More consultative approach in the strategic decision making in the German culture



There is a significant difference between the communication style in the UK and Germany. It is very common among British managers to use indirect language to avoiding any kind of confrontation. On the other hand, German managers and business professionals as a high level of tendency to maintain directness in the business communication process and activities (Bové and Thill, 2018). That directness in the business communication styles in the German culture can be misconstrued as rudeness by the British employees and professionals working for Facebook. There is a significant importance and significance on the successful development and maintaining of proper training on assertive communication, maintaining respect throughout the business communication process and activity are helpful and effective in the process of bridging the gap. There is another significant area which requires successful and effective adaptation is meetings in the business environment. In the German business culture and communication style, there is a strong importance on focused and agenda driven Meetings with clear and effective objectives. There is a high possibility and preference of Casual and free flowing approach in the UK meeting which is often considered as in efficient in the German culture and communication style. The effective circulation of the agenda of the meeting prior to the actual meeting time is very important for both the German and UK business culture. another significant

similarity is the importance on providing time for the question for the successful maintaining of a productive meeting experience for both the parties is also very important in both the UK culture and the German business culture as well.

They are also difference in the decision making process and styles in the German business culture and UK business culture. There is a significant importance and sincerity to the hierarchical structure of Management and decision making in the UK business culture. The senior management within business organizations have the responsibilities of making the final strategic decision. The employees and professionals working for the business organization has a significant impact and effective participation in the strategic decision making process as well with the opportunity and scope of sharing their opinion and creative ideas. However, the final strategic decision is made by the senior management in the UK business culture and approach. On the other hand, there is a more consultative approach in the strategic decision making in the German culture and business organizations within the business environment and professional environment (Czinkota, Ronkainen and Moffett, 2021). The management of the business organizations operating in the German market actively look for consensus before the successful and effective finalizing of the strategic decision for the business organization. it is very important for the management and strategic decision makers as well as the business leaders of Tesco to develop effective preparation for successfully adopting and modifying the strategic decision making process for the successful Incorporation of the effective input from the German team for the successful expansion of the business operations of Tesco in the German market and for achieving the expected level of success And performance from the operations process expansion.

The successful development of effective relationship and the major aspects for developing successful business relationships

- The successful development of effective relationships
- Important to invest adequate amount of time in the successful development of building communication and relationship
- German business culture is currently associated with value in the titles (Suder, 2019)



The concept of Beziehungen Is very important in the German business culture which is strongly related to the successful development of effective relationships and the sincerity in the maintaining of effective business relationships (Suder, 2019). It is very important to invest adequate amount of time in the successful development of building communication and relationship with the colleagues and Coworkers in the business environment and professional environment. Effective and successful participation in the after work drinks and successfully participate in and attending in the social events are helpful and effective in the process of developing and promoting effective business relations and professional relations. The level of informality is continuously increasing in the British work places and business environment. On the other hand, the German business culture is currently associated with value in the titles and proper forms of addressing the coworkers and colleagues. It is very important for the British employees and manager to develop mindfulness of using the title and last names instead of becoming over friendly with the German employees and professionals in the process of the successful expansion of the business operations in the German market until the development of a closer relationship.

Effective recommendation for a smooth transition in that operations expansion in German market for Tesco

- Invest an adequate amount of resources and efforts in the development of and training of bilingual staff
- Providing of intercultural training on the German business cultures and practices (Hunter, 2014)
- Develop effective demonstration of patience and respect for the customs, cultural values and business practices in the German market



It is very important for the management of Tesco to invest an adequate amount of resources and efforts in the development of and training of bilingual staff. It is very important to be higher by lingual staff members for breathing the communication gap and successfully facilitating the cultural understanding within the team members. It is very important to develop and maintain intercultural training. One of the most important and effective approaches and initiatives which is very important and effective is the successful development and supporting of the UK employees and professionals working for Tesco employees and professionals working for Tesco with the successful providing of intercultural training on the German business cultures and practices as well as the communication styles and approaches. The business practices are effective for the successful development of a more inclusive work environment along with the successful as well as effective minimization of misunderstanding and miscommunication within the business operations and activities (Geringer et al., 2017). There is also a significant impact and importance of managing the style adoption of the management and business operations and activities of Tesco for achieving the expected level of success and performance from the successful expansion of the business operations in Germany to enter the European Union market and for increasing the presence and market share of Tesco in the European market. It is highly recommended and important for the management and strategy

decision makers of tesco to increase the level of adaptability in the management styles and approaches to become more collaborative. The successful development of a consensus given decision making and increasing the level of participation and enthusiasm of the employees and professionals from different industries and sectors in the strategic decision making process is very important to achieve expected level of success from the German business operations expansion of Tesco. The successful development of trust and relationship requirement of respect and patience. it is very important for the management of Tesco to develop effective demonstration of patience and respect for the customs, cultural values and business practices in the German market because it is very important to achieve expected level of success and long term success for the leading retail business organization in the UK and for remaining competitive with in the industry along with increasing the percentage of market share for the business organization within the Global retail industry and sector.

Finding the common ground in the cultural practices and business environment in the UK and Germany

- High level of strong work ethics
- Shared sense of humor (Cooley, 2019)
- Comprehensive understanding about the similarities between the business environment and business practices



They are cultural differences in the business operation, business communication style and professional environment of the UK and Germany. There are significant similarities as well which should be considered with high level of importance and sincerity by the management and strategic decision makers of Tesco. The successful development of both the UK and Germany business operations require high level of strong work ethics. It is very important to develop a comprehensive understanding about the similarity of a professional business environment in the UK business environment and in the German business environment to develop strategy approaches and initiative to achieve the expected level of success and performance from the business operations and activities in the German market and for the successful expansion of the business operations and business activities establishment in the German market for Tesco. In addition to that, there is also a similarity of shared sense of humor which is considered as a very powerful and effective tool for the development of understanding and positive relationship between the British and the German employees and professionals Working for Tesco together to develop an established the operations activities and business activities of Tesco in the German market (Campbell, 2021). it is very important for the management of tesco to develop a comprehensive understanding about the similarities between the business environment and business practices as well as the communication style between the

two countries for the successful development of the most effective and appropriate strategy approaches related to the establishment of Tesco business operations in Germany and achieving the highest possible level of performance and success from this Business expansion activities and strategy approach by the leading retail business organization in the UK.

Conclusion

- Significant opportunity for achieving high level of global growth
- Respecting that cultural and business values and preference in the German business environment



It is very important for Tesco to developed comprehensive understanding about the strategies, opportunities and challenges related to the expansion of the business operations of the company into Germany. There is a significant opportunity for achieving high level of global growth for the business organization and for achieving additional market share in the Global retail sector. Through the successful development of comprehensive wonders standing and successfully appreciating the cultural differences, it is highly possible for the management of Tesco to develop and promote a driving German operations and expected level of success and significant performance from the operations process of Tesco in the German market. Some of the most effective and important as well as appropriate strategy and initiative related to this may include the successful development and maintaining of strong and positive relationships, adapting and modifying the communication style, sincerely respecting that cultural and business values and preference in the German business environment. these activities and approaches are considered as major aspects and key to success for tesco to achieve extraordinary and significant performance from the business operations in the German market and for the successful establishment of the business operations in the German Market by expanding the business operations in this particular European market to increase the Global growth level. It is considered as one of the most valuable asset and aspect to the global expansion

strategy of Tesco. Through the successful embracing of cultural diversity and the promotion of a collaborative environment is very important for Tesco for maintaining a smooth transition and receiving long term success in the German market for Tesco in the long run.

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