

Embedding the Welsh language for business sustainability in
Cwm Gwendraeth and the surrounding areas.

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Proposal overview:

This dissertation will investigate the business sustainability practices by using the Welsh Language and how the Language may affect the products, services and sales within a specific retail location being used and sold.

Case study rationale:

The case study aims to understand the local sources' products and how they can be advertised to up-sell to Welsh people and a wider scope of customers.

- Finding the best guest service standards by being able to translate the Welsh Language to customers is a great example. As discussed by Flores, N. and García, E.S., (2020) 'The power of bilingualism can improve communication skills, better relationships with people, job opportunities, and gain trust'.
- Delving into the feedback from customers who buy Welsh products from the services that are being provided by the companies and the employees.
- In addition, to gain an understanding of the job opportunities in a business, that provide the Welsh language in their day-to-day role.
- And, If speaking Welsh can give an individual business a competitive advantage.

Data Collection Overview:

To collect the correct data and to get the right techniques is vital. To ensure that the correct questions are being answered with the full potential to get the answers the researcher is looking for. Many different research methods could be chosen. The researcher will explain these methods clearly throughout this proposal.

Rationale of the data collection and research collection and dissemination process will be shown in the dissertation. The first method the researcher will use to collect primary data is the "research onion". The "research onion" is being used to understand the steps of data collection and data analysis (Saunders, M., Lewis, P. and Thornhill, A. (2019).

The researcher will collect primary and secondary data for the independent project. Two other research techniques that will be used throughout are quantitative and qualitative methods. The

research method that will be used to collect the data that will be most effective is qualitative research. The researcher will use this method as it is a way to understand the business and is a non-numeric data collection (Streefkerk, R. (2022).

The researcher will use the following research methods;

- Talking to people, onsite and collecting data. (Participant observation)

The researcher will collect the primary data by observing the employees and management within the organisations. The local organisations will be investigated, to gain an understanding of what the companies do with the language and how they use the Welsh language to market it. The researcher can offer the use of Welsh in business. Most of the small businesses advertise the Welsh language. The researcher wanted to look at how being bilingual has affected the business such as people being unable to translate the Welsh to English, will then affect the footfall of the business. Due to the businesses in the local area and having contacts with people in the industry. The participant observation will be face-to-face because the participant's performance is higher when in person rather than via video call (Basch, J.M., Melchers, K.G., Kurz, A., Krieger, M. and Miller, L. (2020).

Participant observation is a qualitative research method where the researcher submerges themselves in the environment or the social setting where the researcher is studying. Observations is where the researcher will observe from a distance but in this role, the researcher will be active with the participants by interacting and gaining experiences of the group studies (Shireen Keyl (2022). This involvement will allow the researcher to understand the insider's perspective, gathering rich and detailed data about the Welsh Language and the products. The researcher will be telling the organisation that they are a student from the University of Wales Trinity Saint David. The organisation will fully know what I am there to do and why the research is being collected. The organisation will know from the consent form that will be handed to them to sign before any questioning or interviews take place.

The investigator will have a series of questions to the local people about their thoughts on purchasing products and services in Welsh and the development of Welsh in the Cwm Gwendraeth and the surrounding areas. The participant will fully understand what the investigation wants to conclude with the questions being asked. The participant will also understand that if they want to withdraw, they can and the information they would have given will not be used from then. The debrief will include what they told the researcher and what the research can use in the case study. This will give the participants a chance to say they do not want that part to be added to the work. The participants will have to sign the consent form for the investigator. The questions asked by the researcher will be using the semi-structured interview technique, to ensure that each question gets answered to the full potential (Wengraf, T. (2001). The questions that will be asked will be open questions specific to business sustainability in Cwm Gwendraeth for the investigation to be able to collect all the correct information. As Chakraborty, R., Ghosh, A. and Mandal, J.K. (2021) state using the correct software such as the cloud and the

University Microsoft 365 which is password protected, is a secure way to store data that is being collected. The primary data that will be collected will be saved onto a USB and then transferred to the university's Microsoft 365 software, which will then be deleted after I have used the data in my work. The data collected by the researcher will only be seen by myself and the examiner, which is stated in the consent form alongside the adult participants being able to withdraw at any time.

The secondary data methods the researcher will use in the case study will be second-hand information previously collected by others, rather than the data collected directly by the researcher. The secondary recherche being used for the independent project is website content from local small businesses, the Carmarthenshire council website to collect government statistics, and the use of netnography. The online reviews will help the investigator compare the collection of primary data. This will provide background information which will give the researcher help and support the question and data collection for the case study. It's important for the researcher to critically evaluate relevant information from reliable secondary resources such as google scholar (Ajayi, V.O., (2017).

Using these research methods for the independent project will not have any negative impacts on the environment as the interviews will be done within the Cwm Gwendraeth and the surrounding areas where the researcher is from. Due to the valley being local to the researcher, they would not need to travel any distances to collect any data. This will be a sustainable way to understand the sustainable practices of the small local businesses in Cwm Gwendraeth and the surrounding areas.

As the researcher, the methods suggested in the above paragraphs will be used correctly and not misplaced at any point of the research being collected. The methods used will allow the researcher to have the best learning outcome for the independent project. The researcher will cover everything about sustainable developments in small local businesses in Cwm Gwendraeth and the surrounding areas.

The questions that will be asked at the interview are;

Questions -

1. Are you bilingual (Welsh/English)?
2. If you are English, would the Welsh language translated entice you to purchase Welsh products?
3. If you are Welsh speaking, would you as a customer be encouraged to buy more Welsh products if the business advertised, spoke and retailed in the Welsh language?

How many participants are expected?

Approximately 10-15 people.

Who will the participants be?

The observations will be held with the company's customers. The researcher will be meeting people for relevant information about the Welsh Language.

How will you identify the participants?

The researcher will observe the customers that visit the two local businesses. The researcher has chosen Cwmcerrig farm shop and coal town coffee to be able to retrieve all the information to be able to add the findings in the case study. The purposive sampling approach will be through professional networks, a customer at an event linked to tourism, or business owners in Cwm Gwendraeth and the surrounding areas. Collecting research from 6 members of staff from different businesses in the valley.

Consent Form -

At University of Wales Trinity St David, I am working on a case study for my final independent project for my degree in international travel and tourism management. I am exploring Sustainability by the use of the Welsh language focusing on small businesses in Cwm Gwendraeth and the surrounding areas as part of my studies. Thank you for participating. I am interested in exploring organisations in a little more depth and gaining an understanding of the working practices of sustainability in the region. This case study will only be used for my assignments and will only be read by my supervisors and examiners.

- The main research procedure I am using is the interview which will take approximately 5 - 10 minutes and be voice recorded.
- This is a voluntary form to allow the researcher to have permission from the organisation or individual.
- To be able to discuss the sustainable impact the Welsh language may have on small businesses in Cwm Gwendraeth and the surrounding areas.

You may withdraw at any time.

All the data you share with me will be stored safely and confidentially under Microsoft Office 365. My name and contact details are

Student: Caitlin Morgan

Email Address: 2104621.student@uwtsd.ac.uk

	Yes	No	N/A
I agree to be interviewed for the studies of the student assignment.			
I permit you to use the data that you collect throughout the interview in the case study.			

I permit you to interview and record, and then store on Microsoft 365 software.			
I understand that I will not be receiving any payments to do this interview.			
I agree to discuss statistics and figures. All that will be stored in password-protected software.			
I understand that all data will be stored under password-protected software on Microsoft 360.			
I understand my interview data will remain anonymous.			
I would like to see the overall conclusion of the findings?			

Signed:

Date:

Thank you for participating in my research

Risk assessment -

A risk assessment will be done to ensure there are no serious risks to the investigator and the participants. The potential risks are;

- The participants may feel uncomfortable and under a lot of stress doing the interview.
- Participants worried that their information could be leaked.

Reassure the participant data will all be stored safely on the university software which will be password protected. Ensure the questions are short and that the interview is not going to take long. If the participant would like to withdraw at any time they can.

The potential risks to the investigators are;

- Stressed with coming away from the interview with not enough information.
- The investigator could feel unsafe and on edge.

Make sure that you are proper, have plenty of questions to ask, and fully understand what you want out of the interview. Meet in a compatible area so that things do not get overwhelmed.

The University risk;

- University has a leak with the software.
- Data protection

Only keep the data on the software for when you need to use it after the data is used it can be deleted. Do not keep names.

The data collected through interviews/ recordings will be protected on password-protected cloud storage on the University Office 365 system. Which cannot be accessed or shared with anyone else. One USB stick will be used. Will also need a password to access the USB stick as it would be protected by a password. Data that is audio or visual will be transcribed and show the report's

accuracy. Each student will have a unique identifier to ensure that all data that is collected will be secured in a password-protected folder.

Feedback will be available for the participants. If they want to contact me to find out information/feedback, I will set up an email that they can contact me on.

Informed consent: The researcher has created a consent form with a brief of what the interview is for, and why I am collecting data they then have a choice to sign the form or not. Then they would have a de-briefing slip for their time and how they could contact the University if they have questions or concerns. The researcher will not be collecting personal information such as names of the participants. will not use the Orgainstions name without permission to do so.

Introduction

The Cwm Gwendraeth is a valley in West Wales where most people speak Welsh (Sir Gar Carmarthenshire (2014). As Edwards, H.T. (2024) says the Cwm Gwendreath has a rich history of coal mining which started back in the 19th century, now the Cwm is all built on and there are no longer working mines, but the legacy still lives on. There are information stones across the Cwm to remind people of the culture of what was there before people started to build on the land around it.

The Welsh Language is one of the oldest languages in Europe, which includes a rich cultural heritage of Wales (Cannon OBE, N. (2013). Wales faces a change in demographics, and the sustainability of the Welsh Language within the companies has become a concern (Older people commissioner for Wales (2023). This case study will explore the significant role of the Welsh Language being preserved and used in the future. The Welsh Language is a unique identifier for operating a business in Wales, reflecting their commitments to the local communities and the cultural diversity (Price, S (2024). There is a risk that the Welsh language is being forgotten about and is slowly fading.

This case study aims to identify the role of the Welsh Language in supporting a business and how it has an impact on different organisations and businesses. As a result of this, businesses are not only contributing to the history of the Welsh Language, but are the Welsh products being sold as equally as the English products. Does the Welsh Language affect the products sold? show how a business can integrate sustainable practices successfully into the operations of the small business while maintaining a profitable and positive social impact.

The objectives are

- Measure the impact on the Welsh Language and its effectiveness,
- Social improvements - creating jobs, and supporting the local community,
- Financial impact - saving on cost, revenue growth from local products and ROI,
- cost saving -energy efficiency, waste reductions, and water conservation,

Importance of business sustainability practices for business in the medium of Welsh -

- Investigate what are the positive outputs and what can be implemented in another business.
- Brand image,
- Incentives from the government,
- Employee engagement

By observing the case study in depth evaluating the current challenges, opportunities, and the best practices. The case study will help other businesses with their strategies towards the Welsh Language and depending on the findings, this study could be used for new and upcoming business to target the owners to see the advantages of embedding the Welsh Language. This will also help the Welsh Language to thrive to promote growth of the language for the future generations. As by 2050 the Welsh government (2017) wants one million Welsh speakers in the country.

Literature review -

This literature review in support of the case study will conclude with a clear understanding of what sustainable practices small local businesses in the Cwm Gwendraeth and the surrounding areas have and how this practice benefits the community. As Dyllick, T. and Muff, K. (2016) state business sustainability is the practice of an operational point in a business in a way that meets the needs of the community to help prepare for the future. There are three stages in a sustainable business which are-

- Environmental
- Social, and
- Economics.

These stages create value for all stakeholders and manage responsibilities for the long-term Wallace, J. (2018).

The researcher will also begin to explore where the businesses are with the Welsh Language and if the companies in a Welsh community provide the use of the language. Identifying what approach, they have toward the Welsh Language and how the business could benefit from using a different approach. From a business perspective, a different approach to a company can be redeemed as a risk (Kaplan, R.S. and Mikes, A. (2019). The unknown of how that approach would work for that company.

Would it lead to company success or not? (Aarntzen, R. (2016).

By using different types of data collection from two small companies about how to improve or embed the Welsh Language into the working practices. There is information on how the Welsh Languages can benefit business on the government website, which the researcher will explore further in the mythology.

The small businesses that will be researched in this case study are Cwmcerrig farm shop and Coal Town Coffee. Investigating the Carmarthen County Council and Welsh government to understand what they do for the future sustainable development of the location.

The case study will include the key findings of the specific topic and give strategic recommendations for the future of local businesses. In the case study, there will be primary and secondary data research methods being used. Primary research is when the researcher has collected their data by observing participants and secondary research is data that had been collected for another task/ purpose that will then be helpful to the research but is not first-hand data from them (Sylvia, M. L et al. (2018)). The primary research that will be included is interview and participant observation methods. The researcher will be interviewing different businesses to understand how the sustainability practice is working for the business and how the researcher could improve their performance by investigating what other businesses have in place for their sustainability development as Akpan, I.J. and Ibidunni, A.S. (2021). The other primary research method that will be used in this case study is participant observation. A participant observation is as SAGE Publications (2024) states is the “most challenging of qualitative data collection methods”. As in this case study, the researcher will use this method, but the business will fully understand what the researcher will be doing there. Which will be observing their work towards the sustainability practice.

The secondary research methods used in the case study are from the university library and the Internet. Google Scholar will also be used to collect academic theory to be able to find frameworks and methods that will help throughout the case study.

A different research method that will also be included will be qualitative research. Qualitative research is a method to gain knowledge about how people feel about the situation that they have been put in or their thoughts, it is a way of finding data that is non-numeric collation (Merriam, S.B. and Grenier, R.S. (2019)).

The study will then conclude and make recommendations of what the small businesses in the Cwm Gwendraeth and the surrounding areas could improve to make the businesses more successful and to be able to develop sustainable practices at a deeper level. Such as the other companies at a larger scale that could be effective for them.

Methodology -

What is a small local business?

A small business is an organisation that only has a small number of employees (Dojo Business (2023)). This type of company would be classed as an SME business which stands for the small to medium enterprise. As Ribeiro-Soriano, D. (2017) states these businesses tend to be owned privately and the owner would also work there this type of business is bad for the economy due to them being privately owned the families would work there and there would be no money going into the local economy. Due to researching small businesses, it becomes in the researcher's interest to delve deeper and look at how SMEs in the Cwm Gwendraeth impact the local economy and the sustainability of the companies. Local businesses should work together to help each other sell their own products to be able to gain more of a client tell

Contributor, S. (2021). Once people know a product is worth buying and they have excellent quality products for a few pennies. People are willing to do that, to purchase better products (Faelli, F. (2023)).

Who are the competitors to the local businesses?

Competitors for a local business can vary depending on the location, products, industry, and niche of the businesses. Some common types of competitors that the business could potentially face are direct competitors which are businesses selling the same products and services to the same target market within the same area Forziat, M. (2018). Another one would be indirect competitors' these are two different organisation with various products and services but cater to the same needs and diversity of their market. The competitors of chain stores or franchises are large corporate stores people shop in as they know what products and services will be available. The customer knows what the brands are, and they have marketing power. The last one is new entrants, people are always unsure and do not know what to expect and customers do not like change states Kanter, R.M. (2012). The corporate store will only have a few local products but nothing like a local business that had serious all their products with the farm around them. Corporate giants are not sustainable at all. They do not give back to the local economy they are just multi-million-pound businesses and transport all the goods across the world (Gorton, G.B., Grennan, J. and Zentefis, A.K. (2022).

What type of customers/tourists do they attract?

The type of customers local businesses has been remarkably diverse, they can range from residents in the area, people visiting the area, people passing through the area, and the online market where people have seen the place online and then want to visit (McQuarrie, E.F. (2014). A local business can attract different types of tourists depending on the product and location. Some may cater to leisure travelers seeking cultural experiences, while others may seek outdoor activities (Khairi, M. and Darmawan, D. (2021). Businesses offering a unique product or service might draw in a niche travel seeker looking to explore local foods (Sidali, K.L., Kastenholz, E. and Bianchi, R. (2013).

As the Government social research (2023) shows, the pre-nesters that were visiting Wales were interested in trying the local produce. This is a great example of domestic visitors coming to Wales to try the local food and wanting to understand the history of Wales. This shows that there is a target in the market.

Carmarthenshire council strategies for local businesses sustainability as a whole -

Carmarthen County Council (2023) has many different strategies to be able to support local businesses. The council offers different funding to help with the company's sustainability. One grant the council offers is a business growth grant to support the economic development in Carmarthenshire. The grant aims to strengthen the local entrepreneurial ecosystem. As Entrepreneurial ecosystem building playbook (2019) refers to the network between individuals, organisations, resources, and conditions that support enterprise within a specific region. All the elements help businesses grow and become suitable places to work.

This grant would support all businesses at any stage from just starting to building local networks Lee, T. (2024). Sustainable by safeguarding jobs for people in the future and giving back to the local economy. From the grant that would be given if eligible there must either be a new full-time

job or two part-time jobs. Any business is eligible if they can prove what benefits the local community and what they will be purchasing, but the government said they will have second-hand material to be more sustainable. The grant can range from 1,000 pounds to 50,000 pounds (Cyngor Sir Gar (2023)). Due to the Welsh language standards, all the companies must be able to translate/ promote the Welsh language. This will have a positive effect on the community and for the people of Wales to use the language (Cyngor Sir Gar (2024)).

The renewable energy fund is there to support local businesses to be sustainable during these challenging times with electricity becoming expensive. To help the company become net zero free from carbon and assets the companies with grow and prosper. The funding to help will be from 1,000 pounds to 25,000 pounds towards the renewable energy costs (Carmarthen County Council (2023)). This is a sustainable act for the planet but by using the services, it will preserve business for future generations.

Business Wales (2024) has recently produced a pledge, which is called the Green Growth Pledge. The Welsh government has come together and decided to give different businesses in Wales the chance to join this pledge. The pledge is to help a business transform Wales to have a low-carbon future, reduce everyone's carbon footprint and take steps toward a more sustainable future. This plage will encourage the people of Wales to become more forward-thinking with how big our carbon footprint is. To help be more efficient by using responsible supplies like increasing water and energy efficiency. Knowing that the businesses are helping the future would give people more of an incentive to shop there (Awan, U. and Sroufe, R. (2022)).

Welsh Government -

The Welsh government is trying to get more people to speak Welsh in Wales as the language is becoming less and less. Offering business incentives and classes to be able to become bilingual. Being bilingual in a business offers numerous advantages (Ordorica, S. (2021)). It allows the customers' communication to become more effective and able to engage with a wider range of audience. This would then expand the market of the business (Ghosh, S. (2022)). Bilingual employees can build relationships which then can open doors to new and different opportunities. The power of being bilingual can bring communities together and build on the local economy (Barakos, E. (2016)). The Welsh government has everything they advertise in both languages, for people across Welsh and the UK to understand. They do this based on equality (Maya-Martinez, M. (2022)).

The Welsh government promotes and encourages the Welsh language to be spoken in companies and has come up with a funding scheme to promote it. The funding is a service to support a flagship bilingual SME's business to support the Welsh economy, which is partly funded by European regional development (Welsh Government (2023)). The funding is to support

companies to sustain and grow their business through different ways of improving the business through face-to-face, telephone, and online meetings.

Welsh language -

The Welsh Language in Wales is its culture and heritage which has a massive role to play with having its TV shows like S4C which is only in the medium of Welsh, also has a radio channel and many more to show the brand of the country. According to the Welsh language data from the Annual Population Survey: 2022 (2024) only 29% of the population in Wales can speak Welsh. That is approximately 870,000 speakers across the whole of Wales. Different places worldwide can speak Welsh, such as Patagonia, which has 5,000 Welsh speakers (Prior, N. (2015)). The Welsh language is also compulsory in all schools in Wales regardless that being a second or first language, everyone must learn Welsh. The education being bilingual is common with students speaking Welsh and English (Children's Legal Centre Wales (2018)).

Using the Welsh language is a positive for the people of Wales. Offering the language of choice to your customers is a good practice for looking after the customers. The local customers will gain respect for the business as they are willing to share the language with the world. In Wales, 80,000 people speak Welsh Carmarthenshire, which is 1 out of 2 of the customers that can speak Welsh. Carmarthenshire council (2023) asked the people of Wales what would help Welsh businesses and 94% of them said that the Welsh language helps the value the customers and 82% of the public decided to visit/shop that has Welsh products and services. This is a great way to gain customer loyalty and raise the profile of the business.

The step-by-step plan for being bilingually is to:-

- Invest in translation signs,
- Ensure that at least one of the staff members in the shop can speak Welsh,
- Someone being able to speak Welsh on the phone,
- Marketing strategies,
- Promoting Welsh music/ radio in the business.

The benefit of this plan offered by the council is to support companies trying to reach a different target market. To improve the company's website for there to be a translation. Companies can sell Welsh products and services and people love hearing the Welsh language in the community (Carmarthen County Council (2023)).

People in Wales need to understand how important languages is and can put Wales on the world map. Visitors think Wales is a part of England. The nation needs to support and advertise Wales as a country (NationCymru (2018)).

Brand image -

A strong brand image influences consumer behavior through trust, connections, and value. When consumers perceive a brand as reliable and reputable, they are more likely to choose it over competitors. Brands create deeper bonds with consumers, leading to increased loyalty and repeat purchases (Ehrenberg, A (2000). By selling more products, the supplier put the prices up, which could then lead to no sales. By having a different brand than the competitors (corporate stores). People are then able to spread the product by word of mouth to different people, this would then give the brand a stronger image and a positive one stated by Campbell, A. (2015).

The brand image of the Welsh language is tradition, heritage, and identity. Giving businesses a unique opportunity to build relationships on a deeper level. As Davies, J. (2014) Says the Welsh language has a rich history, giving Wales an identity, and enabling the buyer to have bilingual options. Communication with the Welsh community and being able to tell a story through a product or service (Rice, C. (2010). The value of the customer who understands the Welsh heritage is most likely going to be the customers buying the Welsh products. This is where the marketing mix of the 4 Ps model helps, sells, and targets customers. As Kotler, P. (2012) states the 4 Ps are Price, Product, Place, and Promotions which will help a business become more effective by better design- making, know what a customer's needs and wants are. By using these four elements in the business they would then be able to exceed the company objectives and drive sales.

Price - Understanding what the local people can afford and making the Welsh products cheaper to intis people to purchase.

Product - ensuring the customers can read the product or a member of staff can translate the product for them. The branding is correct for the target market, and they can see the quality of the product.

Place - where the product is placed in eyesight and reachable level from the customer to see that product first. Knowing that it is freshly made and from a local producer.

Promotion - to target the audience by putting the products on sale or advertising them somewhere they will be seen before the normal products that they would normally buy.

The companies using these four elements need to make sure they know who they are targeting to try and sell the products too, to ensure that they are successful in sales and marketing efforts.

Employees thoughts and social engagements -

The employees' thoughts are all similar about keeping the Welsh language alive. Bilingual employees may have positive experiences from being able to speak more than one language (Callahan , R., M (2014). The social interaction between the customer and the employee grows stronger (Inlingau (2023). Being able to speak two languages benefits the brain to develop it, the employees will be able to multi-task better through the work due to their ability to speak more than one language (Callahan, R. (2015). As the Welsh language is years old the older generations are the people that speak the language the most (Jones, H. (2012). The older generation is the target for the Welsh language. These are also the baby boomers' generation,

which have money to spend (Williams, K. and Page, R. (2011). They also love listening to the younger generation still speak the language. People would prefer to buy local products and source as then they know where the product has come from and has not been stored anyway, fresh produce (Shop local (2020). Employees are more motivated when working for a company with values and responsibility to sustainability will enhance a positive work environment (Willige, A. (2021).

Partnership with local businesses -

This is a great way to support and help local businesses strengthen the community (Contributor, S. (2021). The benefits that all the businesses will have by helping each other are an increase in visibility, making the product known to others rather than just in the local community and able to reach a different target market. As Webb, E. (2023) says collaborating with other small businesses can be cost-effective as more people see the products and want to make a purchase. This can also help a business save on its marketing strategies. Community support is a key factor in building a relationship with local businesses, this will gain support from the local residents (Mcb University Press (2011). Becoming in partnership with local businesses, all the companies must have clear goals of what they want to achieve and communicate effectively with one another to ensure that the partnership is beneficial to all companies in partnership.

Economic factors of a local business -

Economic factors are the trends and economic conditions that impact local business, and it is out of business control. These factors include numerous aspects to the business such as economic growth, inflation rates, interest rates and unemployment (Future Learn (2024). The two organisations are in the same industry, food and beverage. If any of the above economic factors affect the community's business, it would find it hard to run. For example, if the cost of the product increased then the companies would have to increase the shop's prices, but all the local people and their income would stay the same. Due to this, the local people would be unable to support the company as they would not have enough money to go out and spend on overpriced coffee. But this cannot be helped but the business as they do not want them to be on a decrease of income and then have the business struggle (Prasanta Kumar Dey, Chowdhury, S. and Chrisovalantis Malesios (2022).

A model to help a company develop effective strategies would be PESTEL. By analysis the factors using PESTEL can gain a business insight into external strategies which other businesses are using to help with the economic factors the companies faced (Frue, K. (2017). This will allow the business to effectively respond to change, take advantages of the opportunities, and mitigate risks to be able to achieve their long-term success (Yusop, Z.B.M., (2018).

Cwmcerrig farm shop -

Cwmcerrig is a local business in the Cwm Gwendraeth that opened in 2009. The shop is a family-run business that sells local produce, dairy products, different varieties of meat, and other goods. This family-run company takes pride in what it sells, offering fresh and high-quality foods from local farmers and producers by supporting the local economy and community (Cwmcerrig Farm Shop (2024). They also provide a unique shopping experience by connecting with customers and giving them a sense of place. Also, they provide educational opportunities such as learning about where the meat comes from, and the animals on the property have bilingual information boards for customers to learn. They also run family days out on unique occasions. The shop has high standards of animal welfare. Most of the employees that work there are bilingual, if not there would be another employee there able to translate a product for the customers. Cwmcerrig works closely with cottages in the area to bring people to the local area to grow the economy (Cwmcerrig Farm Shop (2024).

On TripAdvisor, the shop is rated 2.5 with 578 reviews (TripAdvisor (2024). That rating is very poor. The researcher wanted to understand why the rating was so bad. The researcher found out that the food was overpriced and not genuinely nice in the restaurant but the shop on the other hand was “well worth a visit” (A1). The staff were also “helpful” and “friendly” (A2). People were also saying that the local produce was expensive, but people will buy fair prices for good products and know where that meat has come from rather than the unknown.

Coal town coffee -

Compare this to Coal Town Coffee (2024) in Ammanford which is a coffee shop that does not sell local products just the coffee that they produce. They opened their doors in 2018. Not locally sourced coffee beans but they are fair trade which would interest customers. The coffee beans are from a fair trader and do get paid the correct amount of money on the coffee farms. Ethically sourced from the best producer in the world. Due to the location of the coffee shop years ago, there was a coal mine there and the founders of this company wanted to bring a new industry to the location that would be fit for purpose. They do not advertise or sell anything in the Welsh language. Due to that, they do not reach the people who speak or buy Welsh products which is a huge gap in the Welsh market. They pay above the real living wage.

Coal Town Coffee is a B Corp company which means the business is not only to make profit it's also to give back to the community. Business is morally and legally committed to priorities of the environment and society. Everyone that works there is responsible to keeping these standards of helping the environment (B Corporation (2024))

Trip Advisor for Coal Town Coffee is a 4-star rating with 125 reviews (Trip Advisor (2024)). That rating is excellent, but they have not had as many reviews as Cwmcerrig as they have not been open for as long.

The positives of a business being a bilingual business are that the company can target a wider audience and a higher performance employee as Dewi, G.P.R., Nitiasih, P.K., Artini, L.P., Suwastini, N.K.A. and Haryanti, N.D. (2021). Being able to speak both languages creates relationships with the customer which would then lead to great customer service skills. By assisting the customers with their needs and explaining what that product is made out of to see if it incites the customer to purchase (Ali, H. and Al-Mahmoud, A. (2023)). Gives the companies a competitive advantage over other businesses that only speak one language (Alghamdi, Omar A. and Agag, G. (2024)). These are the reasons why Coal Town Coffee should implement the Welsh language in their business to broaden their market of customers.

The researcher uses a theory to understand what works well in business and what needs improving. The researcher theory that will be used is Kolb reflective cycle, companies use this theory to evaluate their working practices and to see where they are going wrong in the market to see where they can improve and how they would use the new knowledge to attract customers (Kolb, D. (2006)). There are four stages to the theory, which are concrete experiences (what they already have to offer), reflective observation (reflecting what they have to offer), abstract conceptualisation (learning about what they could offer) and active experimentation (trying out different experiences that they have learned to see if that works better as Mcleod, S. (2024) states. By using this theory to analyse what Coal Town Coffee must serve the Welsh language and how they could include it in the company to grow the business and gain more customers to invest in their product.

As the researcher did more investigating, they could not understand why Coal Town Coffee does not advertise the Welsh language throughout the business. This company is thriving by looking at Trip Advisor reviews, so the researcher looked at the coffee shop to see if there is a target to market with the Welsh Language and if there could be a market gap for it. The researcher participates in observing the customers at the coffee shop to analyse the customer contact from the employee to the customer. By observing some employees had Welsh language skills and others did not. Numerous times a customer spoke to an employee in Welsh and the response was English, this is immediately losing that relationship as it can become very misleading (Ollerton, M. (2022)). However, if someone spoke Welsh to the Welsh-speaking employee, they

would tend to have more of a conversation and a better relationship. This would intis that customers to come back to the coffee shop as they have had great customer service. Not imply that employees and customers cannot have a relationship by using different languages, just that it can be misleading and incredibly challenging (LinkedIn (2024).

From the researchers' findings of observing the people who visited the coffee shop. The researcher was only able to speak with 11 people who were buying the product they were selling. The only Welsh products they sold were Welsh cakes (which the research thought was very poor). The company is in Wales and cannot offer any other Welsh dishes to be able to share the history and culture of the different foods. Out of the 11 people, 8 of them were bilingual and 3 of them could not speak Welsh and a couple of them could understand Welsh but cannot speak it anymore. The researcher continued to ask the customers questions and had different replies. The people who cannot speak Welsh are intrigued to try Welsh products but with no understanding of what is in that product, they find that they pick something else rather than asking an employee about the product information. This is where the employee could translate the product to the customer to make the customer want to try the product and this would grow the purchase of the product (Menon, A. (2023).

The coffee is brewed in Wales therefore it is a Welsh product, this could have Welsh branding on it, or the marketing could be bilingual. The price also has a significant factor in what the customer buys and what they can afford. One of the customers, who is not a Welsh speaker, has Welsh cheese delivered to the house in England, this would widen the customer's reach for the coffee.

Findings -

The findings of this case study provide valuable insight into embedding the Welsh Languages into local businesses in the Cwm Gwendraeth and the surrounding areas and contributing existing knowledge on the specific topic (Schoch, K(2020). In this section, the researcher will share the key findings of this case study into why business in Wales should priorities the Welsh Language in their companies and how the language can benefit the company in many different ways. From employee to customer, the researcher has found many ways to embed the language into the working environment. Each key finding will be supported by evidence the researcher has found throughout the case study.

The researcher used participant observation and secondary research to gather findings from people in a social setting to help analyses and produce clear findings of what local businesses should be doing to improve their customer experience.

The key findings are;

- The Welsh Language will gain customer loyalty and satisfaction.
- The business will benefit the Welsh Language by targeting a wider target market.
- Improve the community economy by encouraging people to sell Welsh products and to support the local economy.
- People will recommend business more knowing that it is helping the economy.
- People decide to shop at businesses that offer the use of the Welsh language and Welsh products.
- The Welsh language give them a different brand image giving the business a unique opportunity to improve.
- The benefits for Welsh-speaking employees as the brain can multitask better than someone who can only speak English, more efficient.
- By using the Welsh language, they will be able to grow a bigger revenue.
- The Welsh government is giving out incentives to the businesses that want to promote the Welsh language and help them learn how to speak Welsh. The Prime Minister, wants the people of Wales to be able to speak the language and do anything to increase it in the local communities (Thomas , H. (2020).

Using these findings to improve the businesses to their advantage will help drive informed discission making, improve the performance of the Welsh language and will stay highly competitive in a constantly evolving market.

The Welsh language is a gap in the market that can be nowhere else in the world. As Leaman , G. (2022) says that the Welsh language is the fastest growing language in the UK from statistics from Duolingo. With the unique cultural heritage, growing tourism industry and supportive business environment creating a favorable landscape for business inwales to fill the gap in the market with innovative and distinctive offerings.

As these key findings would be extremely helpful to local businesses in improving their business opportunities some business may appear as a risk to the business. As no businesses like a change if there is no need to do so (Tanner, R. (2023). But the Welsh language should already be implemented into the business due to it being in a Welsh community. The researcher has given straightforward evidence in the way that the local business will benefit from using the language and nothing would change to their customers except they will gain more customers which will lead to more revenue (Welsh Language commissioner (2023).

Conclusions -

Embedding the Welsh Language into small local businesses in Wales is to preserve the cultural heritage and a strategic approach that will benefit local companies to thrive in the community (Evans, S.-A. (2020). The business will be able to use the Welsh Language to be able to sell unique products to customers, which sets them apart from competitors. This will then attract a wider customer range and to be able to target more than just one market. By expanding on the target market this will then gain revenue growth to increase the visitor speicher (FasterCapital (2024). Also be able to target the visitors that do not speak Welsh but value the Welsh authenticity and want to surround themselves in the rich history.

In addition to that, including the Welsh Language into a business's operations shows the commitment to engage with the community and inclusivity as Wales as a whole (Welsh Government (2015). By ensuring that everyone feels respected and valued by Welsh history. Embedding the Welsh Language into the business will then allow the companies to have stronger relations with the customer and by having a strong relationship will come loyalty and with loyalty becomes lifelong customers. This will enhance the reputation of the business in the local community.

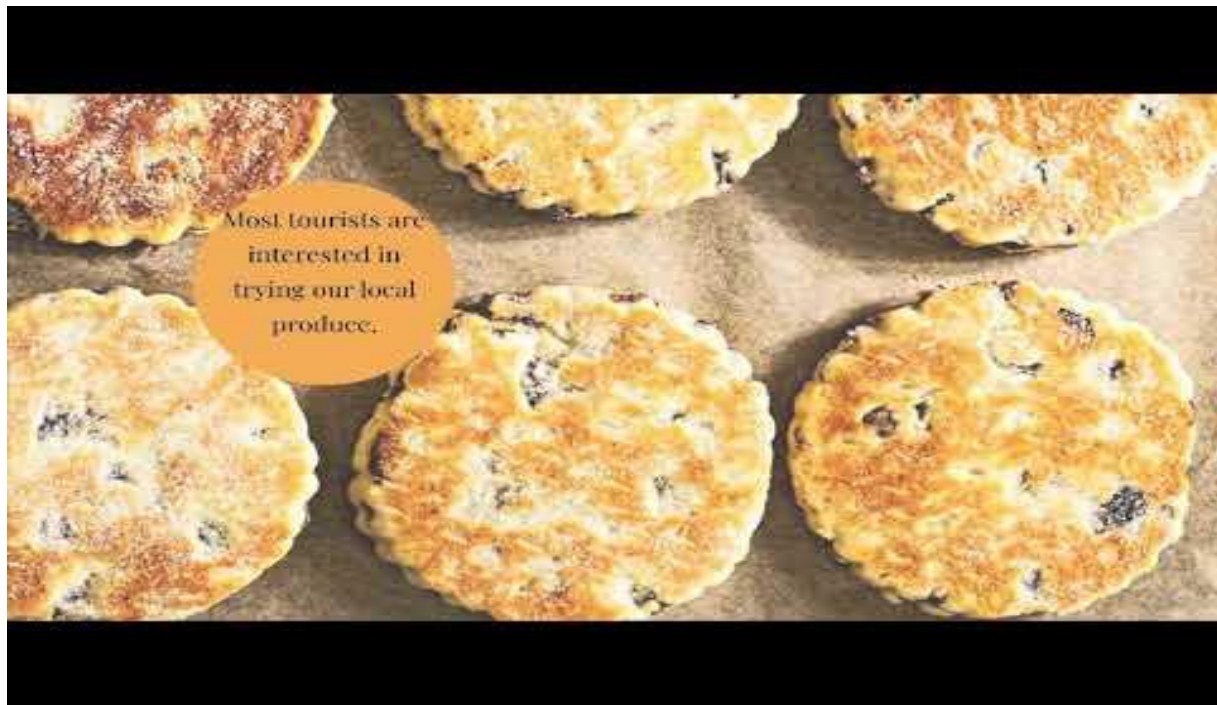
Also, promoting the Welsh Language within the business can contribute to restoring the Welsh Language and to sustain the language for now and the future. As businesses adopt Welsh by

using bilingual signage, communication, and customer service, it will increase visibility of the language to the local people. This will create a positive effect on individuals to encourage people to speak in the Welsh language and other businesses to embrace it. This would then encourage people to follow that business that is doing well with the Welsh Language being adventures and will follow what they are doing to improve their business and the use of the Welsh Language. (Cook, J. (2023). This would help the language stay alive for future generations.

In conclusion, embedding the Welsh Language into local business in Cwm Gwendraeth and the surrounding areas is not only to enhance the language being used. But to give the business a competitive side and a unique opportunity that other businesses do not have. This shows the local customers/ community what the business stands for and gives them a better connection in the community. By embracing the Welsh Language, the business can preserve the importance of the linguistic heritage for now and the future.

Link to Ten-minute presentation:

<https://youtu.be/idiw0XghVy4?feature=shared>



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Appendices -

A1-

Filters All languages ▾ Most recent ▾ ⓘ



Axe and Paddle
Brighton • 9 contributions

👍 0 ...



Nice shop but don't eat there

Apr 2024 • Family

So disappointing. This place has so much potential and wonderful ingredients literally at their fingertips, but the food their cooking is so basic and WAY overpriced. I don't mind paying good money for good food, but the four meals we got between us had absolutely no love in it at all. Farm shop nice and worth a visit but I wouldn't waste your money eating here.

[Read less](#) ^



Food



Atmosphere

Written 1 April 2024

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

A2-



JFoodie456
Market Drayton • 167 contributions

👍 0 ...



Farm-tastic

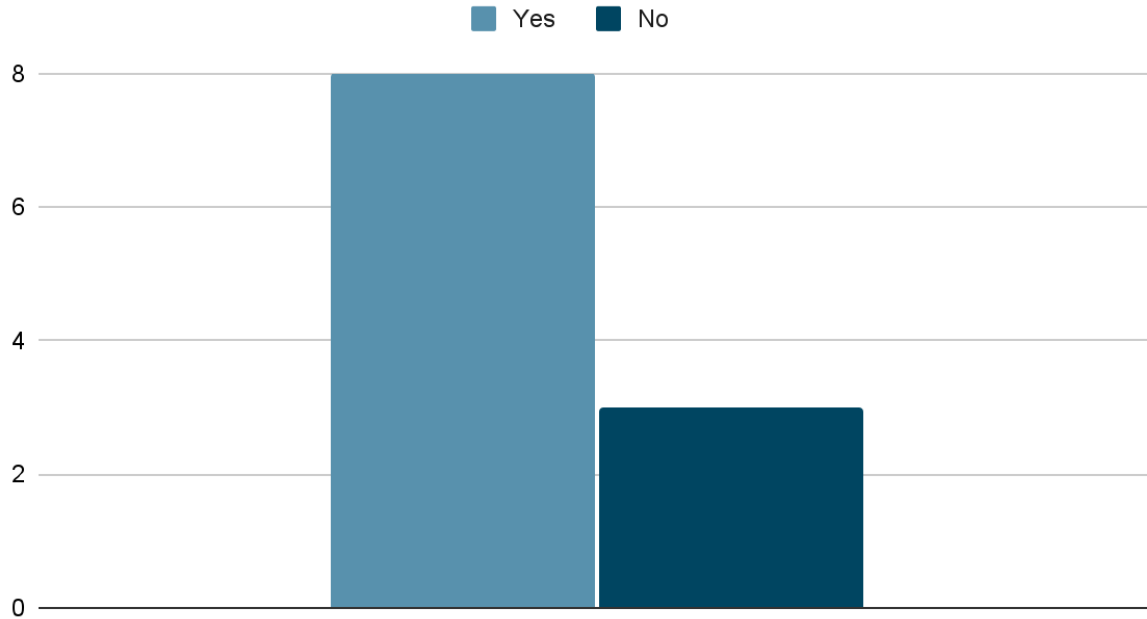
May 2023 • Friends

I can't understand the other reviews? Hmmm. I visited on the off chance while travelling back from Ireland. Saw the flags and word cafe so pulled in. The farm shop itself is lovely, lots of selection and very well presented. Yes it is quite expensive but I can't say any-more-so than other farm shops? The staff were very pleasant and helpful. In the cafe, the food was delicious. Had a cheese baguette which was lovely. And another member of my party had the pie, was good sized portion and tasty- the pie was slightly cool but it's on the heated trays so it would be really. Hot drinks were lovely. Lovely outside area, where you can see the animals. I really liked this shop. Met the owner, he was blunt and a bit unfiltered but still seemed pleasant and helpful. I'm not sure, like I have written it is actually on the slightly expensive side, I wouldn't buy the veg and fruit as they are way too costly, but picked up an apple crumble and some other bits before leaving and it was enjoyed by all at home. Also they have a great little craft area, with lovely bits like knitted broaches and one-off things.

[Read less](#) ^

A3-

Are you Bilingual?



A4-

Customer 1 - age 23

Not bilingual

Would love to speak Welsh

Cost whatever's cheapest

Try the products to try new things

Picking English product bc he can read it

If I was there to translate the product he would then try it.

Customer 2 - age 47

Buys for the product and not the branding. Would only buy a product if that's what he went in for.

Does not tend to over spend and buy things he doesn't need.

Welsh speaker but struggles to read Welsh

Customer 3 - age 43

Welsh speaker

Doesn't buy Welsh product except gin which is on offer in the local shop

Doesn't like Welsh products but would like to invite people to try them.

Customer 4 - inbound tourist, aged 46

Buys Welsh products in Wales to try them and see what the Welsh food industry has to offer.
Buys gin, Welsh cakes, bara broth. Welsh cheese delivered to the house in England
Welsh speakers live in England and take Welsh cakes home with her.

Customer 5- inbound tourist aged 50

Would not buy a Welsh product to taste

Can't speak Welsh

If the product was translated would give him a better understanding of what that product is made out of and gain an understanding of where and how it's made.

Also Gregg finds it hard to read the places he's going so says we should just stick it to Welsh language

Customer 6 - age 23

Welsh speaker

Buys Welsh products due to enjoying them. thinks the Welsh language should be used over the English.

Nice to have someone tell you what ingredients are in something.

Customer 7- aged 47

Welsh speaker

Nice to see the Welsh language being used to target people in to trying the products. Would only buy certain products aka food.

Customer 8 - aged 37

Can not speak Welsh but understand it.

loves Welsh products but will only buy on special occasions to be able to share with people that are here to visit.

Customer 9 - ages 22

Fluent Welsh speaker - will only speak Welsh, only speak English when needed.

Yes - yes (clothes, Welsh made blankets keepsakes, foods) can engage more by using words like "shwmae" at the start of posts to catch the readers attention. Woken up broken sleep also if they do like mugs or stuff that say croeso etc they could have like a what this word means in English thing on the post maybe.

Customer 10 - aged 23

Can speak Welsh but has lost it over the years, Understands to but can not speak it.

Would only buy Welsh products to support the local community. Such as the pop up milkshake places, this customer would go and support them.

Customer 11 - aged 49

Can't speak Welsh anymore

Buys welsh products weekly to support wales and the local economy.
Also likes the tased of local sourced products, does not matter the price.