Global Business in Context

**Paper details:**

Each student will complete the following assignment (2000 words maximum, +/- 10%): A small UK manufacturing company is considering moving its production to a location in Germany in 2021. The company chosen is Luna Textiles (info at lunatex.co.uk). Critically evaluate what particular aspects of Germany’s business environment it must take into account when assessing the decision to internationalise or not? Use example(s) to illustrate your answer.