

Task 2

Evaluation of Business Environment

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- History of Matthew Clark
- Achievements



Matthew Clark, *History*. Available at: <https://www.matthewclark.co.uk/about-us/history/> (Accessed 08th November).

History of the chosen country

Bulgaria, which is in Southeast Europe, was founded in 681 and is one of the Balkan Peninsula's first states.

It has four international borders, making it desirable for tourists and ideal and adaptable for import and export of products.



Dreamsteam (n.d.) Bulgarian country photo collage. Available at:

<https://www.dreamstime.com/stock-photo-bulgaria-travel-country-photo-collage-photos-set-sofia-ruse-veliko-tarnovo-vidin-belogradchik-image52341428> (Accessed: 25th November 2022)

Bulgaria

- Infrastructure

Bulgaria is currently developing road projects to connect the country with Greece, Turkey, and Ukraine.

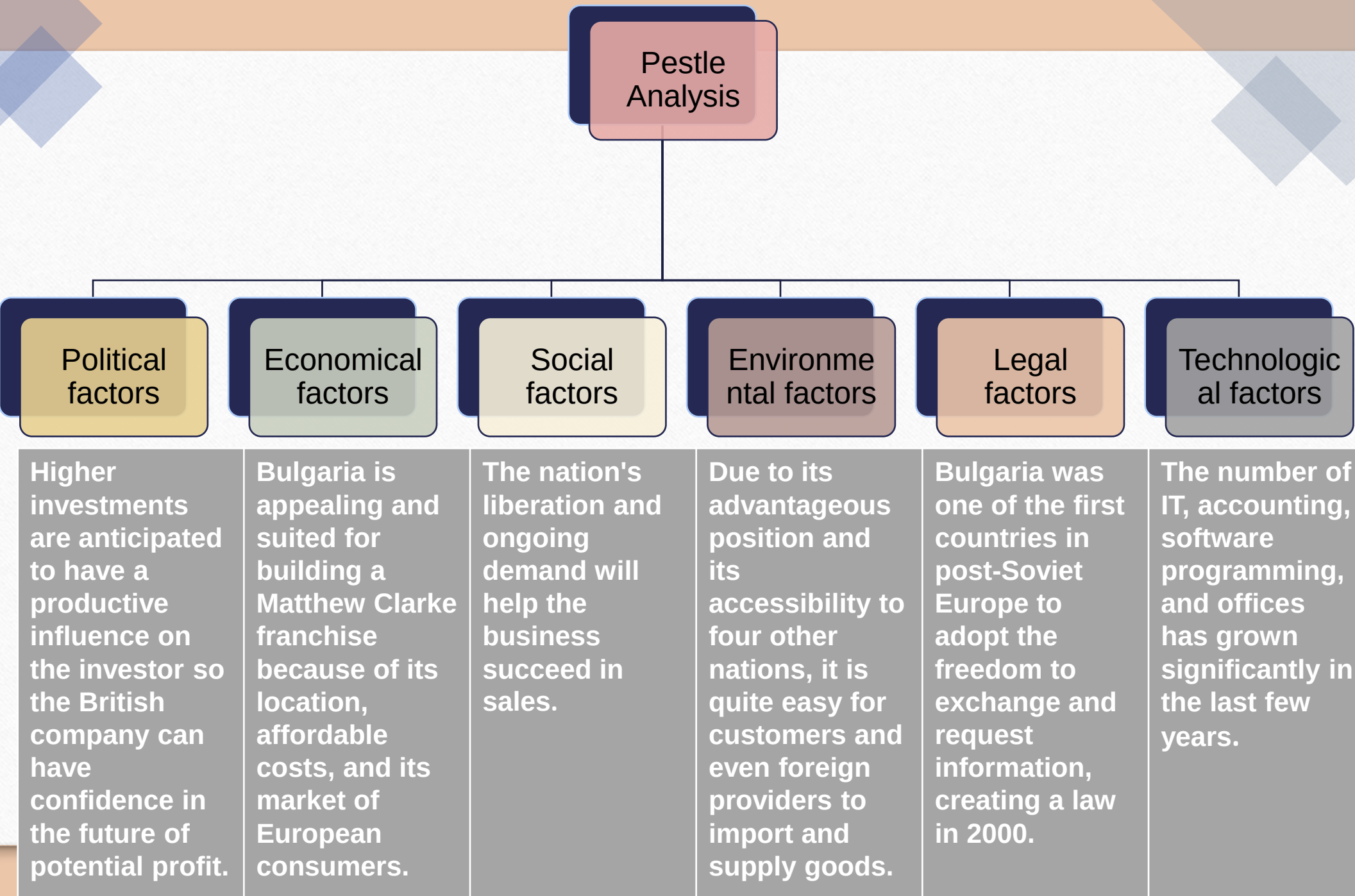
- Laws

In order to open a foreign business brand, there are relevant requirements and laws that cannot be skipped.

- Opportunities

Bulgaria provides a promising future for "development" and coming up to EU norms.

Pestle Analysis



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graph TD;
    PA[Pestle Analysis] --- L1[ ];
    L1 --- PF[Political factors];
    L1 --- EF[Economical factors];
    L1 --- SF[Social factors];
    L1 --- ENF[Environmental factors];
    L1 --- LF[Legal factors];
    L1 --- TF[Technological factors];
```

Political factors

Higher investments are anticipated to have a productive influence on the investor so the British company can have confidence in the future of potential profit.

Economical factors

Bulgaria is appealing and suited for building a Matthew Clarke franchise because of its location, affordable costs, and its market of European consumers.

Social factors

The nation's liberation and ongoing demand will help the business succeed in sales.

Environmental factors

Due to its advantageous position and its accessibility to four other nations, it is quite easy for customers and even foreign providers to import and supply goods.

Legal factors

Bulgaria was one of the first countries in post-Soviet Europe to adopt the freedom to exchange and request information, creating a law in 2000.

Technological factors

The number of IT, accounting, software programming, and offices has grown significantly in the last few years.

- Opportunities

- The location is unquestionably very flexible and allows for collaboration with a range of vendors and enterprises to give Matthew Clark the necessary supplies so they may reach a wider audience.

- Challenges

- Exceptional challenges facing the market include political and economic unpredictability, government resource and financing theft, a high level of bureaucracy, and corruption.

Suitable strategy

- Extraction and legalization of necessary documents and certificates.
- Maintaining standards, overcoming challenges, and developing the market to expand.
- Installation of the Public Warehouse System.
- Structural components and approaches like OMS (Organizational Management system).
- The creation of a competent team to manage and find manpower.

Conclusion

- To advance as a business and stand out among rivals in Europe, Matthew Clark must get familiar with regional laws and customs.
- Should also come up with a plan of action and ensure that it has the financing necessary to invest in the appropriate resources and technology.
- Additionally, it can be concluded that the success of such a business depends on the effective management of the team and its members, continual review of the work process, and enhancement of that process.

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