

Why is a
consideration of
culture important for
strategy formulation
and implemen...

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In dealing with the local people where the business is situated, understanding what their cultures allow them to do is vital in ensuring that the business proper. In understanding the cultural needs, the business managements can formulate the strategies that favor business growth. In certain cultures, some practices or goods might be prohibited and taking this into the account give an idea of what a business needs promotion (Deogratias, 2009). Understanding the culture in the region will have effect in deciding, which strategy to use in the formulation and implementation of an idea. Cultures also determine the services and products that are viable for business in the region. Hence, the strategy must be in line the products and services that the culture allows.

Various business undertakings need to consider the culture to become successful an example is a business advertisement. In the advertisements, different cultures have a specific point that they look for before considering the products are good for use (Aswathappa, 2010). If the advertisement is capturing the area of interest, then the services and product can easily sell in the area culture. Strategy for the advertisement of the same product of the same company may vary to fit the cultural requirement (Aswathappa, 2010). An example being advertisement used in the developed countries such as those in Europe may differ from those in underdeveloped ones. In channeling the adverts in a proper manner, the people in a particular culture will take the product as their own. This kind of strategy will make the

business of an organization thrive in a different location while exploiting cultures. Understanding of the culture is a good strategy in the business becoming competitive in any given region.

Understanding the culture in the region is an important strategy for managing the organization workers in different regions. Most of the individuals who work in a given region for an organization come from the same area. Understanding their culture as a strategy for managing the workers is very crucial in having sustainable working environment. If the local workers feel no respect for their values that arise from local cultures may cause low morale in the work hence, they become less productive (Rajasekar, 2014). Such kind of problems will sabotage the company goals and affect prosperity. Considering the cultural influence on workers, any business organization management needs to understand the cultures in the region to be sure of prosperity. Hence, it is important to understand a regional culture is vital to the formulation and implementation of the strategies that involve the workers.

Implementations of a business strategy such as corporate responsibility require deep understanding of the culture. If a business organization carries out such kind of task without considering the culture, there are high chances it will have a negative impact on the business (Carlopio and Harvey, 2012). If the local culture embraces the organization practices, then there is an assured long-term prosperity and profitability of the organization. Hence, the company management needs to understand the regional cultures in ensuring implementation of any strategy. Management of prosperous businesses always takes the issue of culture into consideration formulation and

implementation of the strategies.

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