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Individual Presentation

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Introduction to Pop

- The UK Company Pop is a boutique popcorn shop
- Made with natural seasonal flavours
- Different menu every month
- Combinations include: Thai Sweet Chilli, Coconut, Berry Chocolate, Bloody Mary and many more



Introduce the Chinese culture

- China is a mix of blend tradition and modernity
- Chinese People respect hierarchy and respect minimal conflict
- Spending Time with family is essential
- Loyalty is valued
- Indirect communication style
- Honour tradition



Main Differences Between China & UK Business Practice

UK	China
- Balanced level of control - Not so quick business respond to complaints - Planned and organized business practice - Email Communication is preferred	- Tight Control - Quick Business Respond (Customers come first) - Dynamic and spontaneous business practice - Face to Face communication



Examples of Successful UK Companies in China

- Burberry
- Alexander McQueen
- Dyson
- British Airways
- Ted Baker
- Rolls Royce



Success and failure factors of joint ventures



Success Factors	Failure Factors
Good Communication	Difference in quality/speed
Process Commitment	Technology Differentiation
Clear motive	Different attitude towards management
Clear control	

- Meyer,2019
- Harros,2022

Cultural sensitivity in China / The differences from the UK

- Nod or bow instead of shaking hands
- Greet with clapping
- Being late is rude
- Observing seniority in business is extremely important

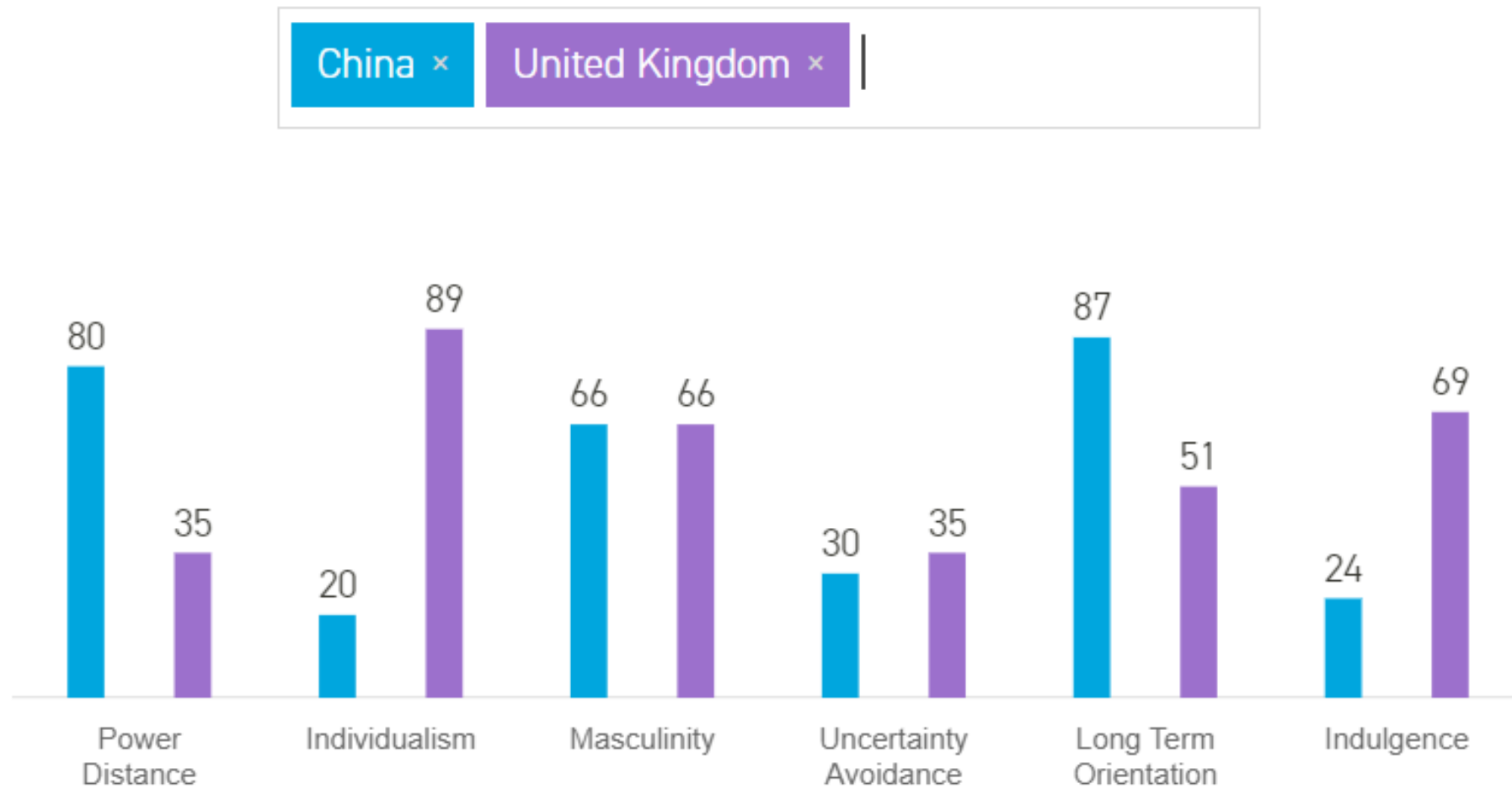




Hofstede cultural Dimensions: UK and China

- “Framework, developed by Geert Hofstede to understand the differences in culture across countries” (Charlotte Nickerson, 2023)
- Range from family culture to nation’s culture
- Useful when planning to expand a business globally
- Helpful to market a product

Hofstede cultural Dimensions: UK and China



* estimated

(Iulia-Cristina Uță et al., 2023)

How to succeed & Recommendations

- Make a clear contract
- Build Trust and Respect
- Follow simple steps to communicate
- Make advertisement based on their culture
- Discuss control





Conclusion

- Chinese culture is very different to UK
- Pop needs a clear plan on how to succeed in China
- Advertisement based on their culture
- Company operation that complies with Chinese laws

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