

PowerPoint Presentation

Evaluation of Business Environment



Introduction

- Internationalisation of the business become key concept for the majority of the global organisations.
- In this aspect, the following presentation will highlight the business expansion of the UK-based organisation such as Morrisons in India.
- Hence, key opportunities and challenges that would face by the organisation in the target country would be highlighted.



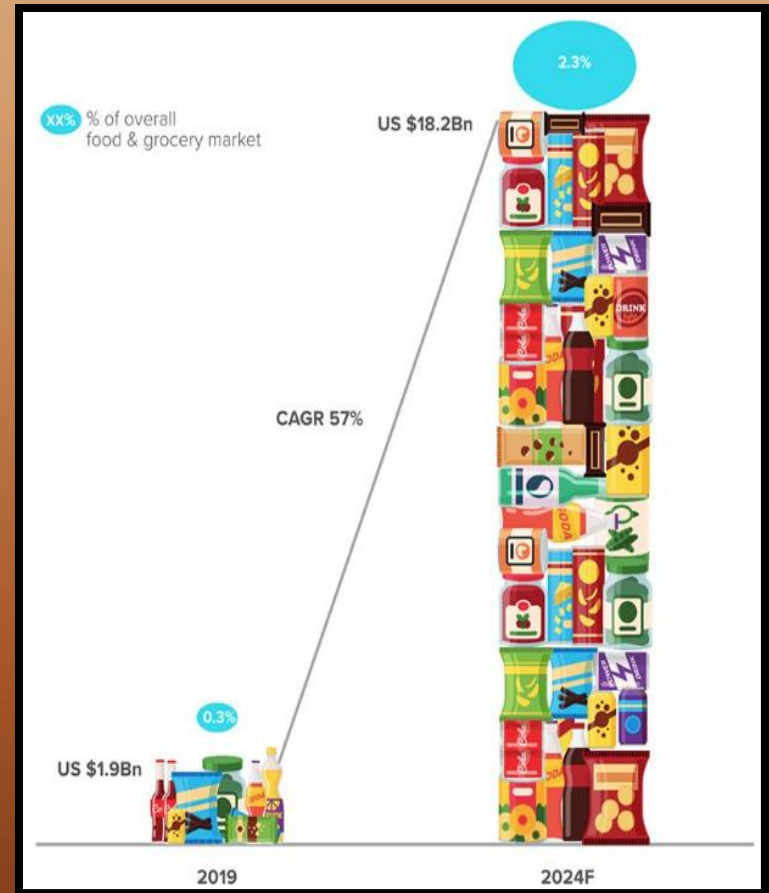
Key opportunity in the chosen country

- Indian market become one of the largest emerging markets for international business expansion (Singh, 2022).
- The high economic support and expanded customer base would be fruitful for the organisation in the target market (India Global Business, 2023).



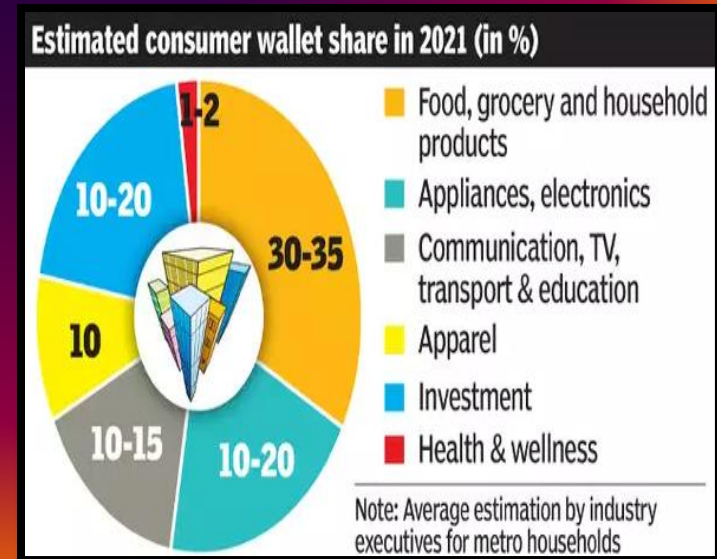
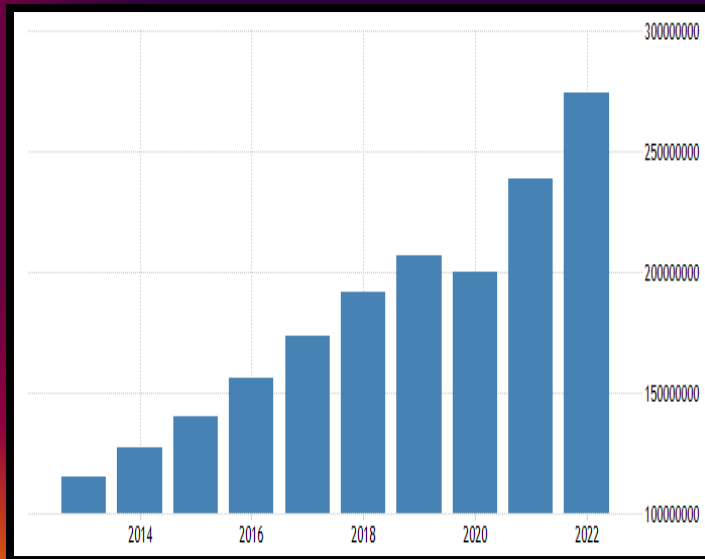
Key opportunity in the chosen country

- Among all the international businesses in the Indian market, textile, clothing, food and other essential commodities sectors achieved high market opportunity (Singh, 2020).
- India maintains strong international relations with foreign countries for business investment (Tien and Ngoc, 2019).



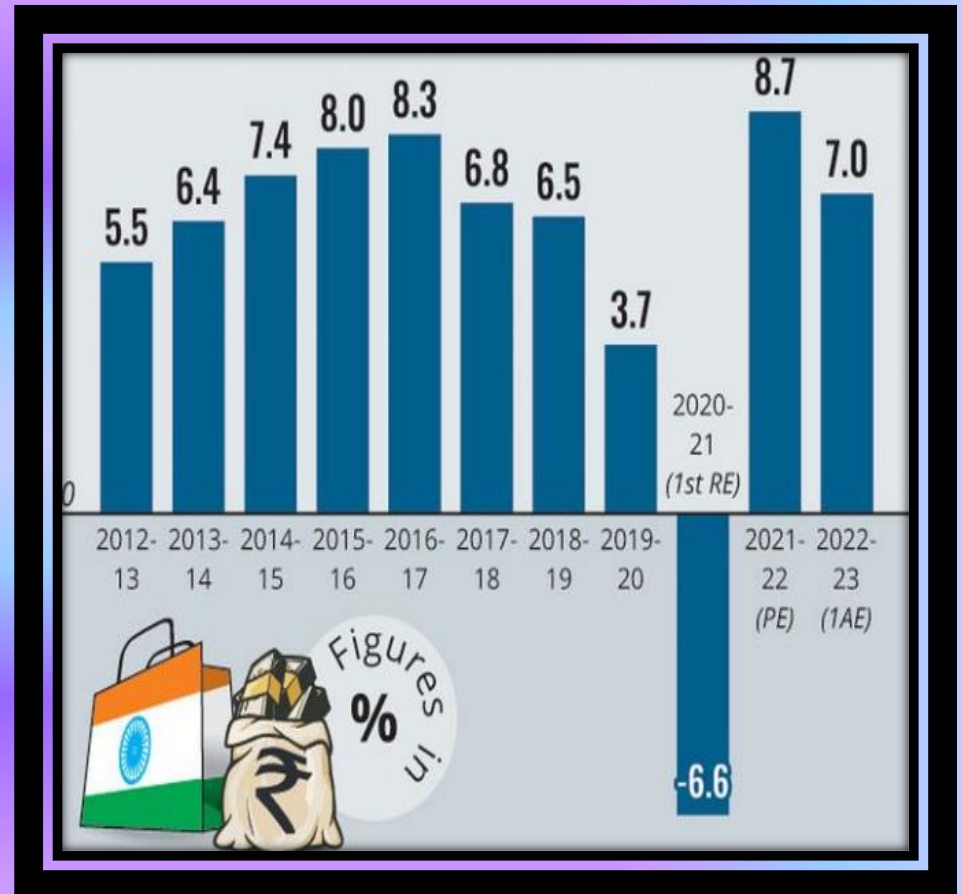
Key opportunity in the chosen country

- Indian customers share 30-35% of their wallets to purchase food, grocery and other household products (Singh and Sarkar, 2021).
- Disposable income among the Indian consumer become high in 2022 than the previous years (Trading Economics, 2023).



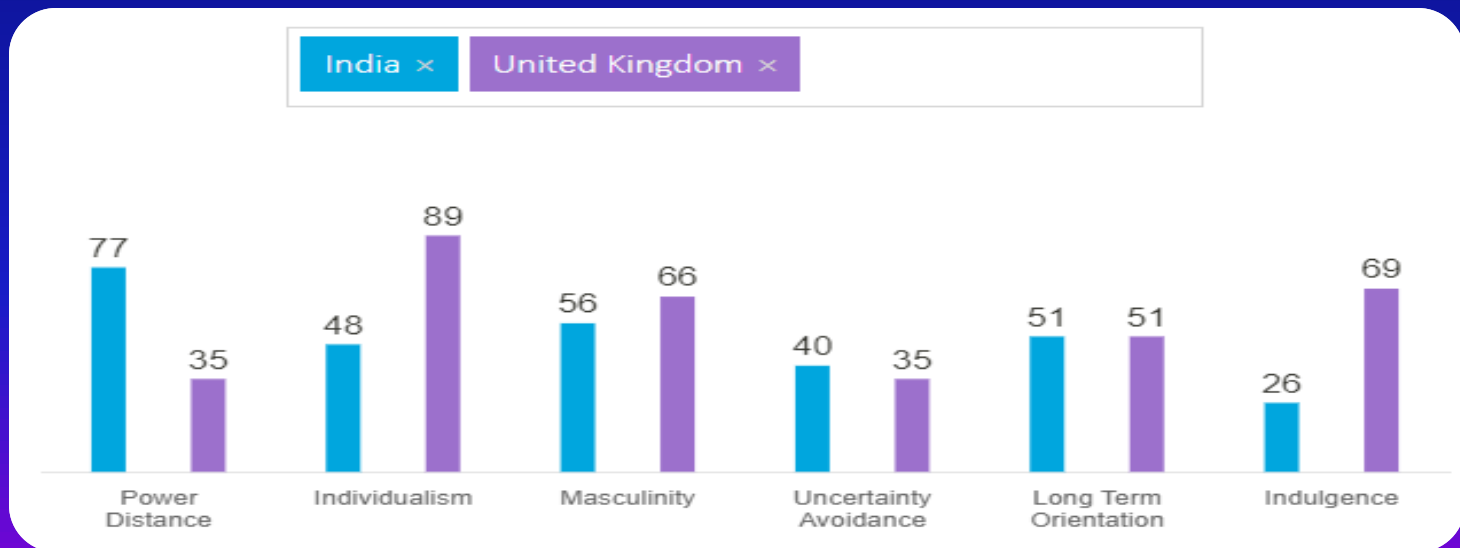
Key challenges in the chosen country

- The economic aspect of the country could be a challenging factor for international businesses such as Morrisons regarding their operational process (PTI, 2023).
- The GDP of the country become reduced to 7% in 2022, which would affect the potential of the business.



Key challenges in the chosen country

- The international business might face marketing operations in the Indian market due to a lack of data across the platform and cultural issues (BCI, 2020).
- Cultural differences between India and other international countries could become a challenging factor for business expansion.



Key challenges in the chosen country

- Additionally, foreign companies could face logistic operations due to challenging transportation in India (Export, 2023).
- It would reduce the potential of the business through reduced production and delivery process.



Key issues for doing business in India

- High competition and strict legal aspects could reduce the internationalisation process of Morrisons, which has been faced by Amazon (Bundhun, 2022).
- Additionally, the company could face legal issues for supply chain management similar to Walmart as well (Loeb, 2023).



Key issues for doing business in India

- Additionally, the government of India opposed the FDI strategy of Tesco, which has reduced its competitive advantage (Mookerji, 2018).
- Moreover, significant cultural dimensions in India could reduce the growth of business as well (Kar, Bansal and Mishra, 2021).



Use of opportunities for mitigating the barriers

- With the help of international relationships, India could achieve high funds from investors, which would help to improve its marketing operations.
- Additionally, the company should develop an effective relationship with the government for a better outcome.



Use of opportunities for mitigating the barriers

- Additionally, considering its high customer base, Morrisons could achieve high sales and revenue.
- Further, high customer engagement could help to increase their interaction with the company and thereby mitigating the cultural barriers as well.



Conclusion

- *At the end of the study, it can be concluded that with proper analysis of the business environment, an international organisation could effectively locate their business in the target market.*
- *In this presentation, Morrisons is trying to enter the Indian market and thus, key opportunities, challenges and barriers in India have been highlighted.*
- *Considering this, mitigation of the barriers with the help of opportunities has been identified, which made the presentation effective.*

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Thank you