



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BA BUSINESS MANAGEMENT

Assignment 1

Module: International Business Communication

Code: LCBB6001

Lecturer: Dr Alfred Mensah

Name: Slavyana Nedyalkova

Student ID: 2129808

SUBMITTED ON THE 23rd August 2024

Table of Contents

Introduction	3
Main Body	4
Conclusion	10
References	11

Introduction

In the context of British business communications, inclusively is enhancing vital, and reflecting the diverse cultural along with landscape of linguistic in the UK. Effective communication in the businesses must need to consider the different backgrounds of the employees as well as customers and all the stakeholders to increase an environment with the mutual respect and better understanding (Dimbleby and Burton, 2020). In today's interconnected world, business communication is very important for all the companies that are seeking for expansion in the other countries (Guffey and Loewy, 2019). British business communications are significantly shaped with the help of a blend of traditional and modernity, clarity along with respect for the diversity. For this essay a company is chosen named Vodafone, which is known as a British multinational company. This company must need to consider the cultural and the linguistic differences for their expansion plans and to ensure the communication strategies that align with the business environment of targeted country.

Main body

This part will be discussed about the selected organisation named Vodafone. Vodafone Group Plc is one of the largest telecommunication companies all over the world and its headquartered is in London. This company's aim is to close the digital divides, helps their customers to benefits fully with the help of digitalisation and support their communities those who are in need and leaving no one behind (Vodafone.com, 2020). It is a global leader in terms of mobile telecommunications as a global leader and properly operating in over 20 countries. This company properly providing a wide range of services such as mobile, broadband, fixed-line services along with digital television. This company serves enterprise markets as well as consumer that significantly offering voice, message and services of data.

Vodafone is renowned for their strong presence in different parts of Europe, Asia, and Africa. This organisation is committed for the innovative as well as digital transformation and sustainability, significantly aiming to make a more connected world. With the help of their 5G technology and Internet of Things (IoT), properly enabling different types of new opportunities for all the smart cities, healthcare connection and smart homes. This company's enterprise division is also a main key player to provide different types of solutions for the businesses, that are ranging from cloud services for the management of mobile workforce.

This company's business model significantly focuses on the growth with the help of innovative work and their global expansion. With a strong research and development (R&D) base, Vodafone company continually invests in making different types of new products that meet changing preferences by customer and the global trends to properly support all the rural areas (ÖZTAŞ KARLI et al, 2023). It has also properly embraced the digital transformation, and leveraging the technology to significantly optimize the supply chain along with increase the experiences of customer and properly improve the efficiency in their operational activities. This company's success is significantly driven with the help of its sufficient ability to adapt to local markets at the time of maintaining a consistent global brand presence.

As this company looks to expand further within the European Union, it seeks to properly identify the countries that aligns with their different types of goals for the sustainable growth along with practices of responsible business. With the help of selecting a market, this company can be able to continue their journey to the making shared value for customers as well as employees, along with stakeholders all over the world.

This part will be discussed about a comparative analysis of European two countries named Poland and Portugal for Vodafone's growth in future. To properly address this company's interest to expand within the European Union, the board has requested a significant evaluation with a sufficient focus on the better understanding of different cultures, contexts of social, language, different types of risks along with outlooks of labour. After a proper assessment, this part will be evaluated Poland and Portugal as the potential candidates for this company's future expansion. These countries are presenting different types of unique opportunities and challenges that are evaluated with the help of Hofstede's cultural dimensions theory to significantly provide the further insight.

Poland is one of the largest countries in Central Europe. Poland has over 38 million of people (Worldometers.info, 2024). As a growing economy with their consistent growth of GDP, this country can be able to offer a stable market for the international businesses. This country is a main hub to manufacture along with services and making this country an attractive for the multinational corporations including Vodafone. This country's European Union membership significantly ensures the favourable agreements of trade and proper access to the single market.

Using Hofstede's dimensions, Poland has a high-power distance that is properly indicating hierarchical society where the authority as well as structure are respected. This could need this company to tailor its management to local norms. This country is also more individualistic compared to other EU countries with their significant focus on the personal achievements along with autonomy (Staniszki, 2023). This country scores high in the uncertainty avoidance, that means that the society has a sufficient interest for different types of rules and regulations along with stability. This significantly suggests that Vodafone will need to properly ensure a robust compliance and the processes for management of risk.

The official language of Poland is Polish, but English is widely spoken in the settings of business, specifically among the generations of young along with professionals in different urban areas. This linguistic adaptability mitigates barriers for communication for the management of Vodafone. There are different types of possible risks in Poland, as this country's political climate has seen significant shifts to the more conservative policies (Hackmann, 2020). The political issue can be able to impact on the foreign investments along with regulations of business. Moreover, the legal framework as well as bureaucracy in Poland may pose different types of challenges specifically in terms of properly obtaining permits along with local regulations navigations (Zięba, 2020). The workforce in Poland is well-educated and they support for the gender equality.

Portugal is a country where people find a strong emphasis on family along with community. It is a more relaxed society with a significantly focus to enjoy life as it reflected in the high uncertainty of avoidance score. This mainly indicates a culture that properly values the structure as well as rules along with security, which could significantly lead to a slow pace for the negotiations of business. It has low score on a power distance that is suggesting a society that is more egalitarian with the flatter organisational structures.

This country official language is Portuguese and a widely spoken language is also English, specifically in the business along with tourism sectors. Language is less of a barrier for this country compared to Poland to making it very easier for this company to integrate their operational activities along with workforce.

Portugal's economy has significantly recovered well from the financial crisis along with it is properly considered stable in terms of political issues. However, Portugal experiences different types of challenges including high public debt and a slower growth rate compared to other European Union countries (Neves et al, 2019). This company would need to consider the stability of economy of Portugal at the time of expanding operational activities.

Portugal significantly offers a labour force that is skilled specifically in technology along with telecommunications. This country is known for its scene of vibrant start-up along with innovative culture, which properly aligns with the focus of Vodafone's industry. Portugal has relatively lower costs of labour compared to most of the European Union countries that are providing an additional incentive for better expansion (Acabbi et al, 2020).

This part will be delved into the communication barriers the British business could experience. At the time of expanding into the foreign markets, this company, as a British multinational, must need to consider the communication barriers that could be able to arise in different European Union countries. For this kind of analysis, this part will be examined Poland and Portugal properly highlighting the linguistic as well as cultural along with organisational communication challenges that this company might encounter in every country.

There are different kinds of communication barriers in Poland. The primary language in Poland is polish that is significantly different from English. In the setting of business, English is widely spoken language specifically in urban areas along with among most of the younger population. Some polish professionals may not be properly proficient in English language specifically in small cities. Company may need to properly invest in the language training for their British management

team along with encourage most of the Polish employees to properly improve their skills of English (Gass et al, 2020).

Nonverbal communication can also be a barrier, as gestures, expressions of facial along with body language that may be interpreted differently (Burgoon et al, 2021). For example, this Polish people may be reserved in their expressions as well as physical interactions which perceive as a distance by the British colleagues.

Poland is a place that emphasis on a hierarchy along with formality in the settings of business as it reflects in their high score on the index of Hofstede's Power Distance. British business culture often favours a more egalitarian and the approach of informal that may clash with the expectations of Polish and the structure. For instance, Polish employees may significantly expect different types of instructions that are clear from their superiors.

The official language of Portugal is Portuguese. This can be able to make some barriers in terms of communication, specifically in the regions where English is not spoken. For the effective business operational activities, Vodafone will need to properly ensure the key personnel for the leadership roles who are fluent in Portuguese. Furthermore, misunderstanding may still significantly arise from differences in the idiomatic expressions along with technical terminology and proper communication is essential. Better understanding these areas linguistic differences will be very important for the proper communication with all the local employers and customers.

This country has a more indirect and diplomatic that places an emphasis on the relationships as well as community and family. These can be able to influence the communication of business to build personal relationships before engaging with the discussions of business. British professionals may accustom for more direct along with transactional communication that can be able to find it challenging to properly navigate these kinds of expectations. British managers may need to properly adjust the style of communication that is more tactful at the time of giving feedback.

Nonverbal communication in Portugal tends to be significantly more expressive than other country like United Kingdom. They are known for using different types of gestures, properly maintaining eye contact along with demonstrating emotions at the time of conversations. Most of the British professionals who are more reserved, they need to properly adapt to this more style in the expressive communication to significantly avoid being perceived as cold.

This part will be discussed all about the recommendation and different types of strategies for expansion. Based on the sufficient analysis of Poland as well as Portugal, Portugal emerges as one of the most favourable options for the expansion of Vodafone. Portugal's political stability significantly provide a conducive environment for this company to establish their new operational activities (Opello Jr, 2019). Portugal's culture as well as skilled labour force along with openness of culture significantly emphasis on the community and relationships alignments with the commitment of Vodafone for the sustainability and social responsibility. Portugal has more widespread use of English than Poland. The communitive nature for the culture of Portuguese properly supports this company's community to focus on the initiatives and the efforts for corporate social responsibility. Portugal has a diverse as well as skilled labour force and all the people from this emphasis on the gender equality and inclusivity, which significantly aligns with the values of Vodafone.

There are different types of strategies to properly overcome the communication challenges. To properly address the linguistic barriers in Portugal, Vodafone should need to invest for the Portuguese language training for their British team of management along with key personnel. This will properly facilitate seamless communication with all the local employees, customers along with suppliers. Hiring bilingual employees those who are proficient in English and Portuguese can be able to bridge the communication gaps. These kinds of staff members can properly serve as a translator along with intermediaries of culture to ensure the effective communication for all the levels of the company.

Properly implement cultural sensitivity for the training programs for all the British employees to properly help them for better understanding as well as adapt to the custom for Portuguese business along with social norms. This kind of training should cover different kinds of aspects including personal relationships building, significantly engaging with the social interactions and better understanding for the variations of regional culture. British managers should need to adapt their styles of communication for the alignment with the Portuguese emphasis to build the relationship. This significantly involves with the engagement of informal conversations, different types of social events attending, and showing an interest for the personal connections with all the Portuguese colleagues along with partners.

It is very important for this company to provide clear and detailed communication structure for Portuguese areas. Structure of communication mainly includes different types of guidelines, instructions along with processes to avoid ambiguity and ensure all the employees properly understand their responsibilities (Odin, 2021). Need to establish daily feedback mechanisms to

properly address different kinds of issues for communication promptly. This mainly involves periodic meetings, surveys, and sessions of feedback to gauge the effectiveness in the strategies of communication along with make adjustments that are essential.

Conclusion

In conclusion, Portugal offers Vodafone a strategic opportunity for the expansion into the EU because of their large market of consumer as well as cultural alignment with the values of Vodafone along with a skilled workforce. There are some communication challenges including language barriers and cultural difference may significantly arise and they can be able to effectively address with the help of language training, programs for cultural sensitivity and clear communication structure. With the help of implementing these kinds of strategies, Vodafone can be able to foster a positive work environment, strengthen proper relationships with all the local stakeholders along with ensure seamless operational activities in Portugal. This expansion will significantly support this company's global growth and increase their mission to promote the sustainability.

References

- Acabbi, E.M., Panetti, E. and Sforza, A., (2020). The financial channels of labor rigidities: Evidence from Portugal.
- Burgoon, J.K., Manusov, V. and Guerrero, L.K., (2021). *Nonverbal communication*. Routledge.
- Dimbleby, R. and Burton, G., (2020). *More than words: An introduction to communication*. Routledge.
- Gass, S.M., Behney, J. and Plonsky, L., (2020). *Second language acquisition: An introductory course*. Routledge.
- Guffey, M.E. and Loewy, D., (2019). *Essentials of business communication*. Cengage Learning.
- Hackmann, J., (2020). Defending the “good name” of the Polish nation: politics of history as a battlefield in Poland, 2015–18. In *The Holocaust/Genocide Template in Eastern Europe* (pp. 105-124). Routledge.
- Odin, R., (2021). *Spaces of Communication*. Amsterdam University Press.
- Opello Jr, W.C., (2019). *Portugal's political development: a comparative approach*. Routledge.
- ÖZTAŞ KARLI, R.G., ÖZÜDURU, B. and ÇELİKİYAY, S., (2023). ICT-supported applications in rural area planning: Vodafone Smart Village model. *Ege Üniversitesi Ziraat Fakültesi Dergisi*, 60(4).
- Staniszki, J., (2023). *The dynamics of the breakthrough in Eastern Europe: the Polish experience* (Vol. 6). Univ of California Press.
- Vodafone.com. (2020). *Empowering people*. [online] Available at: <https://www.vodafone.com/sustainable-business/empowering-people> [Accessed 18 Aug. 2024].
- Worldometers.info. (2024). *Poland Population (2024) - Worldometer*. [online] Available at: <https://www.worldometers.info/world-population/poland-population/> [Accessed 18 Aug. 2024].
- Zięba, R., (2020). *Poland's Foreign and Security Policy*. Springer International Publishing.