

International Business Communications



Presentation

LCBB6001

Student Name : FLORENTINA JOITA

Student ID: 2124448

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INTRODUCTION

- International Business Communications refers to communication among nations, still it recognise that the nations does not exist independent of individuals. Effectual communication plays major role in success of business, especially in field of the international trade (Means, and Mackenzie Davey, 2023).
- Efficient & clear communication assist to build better relationships, allows smooth transactions as well as promote trust among parties included in import & export activities.
- The presentation will help in understanding about the culture similarities & variations among UK and Germany. It will outline the challenges that will be faced by Tesco while expanding to Germany. It will also recommend strategies to overcome the challenge.



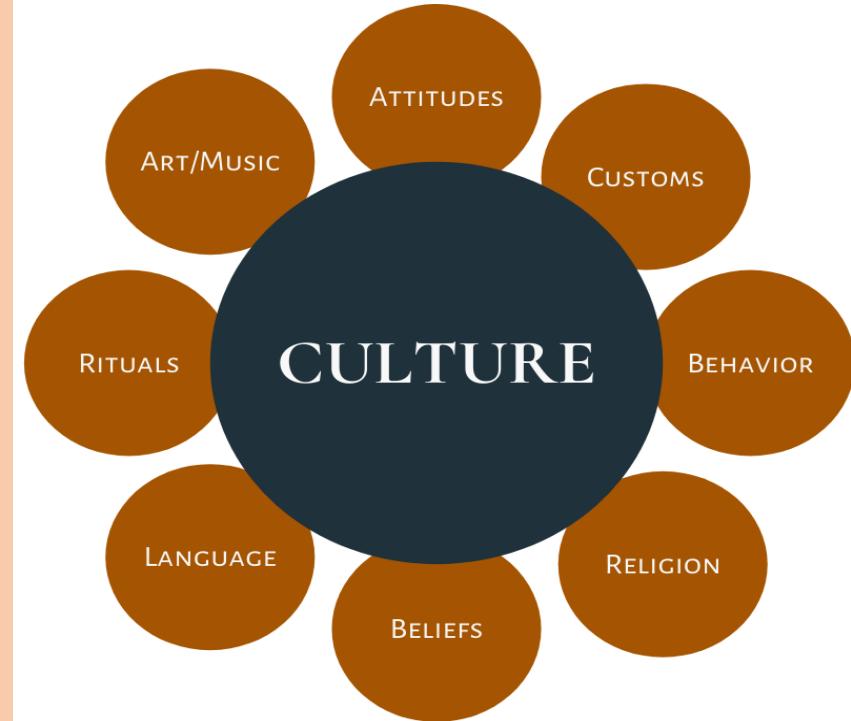
Cultural similarities & variations between Germany & UK

- There are several culture similarities between UK and Germany as both the countries follow same regions values as both the countries mainly follow Christianity and this will be beneficial for Tesco as their employees will be able to connect more with each other.
- Both the countries have same social structures, Germany have wealthier group that is consist of upper-middle class & upper class. When it comes to average income, property ownership as well as education Germany ranks among one of the leading countries (Eilders and Porten-Cheé, 2023).
- On the other hand, UK is divided in 7 categories class which involves Elite, technical middle class, traditional working class, precariat, new affluent workers, established middle class and emergent service workers. Also, people are highly education and skilled in Germany will can help Tesco to stand out in the industry and gain higher profits by expanding their business.



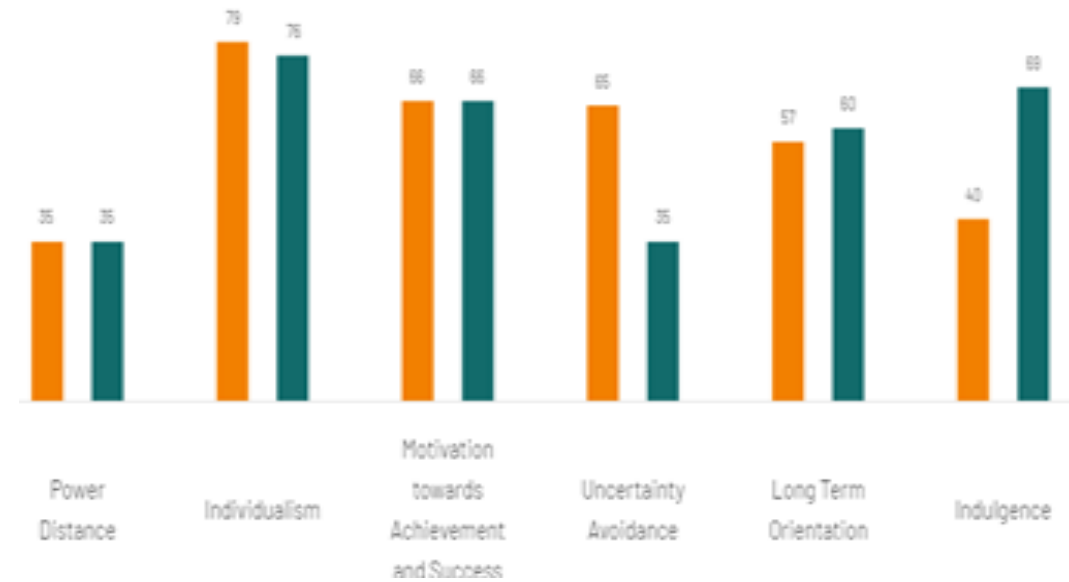
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- There are some of the cultural differences among Germany and UK as Germans like to prefer communication style that is direct & does not tend to amuse pleasantries, but individuals do this in UK. This can be seems to being rude to UK individuals as their culture is to greet people when they meet.
- Employees of UK might not be able to make good relations with employees which will be hired from Germany. The way of communication of both the countries are very different as well as language barriers will be faced by Tesco at the time of expanding their business in UK (Schunk, and et. al, 2023). The Tesco will have to work on these difference for their effective expansion of business in UK.



Hofstede cultural dimension: UK and Germany

- Indulgency: The indulgency is low in UK as compared to Germany, which will cause an impact on the Tesco in making an strong emotional connection with the people of Germany as the high indulgency means high control on the emotions effectively.
- Individuality: The individuality score of Germans are high as compared to the UK and this will make an high impact on their decision making effectively and will make it difficult for Tesco to enhance their business smoothly in Germany.
- Uncertainty avoidance: The uncertainty avoidance score of Germany is high as compared to UK which will help the Tesco in avoiding any uncertainty while settling business in Germany.



Challenges that will be faced by Tesco

- There are some culture differences in UK and Germany and because of this Tesco will be facing issues while expanding their business in Germany country. The challenges that will be faced by Tesco are going to be Language barriers as both the countries have different languages and discrimination at the work place because ethnic makeup UK and Germany people is very different (Grüning and Lechner, 2023).
- When discrimination is there at the work place it can directly harm the reputation of the company in the market. People from UK use English as their official languages, whereas, people from Germany uses German as first language so it will be difficult for both of them to understand each other and Tesco will face the communication barrier issues while establishing business in Germany.



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- Discrimination occurs when employer treats one of the employee as less favourable than the other. Many time employees face discrimination from other employees at the work place. It directly affect the productivity as well as performance level of the employees in the organisation.
- The employees who are discrimination at the work place feels that they are not important and feel left out (Antioco, and et. al, 2023). Discrimination can be based on the identity of the individual such as sexual orientation, race, national origin, race, religion and many more things.



Recommendations to overcome challenges

- The Tesco needs to make sure that any sort of discrimination does not take place in the organisation. HRM department of Tesco should set strict rules and regulations against discrimination so any sort of discrimination does not take place in the organisation.
- It is manager's responsibility to ensure that each and every employee get equal opportunities in the organisation. Biasness and favouritism should not be promoted at the work place as it can decrease the productivity of the employees (Schouteten, and et. al, 2023).
- The HR department of the Tesco must have good relations with employees as it will help them to be comfortable enough to come to them when they face any of these issues in the organisation. Manager should ensure that all the employees are aware about discrimination policy at the work place.



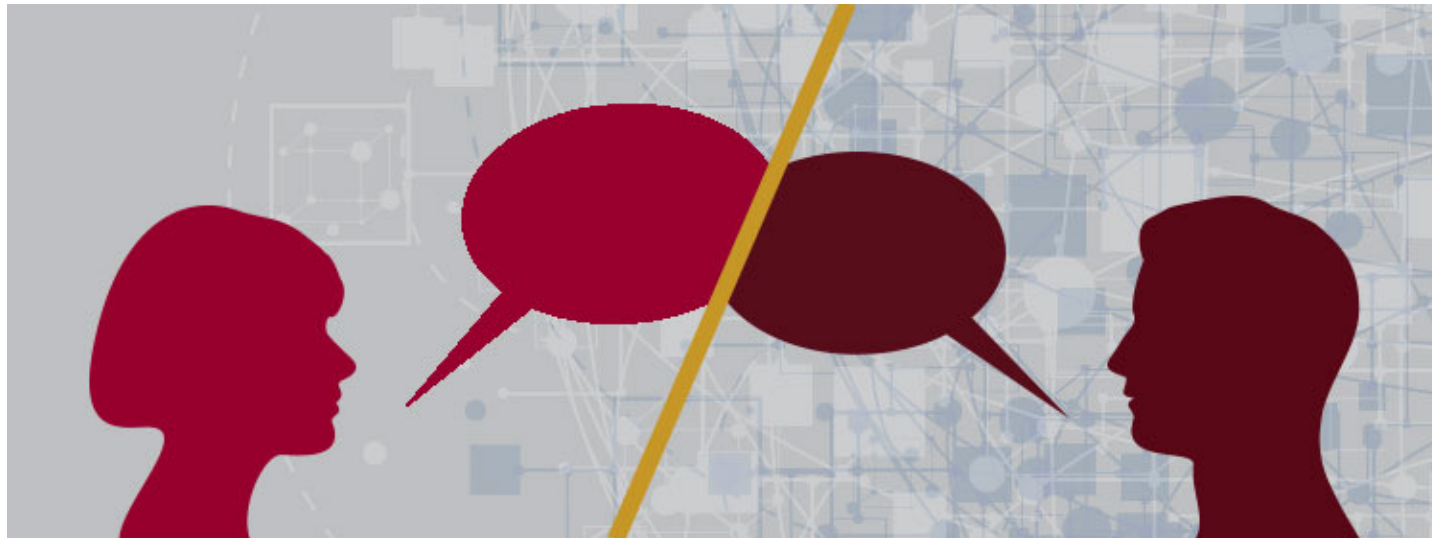
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- The company can overcome the language barriers by discussing the cultural differences and it is very important the organisation to education employees regarding cultural difference so any sort of issue does not take place.
- According to Maslow needs of hierarchy theory employees can be motivated for training and development and it will assist the company to have effective training sessions. Tesco can have a translator at the workplace as it will help them to make sure that all the employees are having proper interactions.



CONCLUSION

The presentation has helped in understanding the culture similarities as well as variations between Germany and United Kingdom. It has also outline challenges which Tesco may face at the time of expanding business to Germany. It has also recommended strategies as it may assist Tesco to overcome challenge which they are going to face. The presentation has concluded that cultural similarities will be beneficial for the business as it can help them to connect with more and more people and gain loyal customers.



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APPENDIX - 1

Cultural similarities & variations between Germany & UK- Tesco is one of the British multinational groceries & general merchandise retailers which has its headquarters in England, United Kingdom. The company deals in several brands such as Premier, one Stop, Makro, F & F and Booker. Tesco deals in consumer products such as furniture, internet services, toys, financial services, electronics and many more. Tesco is planning to expand its business to Germany -

When people have same social stricter it becomes easy for them to understand each other as deal same situations. The company will be able to meet delays of the projects and it will help them to create positive reputation in the market of Germany. UK has been ranked as second best in Education system all across the world. UK as well as Germany have excellent work culture as people believe in respect, politeness & professionalism and this will be beneficial for the company as they will be able to have good working culture in the organisation. Employees of Germany and UK are highly motivated to perform well in their tasks and it will help Tesco to complete their projects on time and generate higher revenue. The cultural similarities will help the business to grow more and more. In addition, it will be beneficial for the employees to make good relations with each other. People from UK use English as their official languages, whereas, people from Germany use German as first language so it will be difficult for both of them to understand each other. In addition, employees will not be able to cooperate with each other. Miscommunications and misunderstanding can be there because of language barriers in the organisation. Ethnic makeup of individuals of UK and Germany is different, UK mainly involves white groups whereas, and Germany have Germans in large ratios. Employees at the work place can face discrimination and it can directly impact the productivity as well as performance level of the employees.

Challenges that will be faced by Tesco - Language barrier takes place when two individuals speak languages that cannot be understood by one another, also there is breakdown in communication as well as language. It may create misunderstanding at the work place because of which it can affect the operation of the business. Also, many times individuals will not be able to understand which other person is speaking and it may create miscommunication or overlapping of task. It will waste both time and effort of the employees. Also, discrimination can result in serious damage, loyalty & commitment to business. In addition, employees that experience discrimination are probable of being dissatisfied with the work. There will be regular absenteeism as well as lower output & profitability for employer. In fact, government can also take serious actions against discrimination and the company might face the consequences.

APPENDIX - 2

Recommendations to overcome challenges -In addition, the employees should be educated about discrimination because it is one of the most sensitive topic and it can harm the mental health of the individual. Even after this discrimination occur then elimination of these employees should also be there as it will motive other employees regarding equality and fair treatment. The HR department of the company must have good relations with employees as it will help them to be comfortable enough to come to them when they face any of these issues in the organisation. Manager should ensure that all the employees are aware about discrimination policy at the work place. Tesco should also provide training to the managers for dealing with the discrimination complaints. It will also ensure that any sort of miscommunication and misunderstanding does not take place at the work place. This will help the business to run their operations smoothly and effectively. Furthermore manager should remind employees words being respectful to each other at the time of communication so any of them does not feel that they are not treated well at the work place (Jaeger, Harker and Ares, 2023). This is very important for the organisation to overcome the language barriers as it can assist them to have better allocation of work and resources at the work place. By implementing these strategies at the work place the business can overcome the challenges and have healthy and positive work place environment. It will also provide employees with job satisfaction they will stay in the organisation for long period of time.

*Thank
you!*