Barto’s Top Management and Business Environment in Slovenia

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**Introduction**

 The top management of the Barto Group which is a candy company based in Zurich Switzerland is considering expansion of business in Slovenia. Before reaching on the decision of possible expansion the company needs to know about the business environment in Slovenia. The business culture in Slovenia is characterized by social media guide, work-life balance, cost of living, business meeting etiquette and communication. At the center of Europe, the state has an important strategic position. In business, the organizational structure is vital to determine the attitude of people. Mostly the approach in the area is top-down to management where most significant decisions are made. The critical thing to know is the influence of government which has veto power along with their control on important business choices.

 Why these things are essential to know is the fact that Slovenians are interested to be connected and integrated with international business partner (Lalić et al., 2018). They are highly concerned with the service quality and products. At the local level companies adopted the highly standard strategies and they focus on the market segments with the interest in high technology. Similarly, top management of Barto Group needs to realize that locals are open to import best practices from the others especially with previous experience and from the foreigners (Lalić et al., 2018). Another essential thing to know is the business culture of other countries as locals are interested in exporting their services and products. However, encouraging aspect for the company is that investors are protected.

 It is essential to seek advice about the regulatory environment before starting the business. Further, the cost of trading across the border is cheap in Slovenia, and the business environment is quite informal. These are valuable aspects that must be considered by Barto top management before reaching on the decision of expansion.

**References**

Lalić, A. B., Pope, J. A., & Kolb, M. (2018). Management and Leadership Development Needs the Case of Slovenia. In *Business and Society* (pp. 203-227). Springer, Cham.