

Global Business Environment



Assignment 1

Task 2

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Introduction

- The presentation's purpose is to understand the senior management of the Co-op for their approval of the investments.
- Different kinds of opportunities and challenges will be discussed in this presentation from a broader perspective which has already been discussed in the report.



The presentation's purpose is to understand the senior management of the Co-op for their approval of the investments. Different kinds of opportunities and challenges will be discussed in this presentation from a broader perspective which has already been discussed in the report. With this opportunity company's policy to work with this opportunity will also be included. In addition to this overcoming technique, the company will come into the topic with its challenge. The key business environment of the company will get focus which especially gives stress to the growth and development of the Co-op.

Opportunities and Exploitation Faces by Co-op in Thailand

- In different regions of the Thailand **robust of domestic markets** with private actors serve as the main growth of the country's engine.
- Co-op can take full advantage of Thailand's diverse regional market. The company possesses diverse market opportunities from retail to funerals ([Acclime](#), 2022).



Thailand is emerging as a free market economy which is going to be considered the second largest in Southeast Asia with approximately 500 billion USD GDP. In different regions of the country, **robust domestic markets** with private actors serve as the main growth of the country's engine. Thailand's economic growth sector includes food manufacturing in its list. The country is full of natural resources. So, foreign manufacturers do not have to be concerned about the supply of resources.

Co-op can take full advantage of Thailand's diverse regional market. The company possesses diverse market opportunities from retail to funerals. So, with its various perspectives, the company will thrive in the Thai business market with the support of the country's regional market. The company will decide on its segment by giving close eyes at the customers' demand ([Acclime](#), 2022).

Opportunities and Exploitation Faces by Co-op in Thailand

- **The growth of the Urban population** has increased the opportunity for employment as well as higher wages and salaries.
- The co-op will get a substitute policy with a greater emphasis on promotion techniques.
- The young people's demand make the company to open their business in this country.



The growth of the Urban population has increased the opportunity for employment as well as higher wages and salaries. Urbanisation has helped the country from economical, cultural and social perspectives. Development in the number of young generations has created different kinds of job opportunities. A long-term structural shift has happened in this country related to its agriculture industry.

The co-op will get a substitute policy with a greater emphasis on promotion techniques. The company understands that products can attract a diverse range of Management through the rapid growth of manufacturing production. Though the transportation problem has come out as an automobile pollution factor, enormous demand has risen out there for applying a fruitful organic strategy for the entrance of the company in Thailand ([Eyeonasia](#), 2022).

Opportunities and Exploitation Faces by Co-op in Thailand

- **The Free Market approach** in Thai business is good enough to maintain the global environment. Through effective steps, Thailand has provided different kinds of fundamental infrastructure and social security.
- The country has the strongest internet backup system with the fastest network. That is why its online business can also meet sustainable development goals.
- In this competitive stage, Co-op can feel more motivated to let the Thai customer meet their presence through different opportunities (Yarrow *et al.*, 2022).



The Free Market approach in Thai business is good enough to maintain the global environment. Through effective steps, Thailand has provided different kinds of fundamental infrastructure and social security. The country has the strongest internet backup system with the fastest network. That is why its online business can also meet sustainable development goals. The upper middle class of the country has developed a diverse taste in buying. Co-op can explore the market with their interest to support the diverse side of the supply chain. Thailand has its own business rule and it is already famous for its own retail business. In this competitive stage, Co-op can feel more motivated to let the Thai customer meet their presence through different opportunities. Disruption is strongly prohibited in the supply chain. So foreign countries' businesses always try to be honest, following their conscience to maintain the cold fight to retain competitiveness (Yarrow *et al.*, 2022).

Challenges and their overcoming strategy

- **High Tariffs** in certain sectors of Thailand's business industry come as a challenge for international business.
- Co-op can avoid high tariffs from the government's perspective if they hire most of the human resources from their guest country Thailand ([Trade.gov](https://trade.gov.th), 2022).



High Tariffs in certain sectors of Thailand's business industry come as a challenge for international business. Besides there are non-tariffs barriers which are like licensing, localization and label requirements that negatively affect the international supply chain. Thailand's business industries follow strict rules and regulations related to tax and duty purposes. So, for starting a business the company has to submit data about its legal entity.

Co-op can avoid high tariffs from the government's perspective if they hire most of the human resources from their guest country Thailand. By showing a holistic approach to its customer the company can mitigate labour uncertainty challenges for starting a business. For making strong attachments with their suppliers the company must give value to the discussion among stakeholders to establish a sound company culture ([Trade.gov](https://trade.gov.th), 2022).

Challenges and their overcoming strategy

- In Thailand, investor's protection is given due importance. So any foreign company cannot use a country's intellectual property without their permission.
- Import-export activity in this country shows its strictness with regulations ([Co-operative. coop](#), 2022).



As a foreign company Co-op has to register its property. In Thailand, investor protection is given due importance. So any foreign company cannot use a country's intellectual property without their permission. Cross-border trade is another challenge that the company has to deal with. It is a time-consuming matter in Thailand Which is kind of bureaucratic. Import-export activity in this country shows its strictness with regulations ([Co-operative. coop](#), 2022).

Challenges and their overcoming strategy

- **Foreign investors are restricted by the FBA act** to take any Thai nominee shareholder.
- If they open any partnership business with Thai shareholders they will get less share of the company (Tmf-group, 2022).



Foreign investors are restricted by the FBA act to take any Thai nominee shareholder. If they open any partnership business with Thai shareholders they will get less share of the company. The co-op needs a work permit before entering the country for business and also has to renew it if the location of the company is changed (Tmf-group, 2022).

Challenges and their overcoming strategy

- The Co-op will do proper research about the country's business regulations before entering into it.
- The company has to adjust the fact that its Thai shareholder will be the owner of the majority portion of the company's shares ([Thailand. acclimate](#), 2021).



The Co-op will do proper research about the country's business regulations before entering into it. Proper knowledge about the labour hiring, work permit and visa process will be known to them. Since sole proprietorship is not legal in Thailand, Co-op has to investigate the trustable companies of Thailand to make them appoint shareholders of the company. The company has to adjust the fact that its Thai shareholder will be the owner of the majority portion of the company's shares ([Thailand. acclimate](#), 2021)

Challenges and their overcoming strategy

- Foreign business companies can face **language barriers** if they cannot adopt the country's language well. (Kankaew *et al.*, 2022).
- Co-op can give its employees a proper lesson about gaining knowledge of the Thai language. The country's domestic environment will get due priority from them for dealing with the issues (Namwat *et al.*, 2020).



Thailand's culture is embedded with strong values which expect a holistic approach from other cultures. Foreign business companies can face **language barriers** if they cannot adopt the country's language well. So, foreign investors have to depend on some mediator in the first phase to know the country's market environment well (Kankaew *et al.*, 2022).

Co-op can give its employees a proper lesson about gaining knowledge of the Thai language. The country's domestic environment will get due priority from them for dealing with the issues. Finding investors cannot be easy in Thailand because they are more likely to invest in their domestic company. So, the company has to gain their trust first to come forward for the company (Namwat *et al.*, 2020).

Conclusion

- Different kinds of opportunities which are presented in Thailand's business environment will lead the UK-based company Co-op to open their business in this area.
- But as a natural consequence different challenges also come to make it plan new strategy that will work in Thailand's business environment.



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Different kinds of opportunities which are presented in Thailand's business environment will lead the UK-based company Co-op to open their business in this area. But as a natural consequence different challenges also come to make any foreign company think twice before starting any business in this country. The popular company Co-op can mitigate these challenges with their prudence because of catching Thailand's market which has started already towards growth in recent times.

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