

A British company open to cross-border opportunities in Germany.

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Agenda

Topic one: Introduction

Topic two: UK company expanding its business to Germany

Topic three: German cultural characteristics

Topic four: The differences between the UK and Germany's cultural sensitivity

Topic five: Hofstede Cultural Dimensions: UK and Germany

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Introduction

The presentation unveils British company expansion plans beyond the UK, which include establishing a cross-border relationship in Germany and highlighting the cultural influences that will impact the company's sales.



The White Company



The White Company London, a British brand, was established in 1994 as a mail-order business and has become an international enterprise. The company prioritises perfect simplicity and offers affordable, high-quality, stylish homewares and decor. It is one of the biggest brands in the UK and sources high-quality materials globally, ensuring durability and affordability.

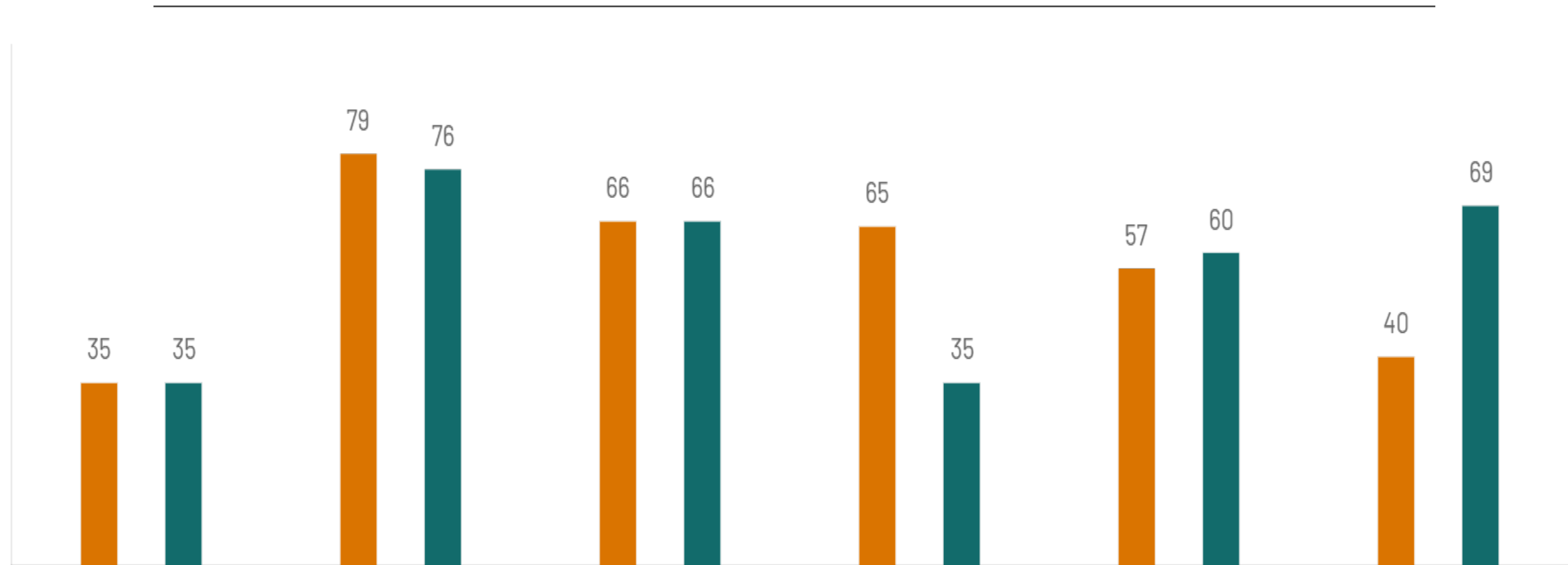
Founded 30 years ago by Chrissie Rucker, the company prioritises simplicity, luxury and attention to detail, utilising only the finest materials to deliver a superior customer experience.

(The White Company, November 24, 2023)

This is also why businesses explore the German market outside the country.

Hofstede Cultural Dimensions: UK and Germany

According to (*Hofstede Insights, November 24*), Country comparison tools in the UK and Germany look like this.





Successful business in Germany requires cultural knowledge. Punctuality is essential; set meetings in advance and arrive on time. Moreover, starting a business in Germany is challenging due to the complex requirements. New businesses must register with local tax and trade offices, the chamber of commerce, and relevant professional or industry organisations.



Wolters Kluwer. Available at:
<https://www.wolterskluwer.com/en/expert-insights/doing-business-in-germany> (Accessed: 24 November 2023).



British culture values success and hard work, but communication can be confusing. It requires reading between the lines to succeed. The UK's success-driven approach makes it an ideal place for those seeking great things.



Cultures and Organizations, Software of the Mind (2010)

Recommendations

Communication with Germans is significantly more direct and detail-oriented than with Brits. If a Brit were to respond with a "Yes, but...", a German would consider it as a "NO".

According to (Hofstede Geert. 1984), Brits are strong individualists and step forward to a new challenge.



Conclusion

IT SEEMS THAT UK SELLERS ARE MORE WILLING TO EXPERIMENT WITH NEW INTERNATIONAL SALES OPPORTUNITIES. THEY ARE OPEN TO TRYING OUT FRESH SOLUTIONS AND EXCITED ABOUT NON-TRADITIONAL WAYS OF EXPANDING THEIR BUSINESSES. ON THE OTHER HAND, GERMAN SELLERS TEND TO BE MORE CAUTIOUS AND SCEPTICAL, REQUIRING EXTRA TIME AND INFORMATION BEFORE MAKING ANY DECISIONS.

AS THE WHITE COMPANY LONDON HAS DECIDED TO EXPAND ITS BUSINESS IN GERMANY, IT IS ESSENTIAL TO ENSURE SUCCESSFUL COMMUNICATION AND DEAL CLOSURE. BRITS MUST ACKNOWLEDGE AND RESPECT CULTURAL DIFFERENCES TO MAKE THIS HAPPEN.

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Thank you
