

Power distance

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India is a country with a rich cultural heritage; they are blessed with a wide range of diversity of religions and also have a very vast range of languages spoken throughout India. These include Hindi 41%, Bengali 8.1%, Telugu 7.2%, Marathi 7%, Tamil 5.9%, Urdu 5%, Gujarati 4.5%, Kannada 3.7%, Malayalam 3.2%, Oriya 3.2%, Punjabi 2.8%, Assamese 1.3%, Maithili 1.2% and other 5.9%, however English is widely spoken and considered to be an effective tool when doing business. This is useful for Boost Juice to know as when doing business in India they will need to adapt to the widely spoken languages.

Family plays a significant role in Indian culture; they have a joint family system meaning that families all live together in one large house including children, grandchildren and spouses, with the eldest male in the family the head of the house. Masculinity is very high in India; India has Masculinity as the third highest ranking Hofstede Dimension at 56, with the world average just slightly lower at 51. (Hofstede) this information is useful to Boost Juice as it is important to adapt advertising to the important components of Indian culture.

The Indian caste system is a system of social classification, they are defined as thousands of subgroups all broken off from four major groups, the Brahmin at the top, the kshatriya, the vaishya, and the sudra, the bottom caste are the untouchables considered so low that people from higher classes will not even touch them. However in the modern India the caste system is not as prevalent, the Indian people are more categorized into classes, India has Power Distance (PDI) as the highest Hofstede Dimension for the culture, with a ranking of 77 compared to a world average of 56.5.

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(Hofstede) thus, there is a high level of inequality in power and wealth within Indian society. Boost Juice must take this into consideration when making important business decisions that could involve communications between untouchables and the twice born. The religions in India consist of Hindu 80.5%, Muslim 13.4%, Christian 2.3%, Sikh 1.9%, other 1.8% and unspecified 0.1% (2001) boost must be aware of this when designing the menu and advertising in India to avoid offending any prevalent religions.

India's lowest ranking Dimension is Uncertainty Avoidance (UAI) at 40, compared to the world average of 65. (Hofstede) This may be due to the small amount of opportunities available to the Indian people. (For example of your family are farmers it is likely that you will also become a farmer). The vast majority of people in India are born into what they will do every day for their life. It is important for Boost Juice to understand the Indian people before trying to sell them a new product.

The Indian government has recently increased commitment and investments into helping eliminate tuberculosis and several vaccine preventable diseases that are major causes of mortality in India. National Programmes for Diabetes and Cardiovascular diseases are being developed increasing public awareness about health and physical activity. Being such a health promoting product boost should remain up to date with health trends in India. Infectious diseases are very common in India and are in a high risk category. (World Health Organisation) Boost must consider developing high hygiene procedures when opening in India.

The literacy rate in India is 73.4% for adult male ages over 15 and 47.8% for a female aged over 15, the average school expectancy in India is 10 years. Boost must consider this when writing menus and staff training manuals. In terms of urbanisation, the urban population in India is 29% of the total population (2008). The rate of urbanisation is 2.4% annual rate of change (2005-10) this is relevant to Boost Juice when deciding where to locate stores throughout India. (World Health Organisation)

India is located in a South Asian country that is surrounded by mountains, oceans, forests and hills on all sides. India is divided into 28 states, six federally administered union territories and a national capital territory. (Magical India Tools, 2010) India's weather is tropical in nature which makes the climate of India most unpredictable. India is a country with varying climate. India has three major seasons, winter, summer and the monsoon. Summer time that is end of March till June is very dry, hot and humid in most parts of India. This is the time when the numerous hill resorts provide cool retreat. (Magical India Tools, 2010)

Boost Juice need to be aware that the climate varies from one place to another; therefore it is important for the company to take into account when it comes to locating stores throughout India as the company will need to target regions where it is more tropical and humid to sell Boost Juice.

Figure 1. 1 represents a map of India with its sub continents that display the climate in each region. India is the largest producer in the world of milk, cashew nuts, coconuts, tea, ginger, turmeric and black pepper. It is the second largest producer of wheat, rice, sugar, groundnut and inland fish.

India accounts for 10% of the world fruit production with first rank in the production of banana and sapota. (Agriculture sector, 2007) The knowledge of agriculture in India will be useful to Boost Juice as they will require local produce to create their products.