

Assessment 1. International Business Communications

Assay Module Code LCBB6001

Student ID: 2123846

Student Name: Georgiana Repciuc

Introduction

Around the globe of British business communications among cultural differences and proper plans for going global. In this context, Unilever, a famous British multinational organisation that works in the fast-moving customer goods industry, has been picked as the employer to be evaluated. These days, Germany and Spain have become lots of interest as check out viable EU countries for growth. Each country has its own culture and enterprise environment, so each has its particular possibilities and challenges. Germany is referred to as the economic powerhouse of Europe. It has a stable government and a skilled group of workers. However, its inflexible business way of life and complex language may make it tough to get started. Spain is appealing due to its rich lifestyle and strategic place, but communication can be difficult due to differences in language and society. It is important to study the communication problems that British groups may additionally face in these areas at the same time as those are being researched. Differences in language, regional nuances, and communication styles need to be important concepts to create surroundings that are right for success. So, suggestions and plans could be made for how to get around these troubles, ensuring that Unilever's efforts to develop are a success and consist of all, creating a good setting for all people to do properly.

Discussion

It is a well-known British-Dutch multinational customer goods company that has turned out to be a market winner around the world. Unilever has extended records that date back to the late 1800s. It has grown into a massive within the fast-moving customer goods (FMCG) business, promoting a wide variety of products such as foods and drinks, cleaning merchandise, beauty merchandise, and personal care gadgets. Unilever was created in 1929 whilst the British cleaning soap corporation Lever Brothers and the Dutch margarine company Margarine Unie merged (Fröhlich *et al.*, 2023). Since then, it has grown to many international locations and serves billions of customers around the arena. Innovation, sustainability, and social responsibility are vital to the business enterprise, and they have helped it stay a hit and round for the long term in a hard marketplace. An iconic series of brands owned by way of Unilever includes famous names like Dove, Lipton, Knorr, Hellmann's, Axe, and plenty of greater. Unilever has usually been adding new products to its line to satisfy the changing tastes and requirements of clients in many specific markets. It does this by way of making smart acquisitions and developing itself (Hermanses *et al.*, 2024). Unilever wants to make sustainable residing the norm, so it has set big sustainability goals, along with lowering its impact on the surroundings, making a bigger distinction in human beings's lives, and inspiring accountable shopping for all along its price chain. These efforts are consistent with the enterprise's intention of making the future better for future generations at the same time as additionally giving proprietors long-term price (Iglesias *et al.*, 2023). Unilever has more than 150,000 people around the arena. The organisation promotes a culture of variety, inclusion, and collaboration, giving its teams the tools they want to power innovation and achieve remarkable consequences. The organisation's technique for growing expertise and training future leaders shows that it wants to develop sustainably and run its business properly (Tuninga, 2022). Overall, Unilever is a top-notch example of the way innovation, reason-driven management, and ethical enterprise strategies pay off (Reckendrees *et al.*, 2022). Unilever continues to be devoted to its aim of making the sector a higher vicinity, even because it faces the demanding situations of the worldwide marketplace.

German and Spanish international locations stand out as possible EU locations for Unilever's growth. Each has its possibilities and issues that need to be carefully notion through, mainly when it comes to cultural variations and activity possibilities. Germany has the largest economy in Europe and is a centre for brand-new thoughts. It is understood for its robust production zone and tremendous tech. In terms of social lifestyles, Germany values professionalism, pace, and being on time (Fröhlich *et al.*, 2023). The society values open communication and recognises the importance of leadership in companies. In work situations, German is spoken more than English, however maximum human beings, specifically younger individuals, are excellent at English. Germany has a strong financial system and a setting that is right for business, however, labour costs may be better than in other EU nations. Foreign organisations may additionally find it difficult to cope with complex authorities' tactics. Multinational companies like Unilever might also need to make modifications because of cultural differences, like how essential it is to follow the guidelines (Hermanses *et al.*, 2024). The individuals who work in Germany come from a huge range of backgrounds. They come from all around the EU. But cultural differences can change how matters work at work, so it is vital to be sensitive and flexible. Germany has robust rules that guard workers' rights and pursuits at work, which could affect how Unilever runs its business. Using Hofstede's cultural factors, Germany tends to attain high individualism, and because of this people there cost their freedom and success (Iglesias *et al.*, 2023). It does, however, score incredibly on uncertainty avoidance, which shows that it likes based settings with clear rules. Finding out those cultural elements can help Unilever enhance how it manages and works with teams in Germany.

On the other hand, Spain is known for its active tradition, long beyond, and Mediterranean manner of lifestyles. Even though Spain's economic system has had some issues recently, it is nevertheless an amazing area to do commercial enterprise due to its location and tourism enterprise. Spain values ties with other human beings, being flexible, and having a great work-life balance. In commercial enterprise situations, Spanish is the principal language, however, people speak English in another way. Spain's economic system has been unstable, especially for the reason that ceases of the financial crisis in 2008 (Fröhlich *et al.*, 2023). Even though attempts to recover are underway, Unilever's plans to develop can be affected by the chronic uncertainty in the economy. It can also be hard for overseas groups to do enterprise in Spain due to the country's immoderate red tape and inefficient government systems (Iglesias *et al.*, 2023).

The people who work in Spain come from a wide variety of cultural backgrounds, and variations among areas affect how things work. It is possible to say that the activity marketplace is flexible due to the fact a lot of human beings are running informal or component-time jobs. Even though unemployment rates are slowly going down, they may be still pretty excessive as compared to EU averages (Hermanses *et al.*, 2024). This affects the process marketplace and how wages are exchanged. Like Germany, Spain tends to attain excessive uncertainty avoidance, because of this people there like settings with clear rules. It does, but, scores quite excessive on indulgence, which shows that it puts numerous emphases on residing existence and enjoyment activities. Unilever can improve employee involvement and company culture in its Spanish operations using studying these cultural aspects.

The British international employer Unilever has to carefully examine the communicate issues it would face in both Germany and Spain whilst it studies possible EU nations for boost (Jose, 2021). Even though English is often used in foreign enterprises, differences in language and lifestyle can be massive troubles that can affect how well matters run and the way successful they are. Germany has the biggest economic system in Europe, so it is an excellent area for Unilever to grow (Kempster and Jackson, 2021). Language and subculture norms are very vital in Germany, although, that can make it difficult to speak before everything. Even though most Germans are excellent at English, there are some subtleties within the language and the way individuals speak that might make it more difficult to speak (Montiel *et al.*, 2021). German commercial enterprise lifestyle places a high value on being professional, on time, and following regulations. People like to talk to each other immediately, and organizations place a whole lot of weight on having clear ranges of authority. This is not like how Unilever communicates, which is greater informal and group-based totally (Jose, 2021). This may be due to motive errors or wrong assumptions. Also, even though English is extensively spoken, there ought to nevertheless be language hurdles. This is especially authentic in smaller or greater traditional organizations where humans may not speak English as properly (Castillo Castro, 2024). Unilever may also have trouble speaking in Spain because of differences in language and tradition. Even though more humans are studying English, it is now not as commonplace as it is in locations like Germany. The Spanish language could be very vital in both working and social settings (Protopapa and Plangger, 2023). This can make it difficult to speak, especially in much less formal or complex conditions. Also, Spain's way of communicating is casual and specializes in constructing relationships, which may be unique from the directness that is commonplace in the British enterprise lifestyle.

Unilever can get around those communication troubles via the use of special tactics that are made to work in Germany and Spain (Kempster and Jackson, 2021). First, giving employees who work in or with these places language training or resources could make communication much better. Cultural awareness training is likewise critical to assist teams in understanding and modifying how people in extraordinary countries talk to each other. This can assist resolve any confusion and construct more potent bonds with nearby partners (Cherunilam, 2020). Additionally, Unilever ought to consider making its marketing substances and plans fit the language and cultural needs of each marketplace. To do this, vital papers and advertising materials would possibly want to be translated into German or Spanish, and messages might want to be changed to suit the needs of neighbourhood audiences. Using generation, like software program that interprets languages or offerings that offer interpretation, also can assist human beings speak better in meetings or other situations where language hurdles would possibly make it hard to understand (Magnani and Gioia, 2023). Investing money and time into building partnerships and gaining knowledge of the traditions of each market is also very vital. To construct agree with and expertise, could mean making connections with nearby enterprise leaders, getting concerned with neighbourhood corporations, and going to cultural activities (Cherunilam, 2020). Unilever can support its location in the market and construct lengthy-time period relationships with customers and providers by displaying that it simply cares approximately know-how and respecting nearby customs and values. For Unilever's growth in Germany and Spain to head properly, they want so one can communicate well (Jose, 2021). By proactively getting rid of barriers to contact and adapting its conversation strategies to match the language and way of life of every country, Unilever can make these markets more effective and a success. Language and cultural differences must be seen as strengths, not weaknesses, so Unilever can build robust relationships, encourage new thoughts, and reap long-term boom in its goal markets.

There are many things that the British global agency Unilever has to cautiously think about while selecting EU nations to extend into. These encompass verbal exchange issues and the way to resolve them so that the nation is a good place to do enterprise (Castillo Castro, 2024). Thinking approximately increasing into Germany and Spain, each countries have their very own probabilities and problems (Hinson *et al.*, 2020). As Europe's largest economy, Germany has a sturdy business climate, a skilled group of workers, and a strong financial system. But its formal language and rigid enterprise tradition might make it difficult to talk in the beginning. On the other hand, Spain's energetic tradition, strategic function, and developing economy are all appealing. However, Unilever might have a hassle speaking with

Spanish speakers due to differences in language and lifestyle. Likely, Unilever will be determined to develop into Germany due to those factors. Even though it can be difficult to talk at the beginning, Germany's strong economic system and appropriate enterprise environment make it a very good choice. Unilever can use some key methods to enhance communication and create an environment that is right for fulfilment (Hinson *et al.*, 2020). First, it's far critical to offer workers who work with or within the German marketplace language and cultural sensitivity education. Lessons in German to enhance skills and knowledge about German business tradition and verbal exchange policies must be part of this type of education. Giving employees language and cultural skills could make it a good deal easier for them to communicate and get along with people inside the area.

It is likewise vital to make sure that communication equipment is localised to healthy German tastes. To do this, material has to be translated into German and messages must be modified to suit cultural norms. Not most effective does speaking the neighbourhood language show that apprehends, however, it additionally makes Unilever's logo more visible and relevant to German clients. Technology like software that interprets languages and services that offer rationalization can help humans talk to each other more without difficulty (Cherunilam, 2020). These tools help those who talk one-of-a-kind languages communicate truly with every different. Investing in virtual communication tools that aid more than one language additionally makes it less difficult for teams which are spread out geographically to work together, which increases performance and effectiveness (Jose, 2021). To prevail inside the German marketplace, want to construct ties with nearby enterprise leaders and other vital gamers. Participating in enterprise events, networking, and getting worried inside the local community are all precise methods to build consideration and credibility. Showing that care approximately understanding and respecting the precise components of the German marketplace builds long-lasting partnerships and units the level for long-term progress (Castillo Castro, 2024). Finally, Unilever's success in Germany relies upon on growing a mindset of always learning and changing. Soliciting comments, keeping a watch on marketplace traits, and making changes to plans as wanted ensures flexibility and competitiveness (Kempster and Jackson, 2021). Unilever can stay ahead of the competition and power growth in Germany by way of adapting to changing patron tastes and marketplace conditions. In the end, Unilever can do well within the EU marketplace by way of growing into Germany (Hinson *et al.*, 2020). Unilever can grow to be a market leader in Germany by installing regional plans to address conversation problems and make the place of work a great place to do nicely. Language and cultural schooling, localisation, the usage of technology,

building relationships, and learning new things all the time are all things that Unilever can do to make its growth plans work.

Conclusion

Examining possible EU countries for increase, with a focus on Germany and Spain, shows how complex it is for a British global enterprise like Unilever to speak with groups in other countries. Germany has a strong economy, strong authority, and a professional worker, but it may be difficult to get started because of the formal commercial enterprise way of life and language difficulties. On the other hand, Spain's rich lifestyle and strategic enchantment come with language barriers and cultural nuances that make the connection more difficult. Dealing with those problems requires a multifaceted approach. It is very essential to apply techniques like language and tradition training, localising conversation materials, leveraging technology, building relationships, and encouraging an attitude of usually getting to know and adapting. Using these processes, Unilever can get past problems with communicate and make very good surroundings for its boost plans to prevail. Unilever's potential to address cultural variations, explain surely, and build sturdy relationships with neighbourhood stakeholders will determine how well its growth into the chosen EU nation is going ultimately. With the proper strategy and mindset, Unilever can become a frontrunner in the promotion it chooses, a good way to cause growth and make the marketplace more open to anyone.

References

- Castillo Castro, K., (2024). Dove: Shifting Standards and Ideal Self-Perception. *The International Trade Journal*, 38(1), pp.91-98.
- Cherunilam, F., (2020). *International business*. PHI Learning Pvt. Ltd..
- Decker, S., (2022). Introducing the eventful temporality of historical research into international business. *Journal of World Business*, 57(6), p.101380.
- Fröhlich, C., Antonova, V. and Sinelnikova, A., (2023). Communicating the Social Responsibility of Big Business in Russia: Assessing How Large Companies Report Their Engagement in Social Welfare for People with Disabilities. *Europe-Asia Studies*, 75(2), pp.208-231.
- Hermanses, B., Jove, B.T. and Lukitasari, M.W., (2024). Public Relations Communication Strategies in Building Consumer Branding: Analysis of Unilever Company. *Ilomata International Journal of Management*, 5(1), pp.340-358.
- Hinson, R.E., Adeola, O., Amankwah-Amoah, J. and Adomako, S., (2020). Multinational enterprises' subsidiary initiative-taking: a model for implementing corporate social responsibility. *International Journal of Multinational Corporation Strategy*, 3(2), pp.153-170.
- Iglesias, O., Mingione, M., Ind, N. and Markovic, S., (2023). How to build a conscientious corporate brand together with business partners: A case study of Unilever. *Industrial Marketing Management*, 109, pp.1-13.
- Jose, J., (2021). *Analyzing the necessity and impacts of organizational culture on the performance of Unilever UK Ltd* (Doctoral dissertation, Dublin, National College of Ireland).
- Kempster, S. and Jackson, B., (2021). Leadership for what, why, for whom and where? A responsibility perspective. *Journal of Change Management*, 21(1), pp.45-65.
- Magnani, G. and Gioia, D., (2023). Using the Gioia Methodology in international business and entrepreneurship research. *International Business Review*, 32(2), p.102097.

Montiel, I., Cuervo-Cazurra, A., Park, J., Antolín-López, R. and Husted, B.W., (2021). Implementing the United Nations' sustainable development goals in international business. *Journal of International Business Studies*, 52(5), pp.999-1030.

Protopapa, I. and Plangger, K., (2023). Diversity and inclusion practices in marketing education: A conceptual framework and overview of the special issue. *Marketing Education Review*, 33(1), pp.1-6.

Reckendrees, A., Gehlen, B. and Marx, C., (2022). International business, multinational enterprises and nationality of the company: a constructive review of the literature. *Business History*, 64(9), pp.1567-1599.

Tuninga, R.S., (2022). The future of international business: Bridging practice, education, and research at Dutch universities of applied sciences. *Journal of Transnational Management*, 27(1), pp.64-81.