

Adopt a new culture



Tetra ' S' Group " Local taste but international standard" Who We Are Tetra ' S' Group started its operation in 2010 as a processors fruit and vegetable in Bangladesh. Over the years, the company has not only grown in stature but also contributed significantly to the overall socio-economic development of the country. Tetra ' S' Group is currently one of the most admired food & beverages brand among the millions of people of Bangladesh and other few countries of the world where Tetra ' S' Group Products are regularly being exported. All the Tetra ' S' Group products are produced as per international standards maintaining highest level of quality at every stages of its production process. Tetra ' S' Group is currently producing pickle under some different categories i mango, Boro Garlic, Mixed. Chili, olive, tamarind etc. The Company has adopted ISO 9001 as a guiding principle of its management system. The company is complaint to certify with HALAL which ensures only the best quality products are reaches to the consumers table across the Globe. Our Inception: We in Bangladesh are blessed with a climate ideally suited to agriculture, specially fruits and vegetables-rich in taste and flavor: sweet, mellow and juicy. Our deltaic plains are among the most fertile in the world created and drained by the mighty rivers-the Padma, Jamuna & Meghna. There is plenty of water. And farming is a way of life to our people. Our comparative advantage as an economy lies in agriculture. We believe the way to economic prosperity is through agro-business. Tetra ' S' Group is in testimony to our convictions. It stands for: " Programme for Rural Advancement Nationally" Tetra ' S' Group is Bangladesh's largest grower and processor of fruits and vegetables. Our contract growers cultivate the choicest fruits and vegetables which are processed in our modern and hygienic factories to highest quality &

international standards. Our objectives As Tetra ' S' Group exports its product to Malaysia . The importance of the international forces really matters here. It has to monitor the consumers' preference, price, promotional strategies, government policies etc. for an international market. It has to face the hard competition of the international market

Planning Cycle: The marketing manager makes a plan and submits it to the management department one year before implementation. The management department study and modify the plan and then approve it back. Then everything is made set for the implementation. In the mean time if there is any change in the market then the plan is also changed according to the change. When the time comes the plan is carried out. After a certain time the change is compared with the previous situation. If there is a negative result a re-plan is made and carried out. If it is in the company as side then it will be used to make future plan.

How to arrange Business in Malaysia. We are going to conduct our business through joint venture X Group. Our Products: [pic] Tamarind pickle Chilli pickle Mango pickle Olive pickle Mixed pickle

About Malaysia Location: Southeastern Asia. Shares borders with Thailand, Indonesia, Singapore and Brunei. Capital: Kuala Lumpur Climate: tropical; annual southwest (April to October) and northeast (October to February) monsoons Population: 24, 821, 286 (July 2010 est.) Ethnic Make-up: Malay 50. 4%, Chinese 23. 7%, indigenous 11%, Indian 7. 1%, others 7. 8% Religions: Muslim 60. 4%, Buddhist 19. 2%, Christian 9. 1%, Hindu 6. 3%, other or unknown 1. 5%, none 0. 8% [pic] Language in Malaysia The Malay language is an Austronesian language spoken not only by Malaysians but also southern Thailand, the Philippines, Singapore, central eastern Sumatra, parts of the coast of Borneo, Cocos and Christmas Islands in Australia. In

Malaysia, the language is officially known as Bahasa Malaysia, which translates as the "Malaysian language". The term, which was introduced by the National Language Act 1967 Food in Daily Life. Malaysia's diversity has blessed the country with one of the most beautiful cuisines in the world, and elements of Malay, Chinese, and Indian cooking are both distinct and blended together. Rice and noodles are common to all cuisine; spicy dishes are also favorites. Everybody like to eat pickles with rice and also it is used the decoration of foods Malaysia's ethnic diversity is apparent in food prohibitions: Muslims are forbidden to eat pork which is a favorite of the Chinese population; Hindus do not eat beef; some Buddhists are vegetarian. Alcohol consumption also separates non-Muslims from Muslims. Malaysia: A Multi-Cultural Society Malaysia is a multi-cultural society. The main ethnic groups are the native Malays as well as large populations of Chinese, and Indians. When visiting the country it is clear that the ethnicities retain their religions, customs and way of life. The most important festivals of each group are public holidays. Although growing up, children are educated in the same schools and will eventually work in the same offices, few marry outside their own ethnicity. Families tend to socialize within their own ethnic group — all part of retaining their individual traditions and lifestyles. Despite the ethnic differences there are commonalities culturally speaking. Symbols of Social Stratification In Malaysia's market economy, consumption provides the primary symbols of stratification. A mobile phone, gold jewelry, and fashionable clothing all indicate one's high rank in the Malaysian social order. Given the striking mobility of Malaysian society, one's vehicle marks class position even more than home ownership. Most Malaysians can distinguish the difference between makes of cars, and access to at least a motor scooter

is a requirement for participation in contemporary Malaysian social life. Kuala Lumpur has more motor vehicles than people Culture in Malaysia The Concept of Face Malays, Chinese and Indians all strive to maintain face and avoid shame both in public and private. Face is a personal concept that embraces (hold) qualities such as a good name, good character, and being held in esteem by one's peers. Face is considered a commodity that can be given, lost, taken away, or earned. On top of this face also extends to the family, school, company, and even the nation itself. The desire to maintain face makes Malaysians strive for harmonious relationships. Face can be lost by openly criticizing, insulting, or putting someone on the spot; doing something that brings shame to the group; challenging someone in authority, especially if this is done in public; showing anger at another person; refusing a request; not keeping a promise; or disagreeing with someone publicly. Conversely, face can be saved by remaining calm and courteous; discussing errors or transgressions in private; speaking about problems without blaming anyone; using non-verbal communication to say "no"; and allowing the other person to get out of the situation with their pride intact. Etiquette and Customs in Malaysia Meeting and Greeting Greetings in a social context will depend upon the ethnicity of the person you are meeting. In general, most Malays are aware of Western ways so the handshake is normal. There may be slight differences though and a few things to bear in mind include: - Malay women may not shake hands with men. Women can of course shake hands with women. Men may also not shake hands with women and may bow instead while placing their hand on their heart. - The Chinese handshake is light and may be rather prolonged. Men and women may shake hands, although the woman must extend her

hand first. Many older Chinese lower their eyes during the greeting as a sign of respect. - Indians shake hands with members of the same sex. When being introduced to someone of the opposite sex, nodding the head and smiling is usually sufficient. Among all cultures, there is a general tendency to introduce: - The most important person to the lower ranking person. - The older person to the younger person.- women to men. Gift Giving Etiquette Here are some general gift giving etiquette guidelines: Gift giving to Malays: - If invited to someone's home for dinner, bring the hostess pastries or good quality chocolates. - Never give alcohol - Do not give toy dogs or pigs to children - Do not give anything made of pigskin - Avoid white wrapping paper as it symbolizes death and mourning. - If you give food, it must be "halal" (meaning permissible for Muslims). - Offer gifts with the right hand only or both hands if the item is large. - Gifts are generally not opened when received Gift giving to Chinese: - If invited to someone's home, bring a small gift of fruit, sweets, or cakes, saying that it is for the children - A gift is traditionally refused before it is accepted to demonstrate that the recipient is not greedy - Do not give scissors, knives or other cutting utensils as they indicate a desire to sever (cut) the relationship. - Do not wrap gifts in mourning colors - white, blue, or black - Wrap the gifts in happy colors - red, pink, or yellow. Gift giving to Indians: - Offer gifts with the right hand only or both hands if the item is large. - Do not give leather products to a Hindu - Do not give alcohol unless you are certain the recipient drinks - Wrap gifts in red, yellow or green paper or other bright colors as these bring good fortune Business Etiquette and Protocol in Malaysia Within the business context most Malaysian businesspeople are culturally-savvy and internationally exposes. Your experience may very well depend upon the ethnicity, age, sex and

status of the person you are meeting. The best approach is always friendly yet formal. A few tips include:

- Initial greetings should be formal and denote proper respect.
- If in a team, introduce the most important person first.
- Many Malays and Indians are uncomfortable shaking hands with a member of the opposite sex.
- Foreign men should always wait for a Malaysian woman to extend her hand. Foreign women should also wait for a Malaysian man to extend his hand.
- It is important that professional titles (professor, doctor, engineer) and honorific titles are used in business. Malays and Indians use titles with their first name while Chinese use titles with their surname

**Business Card Etiquette**

- Business cards are exchanged after the initial introductions.
- Examine any business card you receive before putting it in your business card case.
- The respect you show someone's business card is indicative of the respect you will show the individual in business. Act accordingly.
- Never write on someone's card in their presence.

To ensure successful cross cultural management in Malaysia, you need be aware of the strict protocols and rituals that exist. It takes time to understand the nuances of communication because much is conveyed subtly and non-verbally. Since it is imperative that you not do anything to make a Malaysian lose face, observe people's facial expressions and body language. There are often rules of behavior governing specific business situations. Although this is changing, it is still common for employees to behave harmoniously and subjugate their personal desires to the needs of the group

**Communication and Negotiation Styles**

Cross cultural management will be more effective if you understand the importance of adhering to strict protocols.

- Remain standing until told where to sit.
- The hierarchical culture has strict rules about rank and position.
- Business discussions usually start after a fair amount of small talk

and it takes time to develop a comfortable working relationship. Y - Need patience, perseverance and persistence. - Decisions are reached by the person with the most authority; - Saving face is important. If you lose your temper you lose face and prove you are unworthy of respect and trust. - Malaysians may pause up to 20 seconds before answering a question; therefore, do not immediately start to speak or take their silence as agreement. - Personal relationships are more important than written agreements - If you are signing a contract with ethnic Chinese, the signing date may be determined by an astrologer or a geomancer

**Market Analysis**  
The analysis focuses its light on the four different factors of a certain business firm - Strength, Weakness, Opportunity & Threat. These four factors, nevertheless, predicts the future operation of a business concern.

**Competitive advantage: Product quality:** Tetra ' S' Group is one of the food processing company in Bangladesh to earn the prestigious distinction ISO 9001 certificate. This supreme certification ensures that Tetra ' S' Group products reach the consumer maintaining the height level of quality.

**Customer satisfaction:** Good Quality Products conforming to local tastes, health & hygienic standards. Affordable price within the reach of target consumers. Available everywhere all the time. Local product but of international standard

**Good management:** Skillful and trained employee.

**Good promotional activity** In-house advertising agency provides full advertising support. Major emphasis is on TV advertisements as this is the most popular Media available. 50% of the annual budget is dedicated to TV.

**Our weak points** Lack of part time worker. Can't be able to give equal effort to our all products. Political hazard & influences Lack of modern training facilities.

**Threats:** Competition with other company. Some uncertainty, such

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as: social, political, economical uncertainty. Opportunities in future Expand the business in other countries of the world. Expand the business in other sight. Improve the technology. Conclusion After analyzing all kinds of information and data of Tetra ' S' Group we learn something about the group and their business strategies. In this world nobody is perfect; everybody has some weakness. This world is very competitive. And for this reason we always face some sort of competition in the way of our journey. As we know Tetra ' S' Group is very well established and well known company but there is also some weakness in that company. We tried to find out those weaknesses and gave our suggestion to them to overcome those problems: