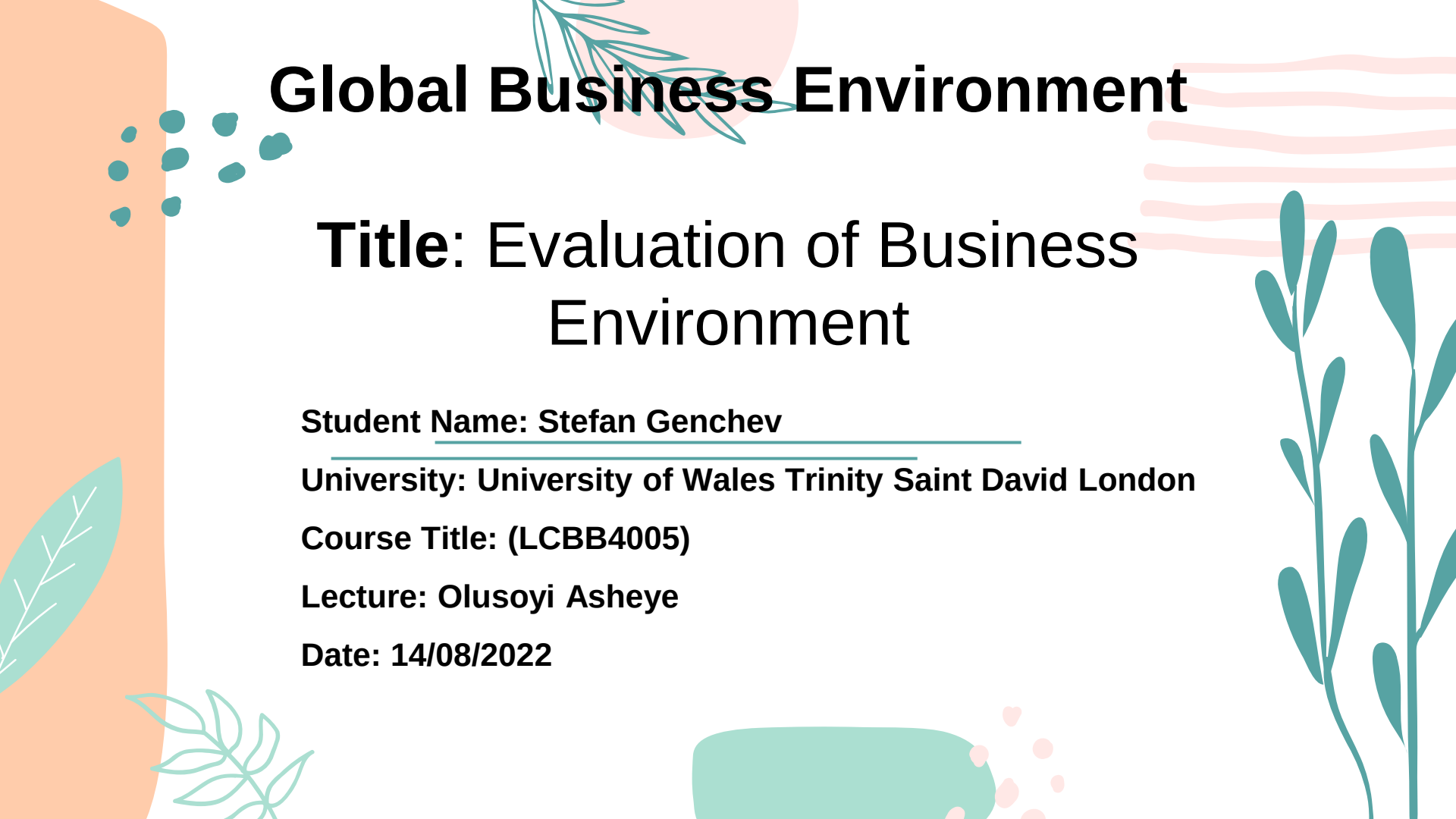




Global Business Environment

Title: Evaluation of Business Environment

Student Name: Stefan Genchev

University: University of Wales Trinity Saint David London

Course Title: (LCBB4005)

Lecture: Olusoyi Asheye

Date: 14/08/2022



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 - **Strategies to Utilise the Opportunities**
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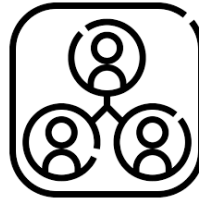
Introduction



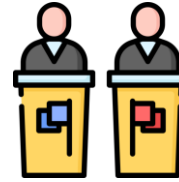
**More than
17,000 islands**



**600 ethnic
groups & over
700 languages**



**Rich cultural
diversity**



**Political
instability,
unrest.**



**Corruption,
nepotism,
collusion**

(Anderson, 2019)



Key Issues in Indonesia



**4th Largest
Population**

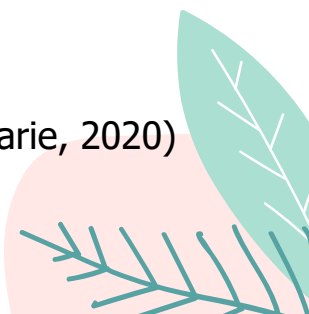
**Rich In
Natural
Resources**

**Expanding
Middle Class**

**2nd Most
Diverse
Culture**

**Poor
Economy**

(Gitaharie, 2020)



Opportunities in Indonesia



Indonesia is the world's fourth largest market.

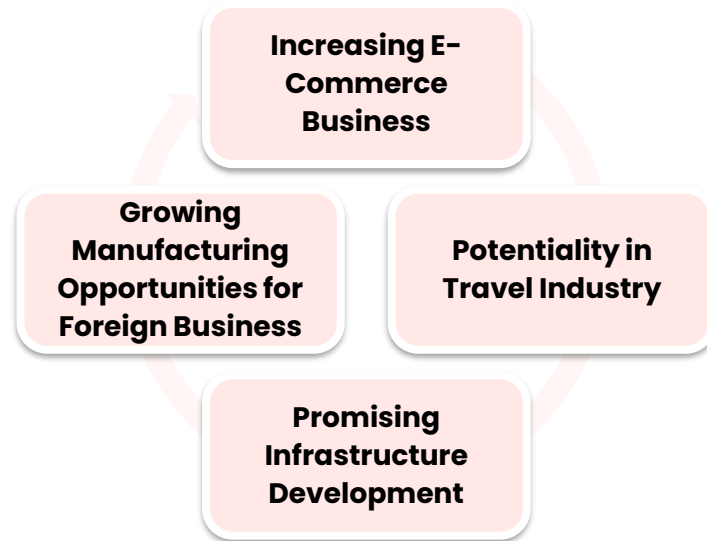
World's biggest archipelago.

Several unicorn start-ups.

One of the strongest economies in southeast Asia.

(Jondle and Ardichvili, 2017)

Opportunities in Indonesia



(Jondle and Ardichvili, 2017)

Strategies to Utilize the Opportunities



**Consult with the
local experts**



**Utilise the local
resources**



**Align with the
local norms and
values**



**Build strong
relationships**

(Gitaharie, 2020)

Key Challenges in Indonesia

**High power
distance**

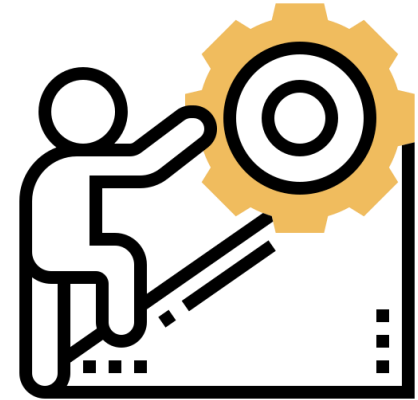
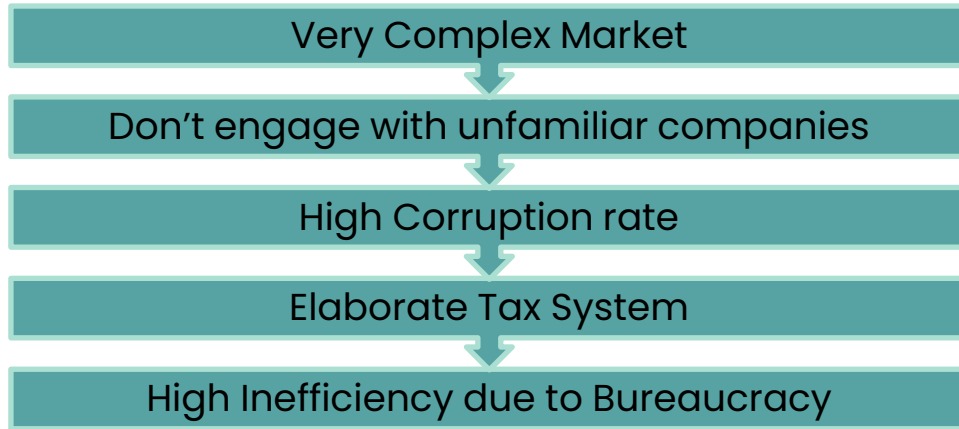
**Long term
orientation**

**Scepticism
and despair**

**No official
code of
corporate
governance**

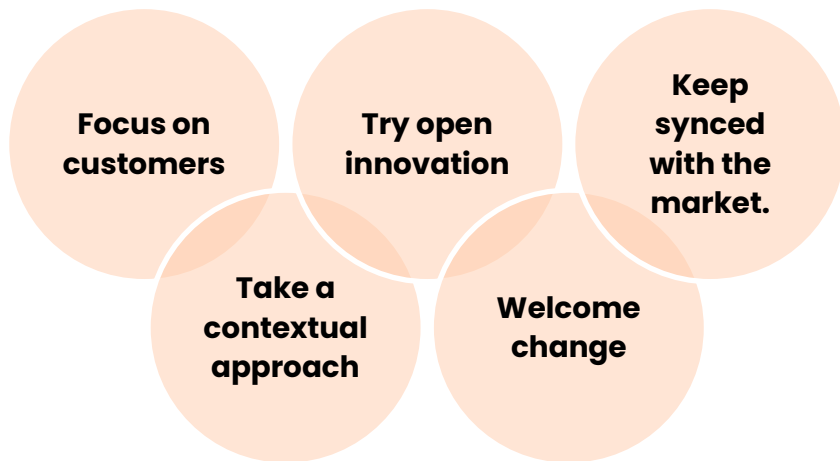
(Ginting and Naqvi, 2020)

Key Challenges in Indonesia



(Duffield and Hui, 2019)

Strategies to Manage the Challenges



(Ginting and Naqvi, 2020)

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