

Research and Suggestions for Jewelry Enterprises to Enter the International Market

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-----made by the group four{Jiankai Gao
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Liu(1801052)}

Part 1 Chuchengsangmu Xina(1904305)

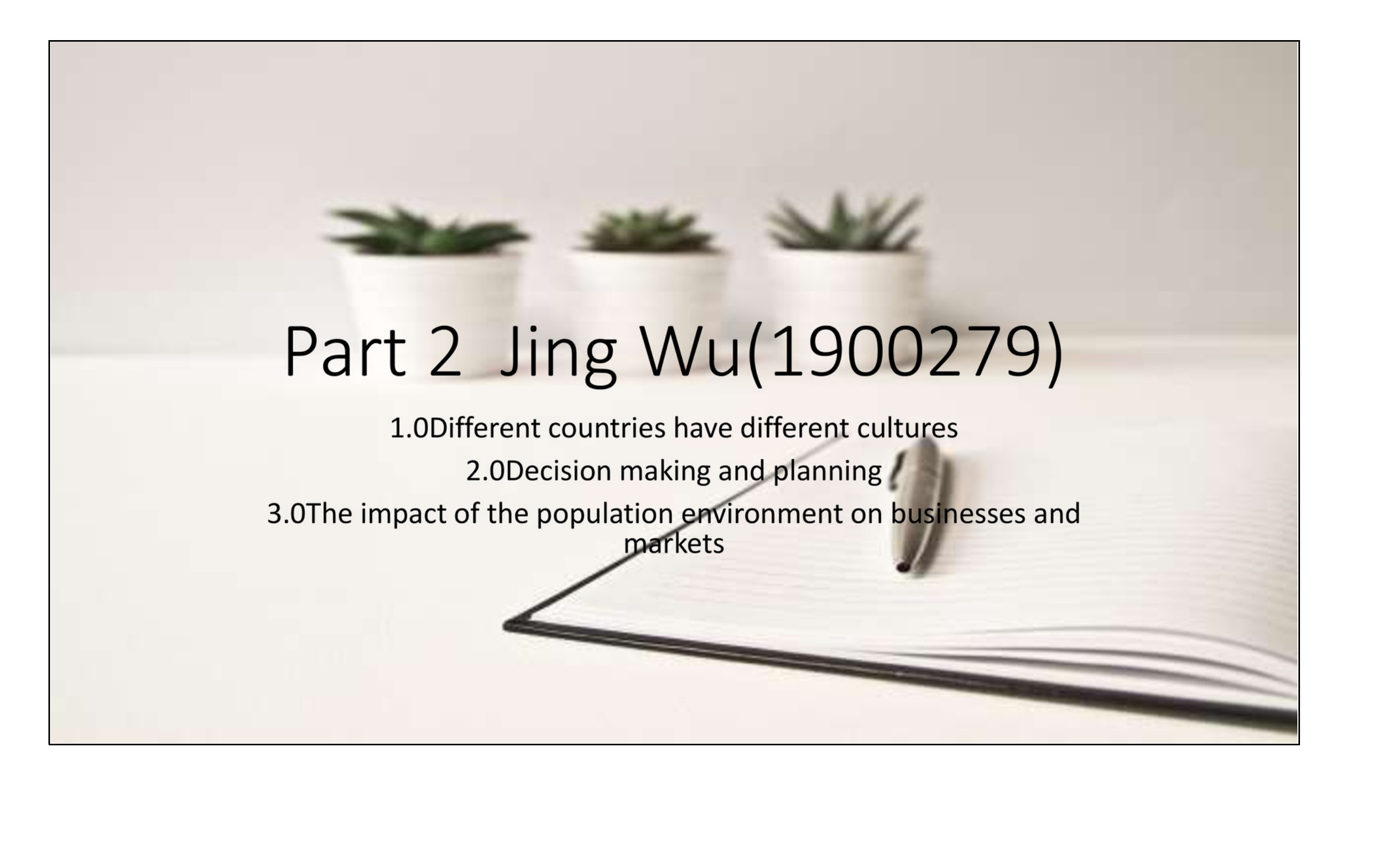
1.0²The importance of various skills particularly in relation to building relationships

2

The importance of various skills particularly in relation to building relationships

- Based on expanding global business and logistics
- Based on business relationship
- Based on trust to maintain success





Part 2 Jing Wu(1900279)

1.0 Different countries have different cultures

2.0 Decision making and planning

3.0 The impact of the population environment on businesses and markets

Social culture and decision making

1.0 Cultural practices represent the attitudes and views of different countries on various things.

2.0 Different input methods have different flexibility and adaptability

3.0 The size of the population will affect the company's strategy for the local market.



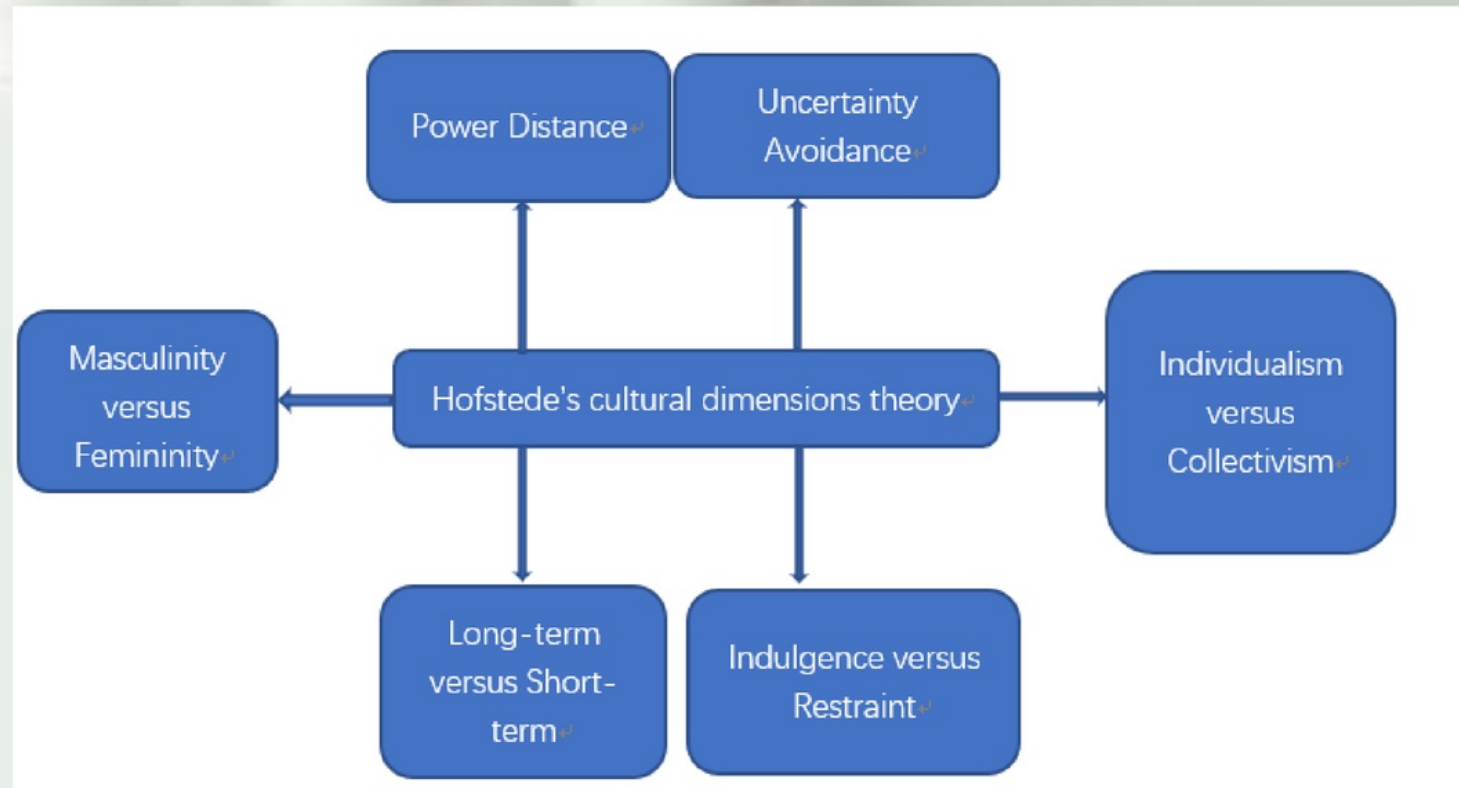
The background of the slide is a photograph of a desk. In the foreground, an open notebook with lined pages is visible, with a silver pen resting on it. In the background, three small potted plants are lined up on the desk. The overall scene is brightly lit and has a clean, minimalist aesthetic.

Part 3 Liu Zixu(1801052)

- The impact of a failure to develop relationship with global partners
- Any reasons for possible failure

Any reasons for possible failure

- Hofstede's cultural dimensions theory



Any reasons for possible failure



Power Distance

Asians are very bullish on power, and employees generally don't give advice to employers. Different ways of dealing with problems in Europe can lead to failure.

Uncertainty Avoidance

Asians do not solve problems themselves when they encounter problems at work, and they tend to wait for employers to make decisions.

Individualism versus Collectivism

Asians tend to solve problems with the collective, rather than a competent person leading the work

Any reasons for possible failure



Masculinity versus Femininity

Asians are not creative enough, they are used to making a correct answer, not a lot of new ideas.

Long-term versus Short-term

Asians value long-term interests, not just one profit.

Indulgence versus Restraint

Asian companies are highly binding on employees, and employees cannot fully leverage their strengths.

The impact of a failure to develop relationship with global partners



- Unable to expand overseas market
- Unable to find new target customer groups
- Sales and profits cannot be improved
- Unable to increase company brand awareness



Part 4 Jiankai Gao(1904304)

1.0 Make recommendations based on foreseeable reasons for failure to avoid such failures.



Conducting an overall survey of target country, then select scientific integration models and procedures and plan as early as possible

- Once an enterprise's internationalization activities begin, companies must constantly change their entry-mode decisions based on their own resource conditions, target market conditions, and competitive needs. International companies tend to gradually choose the way to better control the operation of foreign markets. In order to obtain this control, enterprises have to invest more resources and bear greater market and political risks. The enhancement of international competitiveness will make enterprises more inclined to integrate part of their production and operation system into the international market as investors, in order to obtain greater control.



Develop a stable human resources policy



- Competition among all enterprises is ultimately the competition of employees. Without high-quality employees, there will be no high-quality products, and there will be no high-efficiency companies. Jewelry enterprises should adopt various measures and measures such as equity incentives according to their own conditions, fully mobilize the enthusiasm and initiative of employees at all levels, stimulate their creativity, and work hard together around the strategic goals of the company.

Increase communication

- In the whole process of integration, communication has occupied a very important position. It can be said that many misunderstandings and confrontations appearing in the integration are caused by poor communication. In order to avoid these situations, M&A companies should adopt various forms to establish communication channels to ensure the smooth flow of all kinds of information in formal channels. There should be opportunities for employees to understand the general situation of the entire M&A, such as changes in equity and future business direction.

A hand holding a silver pen is positioned over an open, blank notebook. The notebook is open to two pages, both of which are blank and have a light blue grid pattern. The hand is holding the pen in a tripod grip. In the background, three small potted plants are arranged in a row on a white surface. The plants are small, green, and have a succulent-like appearance. The background is a plain, light-colored wall.

thank you for watching

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GENERAL COMMENTS

Instructor
Marks breakdown and feedback for both elements of the assignment are also included in the supporting paper submission link.

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

