

Global Business Environment

Title: Evaluation of Business Environment

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Introduction

- ▶ The author will describe the boots company's global business environment here.
- ▶ The author will explain about a Boots company in the UK.
- ▶ The author will try to explain the developing country the United Kingdom and the developing country Romania.
- ▶ Then the author will explain the key challenges in Romania for Boots company.
- ▶ Key opportunities in Romania for Boots companies are going to be described by the author here.
- ▶ Key issues in doing business in Romania and exploitation of opportunities and management of the challenges are explained here.

Boots Company

- ▶ Boots company is a reputed organisation.
- ▶ This company headquarters is in the United Kingdom.
- ▶ The Boots company is a pharmacy brand.
- ▶ The boots company launched various newer medicines those help people in curing their diseases.
- ▶ Boots company performance in the United Kingdom is so high (Nadeem, Samanta and Mustafa, 2021).
- ▶ This company provides a huge market for the pharmaceuticals in the United Kingdom.
- ▶ This company's products are very useful for the ailing people



Developed Country - UK

- ▶ Developed countries use the market of developing countries.
- ▶ Skilled labour, digital market, and sound knowledge in IT technology make the pave way wide (Merga and Haji, 2019).
- ▶ Globalisation is a boon to developed countries.
- ▶ Other countries' huge populations are also a blessing to them



Developing Country - Romania

- ▶ Romania as a developing country ranks top as a poverty-stricken country.
- ▶ Uk tries to boost up the situation by helping Romania (Badulescu et al., 2018).
- ▶ Romania has a problem with natural resources, water and medicine.
- ▶ Uk tries to create a pharmaceutical industry in Uk.

Key Opportunities in Romania for Boots Company

- ▶ The Romanian pharmaceutical market, the boots company, is very promising.
- ▶ The spread of the various kinds of diseases are opening the market for the company.
- ▶ Various outlets of the brand are opening in various parts of the country for the people.
- ▶ The spread of the e-retailing market is on the rise .
- ▶ The spreading of the diseases in multiple parts of the world are opening the market in the world.



Key Challenges in Romania for Boots Company

- ▶ The main challenge in the Romanian market is its excessive taxation.
- ▶ The Boots company has the employee unrest issue because of its comparative employee recruitment process.
- ▶ The scarcity of financial resources is a crucial problem in Romania (Amin et al., 2020).
- ▶ Obtaining profit from the market becomes tough in this economically poor country Romania.



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Key Issues in Doing Business in Romania

- ▶ A complex and tough accounting process is the main problem for doing any type of business in Romania (Iancu, Popescu and Popescu, 2021).
- ▶ Tax regulation is also the biggest problem in Romania for doing business.
- ▶ Increased the political instability is a problem of Romania for doing any business.
- ▶ Corruption is the another problem in Romania for any business (Staicu and Pop, 2018).

Exploitation of Opportunities

- ▶ Highest in internet surfing grows digital business.
- ▶ Medical industry can grow by solving health problems (GUŞUL, 2019).
- ▶ Natural resources have to be used to the best.



Management of Challenges

- ▶ The key challenge of Romania is the Romanian market has an extreme taxation level, decreasing the tax amount is the one and only solution to this problem (Bian, 2021).
- ▶ Romania is an economically poor country, for this reason, gaining profit is very tough in the Romanian market. Strong business management skills are required to overcome this problem (Bishop et al., 2019).
- ▶ The shortage of economic resources is also the main problem in Romania's country market, recycling waste materials and avoiding excessive waste of money unnecessarily is the solution to this problem (Drăgoi, 2018).



Conclusion

- ▶ In the above presentation, the author describes about the global business environment of the boots company.
- ▶ Here the author discusses about the developing country the United Kingdom and the other developing country Romania.
- ▶ The author explains the boot company which is in the United Kingdom.
- ▶ Here the author also discussed about the main opportunities in Romania and explained why Romania is perfect for developing the boot company.
- ▶ The author tells that Romania is a very developed country for this reason Romania is a suitable country to build the boot company.
- ▶ The author also discusses about the key obstacles and challenges of Romania's country and also discusses the possible problems to build the boots company.
- ▶ Here the author also discusses about the ways, in which way the author tries to overcome these all obstacles and challenges which might be faced during the boot company development time.
- ▶ In this presentation, lastly, the author also provides a small description of the products of the Boots company.

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