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Expanding to new horizons. Greggs UK's approach to the expansion into the Chinese market

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Introduction

Effective communication capability is one of the most significant weapons for any business or organization to expand the business internationally. And in the case of moving a business into a new culture and new market in any country, it is very important to identify the cultural barriers and challenges as well as simplify some strategies to overcome all the challenges by knowing the weakness and strengths of the culture of the country. However, as an International communication consultant of the British Bakery chain Greggs Plc, Various considerations regarding cultural sensitivity, cultural barriers, and challenges to moving the business into China have been discussed, analyzed, and evaluated in this report. China is the largest and richest developing country in the world. The economy of this country is very strong. As it is the most populous country in the world and has a large geographical area, the demand for restaurants with Chinese foods and other traditional foods having reasonable prices in various places in China is very significant. The business relationship and negotiations in the case of doing business in China mostly depend on the creation of long-term relationships. For example, most business Deals and meetings in China are held in any restaurant or bar to build up the business relationship informal besides the formal relationship. While entering the Chinese Market the business would face some barriers like language barriers in China, The lack of access to business networks because of the language difference and communication problems, the connection problem as well as the local regulations which have been analyzed as well as some of the significant communication strategies have been recommended in this report.

Introduction to the developing countries selected in this report

China is the largest and richest developing country in the world. The economy of this country is very strong. The official name of China is the People's Republic of China which is situated in East Asia. This country is very positive about accepting new technologies and manufacturing techniques; that is why the country has established itself as one of the largest economies in the world. However, this large country has five Geographical time zones as well as being surrounded by 14 countries' borders. In addition to that, the largest city in this country is Shanghai which is very popular and developed. Also, China is the most populous country having 1.4 billion people over the country (Bolognani, 2020). In the bottom line, it can be said that, as it is the most populous country in the world and has a large geographical area, the demand for restaurants with Chinese foods and other traditional foods having reasonable prices in various places in China is very significant.

In that case, the UK-based British Bakery chain Greggs is recently trying to enter the Chinese Market considering the vast population of this country. So, the selected country for moving the UK-based Bakery chain in China. More important information about this Bakery chain is it is only serving in the UK having more than 2000 locations in the UK. And it has been successfully operated as a business for more than 83 years. But it is predicted that operating business in a most populous country like China would be quite difficult for this business considering the cultural and geographical conditions, Language Economic technological advancement of China. The language of China is Mandarin. Also, it is a multi-religious country from a cultural point of view. And China is the world's largest manufacturing economy as well as the largest exporter in the world. The invention of 5th generation wireless Technology and various significant weapons are the important technological advancement of China. In addition to that, according to the workforce statistics in China, The current labour force of China is around 784 million. Among them, around 467.7 million employees are working in urban areas (China Country Profile - National Geographic Kids, 2022). So as most of the people are working and living in the urban area of the workforce, the target market of moving the business for Greggs would be the urban area of China. Moreover, the jobless rate on the unemployment rate of China is currently 5.5% According to the current unemployment rate for the chest of the country. In that case, moving the Bakery chain Greggs to the Chinese Market will help the Chinese economy to reduce its unemployment rate by creating job opportunities besides serving the customers quality foods.

The cultural differences between China and the UK

While talking about the culture of China it is very important to mention here that the Chinese culture is the oldest culture in the world which was established about a hundred years ago and followed by the Chinese people till now. And it has already been mentioned in the previous section of this record that China is a multi-religious country which also indicates the cultural Complexities in this country. Also, the fact that the British Bakery chain Greggs Is trying to move its business area in China has to deeply consider the culture of China.

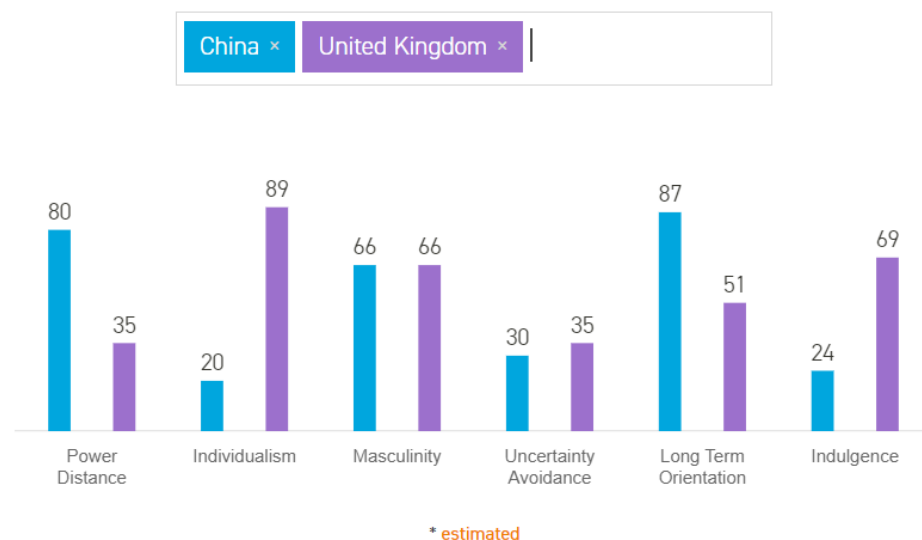


Figure 1: Hofstede's cultural dimension theory as a comparison between the culture of the UK and China

(Chinese Culture, Customs and Traditions (A Complete Guide), 2022)

The figure above shows the ultimate cultural differences considering the Application of theories of International and intercultural Communication in China by applying the Hofstede cultural dimension theory as a comparison between the culture of the UK and China. It has been shown that, in the comparison of power distance, the UK has a score of 35% and China has 80% which indicates that The UK has a society in which the belief that the inequality among people should be reduced. On the other hand, China has a society in which the benefits of inequality among people are acceptable. In the case of an individual, the UK has an 89% score and China has only 20%. And in the case of masculinity both of the countries have a 66% Score which indicates a highly successful driving society (Connery, 2021). But China is more adaptable and entrepreneurial than the UK. And in the case of long-term orientation, China has a culture of pragmatic orientation as well as the tendency of adapting traditions to change the conditions which are absent in the culture of the UK.

Finally, in the case of indulgence, the culture of the UK has the Willingness of emphasizing the tendency of enjoying life and having fun. But the culture of China is not putting that much emphasis on the leisure time of people as well as the fulfilment of their Desires.

Cultural sensitivity of China

The Chinese culture has greater traditional value than any other culture. They can adapt tradition to change other conditions in case of business or other activities. In addition to that, the business relationship and negotiations in the case of doing business in China mostly depend on the creation of long-term relationships. For example, most business Deals and meetings in China are held in any restaurant or bar to build up the business relationship informal besides the formal relationship. So it's pretty clear that it is a multi-religious country as well as having cultural complexity for traditional values of hundred years old traditions, there is some crucial cultural sensitivity in China. Also, in the case of moving the business area for the British Bakery chain Greggs, it is very important to consider the sensitivity of the culture in China. One important thing that should be mentioned here is that, in the case of the business culture, the culture of China is highly influenced by Confucianism (Cook, 2020). In a broad sense, Confucianism is a critical belief in the culture of China with an emphasis on loyalty, solidarity, modesty as well as a courtesy in business. Though China has a complex society and social system, it is very clear that the presence of lord solidarity, modesty, and courtesy in the business culture are the hidden treasures of the economic and manufacturing sector success of this country. One of the significant aspects of the business culture in China is that Chinese business never stops as they follow all the formal attire and rules and regulations in case of meetings and other corporate activities. so it is pretty clear that cultural sensitivity complexity and Strict rules would not be a big barrier or big deal for the move wanting British Bakery chain Greggs to move its business to China because of having loyalty solidarity courtesy and modesty in the Chinese business culture.

Communication barriers and challenges between the UK and China

The first and foremost things any business or organization must have to consider before entering into any new culture of any new country are the communication barriers and challenges of the country. In the case of The British Bakery chain Greggs is trying to move its business area in the Chinese Market. In that case, first of all, the business has to enter the

Chinese market, its business, and manufacturing activities of foods. And while entering the Chinese Market the business would face some barriers like language barriers in China, The lack of access to business networks because of the language difference and communication problems, the connection problem as well as the local regulations and rules for the foreign businesses set up the business office (General Facts about China: Flag, Population, Climate, Language, 2022). In this case, one of the most suitable solutions for moving any new business in the Chinese Market is having a Chinese partner from China. It would highly have the new business to set up the business and move its business area in the Chinese Market by having a Chinese partner by Taking many things very easily and making the things going on the road to success. In addition to that, it has been already mentioned that there are critical cultural barriers to moving the business in the Chinese market because of the traditional values and other Street to the regulation of the Chinese culture. In addition to that, in Chinese culture verbal communication is mostly interpreted by the context of the nonverbal communication like tone, Gesture posture, and stance. According to the Forbes Business Council, one of the significant articles of Salvador Armoriga, who is the CEO of The Spanish Group LLC Which is one of the top International translation service companies, has mentioned the experience of three communication barriers and challenges in the case of doing business in China (Steidlmeier, 2021). For instance, The need for localized knowledge, The difficulties in understanding the Chinese negotiation tactics as well as The limitation of translation apps Different languages like Mandarin and English have been found by the business leaders very difficult to maintain business in China.

Providing appropriate communication strategies and recommendations for the British Bakery chain Greggs

as it has been already identified there, the British Bakery chain Greggs would face a lot of communication barriers cultural barriers as well as challenges in case of moving its business area to the Chinese market, it is very important to identify the alternative Strategies and take some recommendation for this business To Move It successfully and operate a sustainable business. However, by analyzing the Chinese market, condition of China as well as the economy of China it can be said that investing in this kind of richest developing country would be very appropriate for Gregg's public limited company. This country has 23 provinces with a lot of people. Greggs is currently serving In the UK as it is a UK-based hotel chain (Greggs, 2022). This Restaurant chain hasn't yet entered East Asia to operate its food

serving business. Moreover, it is also true that the decision of moving the business to China is very appropriate for this British Bakery chain because of the huge population of China as well as the demand for the products provided by this business in the Chinese market. In that case, some of the significant strategies that can be followed by the British Bakery chain are greeting a harmonious relationship by maintaining good direct communication with the Chinese customers and formal authority.

And, as it is already known that the ultimate successful negotiation of businesses in China mostly depends on the long-term relationships as well as the contact of nonverbal communication (Huhe and Tang, 2020). some of the significant strategies for this business can be To learn some basic Chinese, Ok for a gentle handshake in a business meeting, Being attentive to posture and register, rely on the indirect communication By expressing the tone of voice As well as making sure that all translations are correct in case of avoiding the language-related communication, it has been recommended that The British Bakery chain Greggs can appoint a Chinese employee who is very efficient in the Mandarin language as well as in the English language to deal with all the translation activities of the business area in China. It is also recommended that the business can take a Chinese partner to make easy everything about moving the business analyst setting up the business successfully in the Chinese Market having confidence (Publisher Correction to Frontiers of Business Research in China, 2020). So these two recommendations would make the business more comfortable in case of moving the business to China.

Conclusion

In the summarization of this report, it can be said that the British Bakery chain Greggs would have a very difficult position in case of moving the business area to China in case to maintain international business communication. It would be very easy for this business if the Chinese business etiquette followed the English language. But the Mandarin language and dealing with the customers talking in these languages would make a difficult position for this business which has already been discussed in this report. In addition to that, various considerations regarding cultural sensitivity, cultural barriers, and challenges to moving the business into China have been discussed, analyzed, and evaluated in this report. Finally, some significant International communication strategies, as well as important recommendations, have been suggested for the business to move its business area into the Chinese market as well as to operate the business activities successfully and sustainably.

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