**External factors and Cultural Differences**

**Introduction**

This journal article looks at the international business environments of the United Arab Emirates (UAE) and England. The first segment examines external issues such as economic, political, legal, technical, and socio-cultural influences and how these affect a certain business's capacity to trade worldwide. It also covers the importance of international business support systems and closes with a recommendation on which country is best for business development. The second segment investigates cultural aspects such as language, ethnicity, social structures, religion, values, work attitudes, and readiness to change, and evaluates their influence on international company operations. Together, these evaluations offer strategic insights for organisations looking to develop in the UAE or England.

**Section 1**

**England:**

England is a vibrant and important environment for international business. As a worldwide financial hub, England provides a secure economic, political, and legal environment that encourages international investment and commerce. Its excellent technical infrastructure and diversified socio-cultural setting add to its attraction. English being the major language improves commercial communication, while the country's ethnic variety and progressive social values allow for customised marketing. Traditional traditions coexist with current mindsets, which prioritise innovation, excellence, and professionalism. England's willingness to develop and adapt to global trends make it an appealing location for worldwide corporate expansion.

**UAE:**

the United Arab Emirates (UAE) is presented as a vibrant and strategic environment for international business. The UAE's robust economy, supported by favourable political and legal frameworks, provides a stable foundation for foreign investment and trade. The country’s rapid technological advancements and state-of-the-art infrastructure further facilitate business operations. The UAE’s socio-cultural environment, marked by a diverse expatriate population and progressive policies, fosters a welcoming atmosphere for international enterprises. Arabic, along with widespread English proficiency, eases communication in business settings. The UAE's cultural values emphasize hospitality, innovation, and economic diversification. Its forward-looking attitude and openness to global business practices make the UAE an attractive and dynamic destination for international business expansion.

**Introduction of selected business:**

Apple was established in 1976 as Apple Computing Company then the year after was changed to Apple Computer Inc. and was started in Steve Job’s parents’ garage where he created the Macintosh and is now one of the biggest technology companies by revenue in June 2022. Apple is categorised under the information technologies sector and Apple Inc’s scope of the business is international as the company operates all around the world in every country. The company’s type of ownership is a publicly traded company which means that no individual or entity owns the company. They started trading according to apple themselves on December 12th, 1980, at 22 dollars a share. Apple is a technology company who started off by selling a computer called the Apple One which started in Steve Jobs basement and now sell all different types of technology products such as laptops, phones, tablets etc. Apple’s HQ is in California, and they operate in nearly every region and every country in that region.

**External factors**

**England PESTLE analysis**

**Political:**

England, a member of the United Kingdom, is renowned for having a stable political climate, yet recent developments like Brexit have put this stability in jeopardy. Brexit still has a lot of political ramifications; trade laws, immigration regulations, and regulatory standards will all change. Strong international ties are upheld by the nation, however they are put to the test, particularly with the US and the EU. The regulatory landscape is changing as well, with new rules and legislation impacting a number of industries, including technology, healthcare, and finance.

**Economic:**

Despite having a sizable and diverse economy, England's development has been slow due to the uncertainty surrounding Brexit and the state of the global economy. Despite the very low employment rate, worries exist over the quality of jobs and the growth of the gig economy. Domestic and international supply chain problems have raised concerns about inflation, which the Bank of England's interest rate policies have been crucial in controlling. The dynamics of trade and investment with the European Union and other international partners are greatly impacted by the ongoing development of trade agreements and regulations following Brexit.

**Social:**

The ageing of England's population has an influence on healthcare and pension systems, making demographic shifts a key socioeconomic concern. The nation is distinguished by a great deal of ethnic and cultural variety as well. Although the educational system is highly valued, skill development is becoming more and more necessary, especially in the engineering and technology industries. There are several obstacles facing public health systems, particularly the National Health Service (NHS), including a lack of funds, a staffing deficit, and rising demand. With noticeable differences in wealth, education, and regional development, social inequality is still a problem.

**Technological:**

England is a centre for innovation, with robust government backing for R&D, especially in the fields of finance, technology, and healthcare. Although a lot of money has been invested in digital infrastructure, high-speed internet connection is still difficult in rural regions. As new hazards are introduced by technology improvements, cybersecurity is becoming more and more of a priority for both the public and commercial sectors. Across a range of sectors, the quick uptake of new technologies like fintech, big data, and artificial intelligence is promoting efficiency and growth.

**Legal:**

With strong government support for research and development, particularly in the areas of finance, technology, and healthcare, England is a hub for innovation. Even with significant financial investments in digital infrastructure, rural areas still struggle to get high-speed internet connections. Technology advancements are introducing new risks, therefore cybersecurity is becoming more and more important for the public and private sectors. The rapid use of new technologies such as big data, fintech, and artificial intelligence is driving development and efficiency in several industries.

**Environmental:**

England has set lofty goals for sustainability and renewable energy in addition to its commitment to lowering carbon emissions. There are constant efforts to enhance air quality and decrease plastic waste, making pollution control and trash management crucial challenges. In the context of agricultural activities, in particular, the sustainable management of natural resources, such as water and land, is vital. It is vital to preserve biodiversity and natural environments, and many programmes are being implemented to promote sustainable development and conservation.

**Country 2 (put the name) PESTLE analysis**

Describe PESTLE linking it to your second country (C1). (approx. 1-1.5 pages)

**Situational Analysis**

Choose a situational analysis (e.g SWOT) and explain/apply it to your two chosen countries as 2 separate sections. Explaining the internal and external influencing factors and their impact on the selected business. (C1) (approx. 1 page – can put in table form for each country)

**Business Support Systems**

Explain how international business support systems enable your selected business to trade internationally (C2) (approx. 1 page)

**Conclusion**

A justified conclusion that recommends one of the chosen countries for your selected business (ensure there is evidence of why you think your selected business would be successful in that country – including employment, skills, location etc.) (approx. 1 page)

**Section 2**

**Cultural Factors** (approx. 1 page)

* Explore the cultural differences affecting international businesses (use your chosen business and one other business) (D1).
* Analyse how cultural differences affect international businesses using benefits / limitations or advantages / disadvantages (D2)

**Conclusion**

Evaluate the impact of cultural differences on international business. (approx. 1.5 pages)

**References**

* List all websites
* Havard referencing