

Global Business Environment

Evaluation of Business Environment

Kremena Terzieva

University of Wales Trinity Saint David

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Lecturer: Olusoyi Ashaye

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Introduction

- ▶ Chosen Organisation is Primark
 - fast fashion retailer as owning the name of the most successful discount clothing chain in UK.
- ▶ Developed country is UK
- ▶ Developing country is Bulgaria - providing one of the most business-friendly and cost-effective environments.

Brief introduction into Bulgaria

Bulgaria - with nearly 7 million population, located in Eastern Europe

Strategic access to key routes of Middle East and Europe

One of the oldest country in Europe

Being a developing country for many reasons as one of it is - Human Developing Index (0.816)

Application of theories of business environment on selected country

- ▶ Micro - environment (UK)

- SWOT Analysis: Strength, Weaknesses, Opportunities and Threats.

- ▶ External environment (Bulgaria)

- PESTLE Analysis: Political, Economic, Social, Technological, Legal, Environmental.

Critical evaluation of opportunities and challenges

Opportunities

► Strategic location

- Why should we choose Bulgaria as a business location?
- In the list of top developing markets located in the country

► Growth opportunities

- Decreasing limited network
- Increasing the customer society

Challenges

There are many challenges, we can face in our business due to relocating, as:

- ▶ Lost productivity - due to the moving period
- ▶ Cost - Relocating is in the list of 'Expenses' in the business
- ▶ Language - the first barrier, the business and the employees are going to face

Discussion and analyses of the different barriers experience by foreign business in Bulgaria

- ▶ Most likely barriers to experience in Bulgaria
 - Cultural and language differences - are barriers which are going to be represented to the employees of the company, as facing it daily.
 - Competitors
 - Competition with developed country

Strategies and Recommendations to succeed in Bulgaria

- ▶ The 4 P's
 - ▶ Product
 - ▶ Price
 - ▶ Promotion
 - ▶ Place
- ▶ Competitor Analysis
- ▶ Current and potential demand (Analysis before relocating)

Conclusion

The selected relocating business (Primark) from the developed country (UK) to the selected developing country (Bulgaria) will be profitable based on the market research and the cost-benefit analysis.

Based on the application of the relevant evaluation analysis and techniques shown - micro-environment (SWOT) and macro-environment (PESTLE), shows that relocating Primark as a fashion clothing market from the UK to Bulgaria will be lucrative and beneficial to the host country and the whole organization.

Are there any questions?

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