Denmark

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

**Denmark**

**Introduction:**

 Every region has its own norms and traditions. These traditions are linked with the lifestyle of the ancestors and religion. The dominant religion of the region has a great impact on the business. Every individual who wants to enter into the market of the specific region has to consider religious and cultural impact over the market. Ringsted is the region located in Denmark (“Culture of Denmark - history, people, clothing, traditions, women, beliefs, food, customs, family,” n.d.). This city is situated in the heart of New Zealand, bridging southern areas of Zealand. In Ringsted, there is the essence of a strong historical presence. Protestant is the major religion of the region. These entire religious, cultural elements influence the business market of the city.

**Discussion:**

 Denmark is a little country whose social solidarity is moderated by provincial customs of rustic, urban, and island networks with refinements dependent on neighborhood language, sustenance, and history. This circumstance has now and again made erosion between neighborhood history and national history. Ringsted is the region where protestant is dominant. The second highest religion present here is the Catholic. Both Catholic and protestant influence the life of the people. Most of the culture and norms reflect religious element in them. For instance, the region is famous for St. Bendt's Church (“Sct. Bendt’s Church,” n.d.). The Church of St. Bendt is the main structure left of Ringsted Kloster, the Benedictine cloister that torched in the eighteenth century. It is generally accepted that religious and social personalities matter in the region and that becoming social and religious decent variety represents a test to national characters, social attachment, and political and financial steadiness.

 The second thing that capture the religious and traditional identity of the regions are the number of museums and monuments in the region. Ringsted carries the memory of the past in his heart and thousands of people every year come to the city as tourists. Therefore, the place welcome diversity as people from the different region, religion, country comes to visit the place. People of Ringsted are hostile than being extremist towards their religion and traditions. Due to this hostility, Ringsted organizes festival which attracts not only the tourists but also the businessman to enter into the regional market (Ramallah, n.d.).

Ringsted Festival began as a brilliant thought in 1990 by Anders Sorensen, (originator of Ringsted Festival) as a just dependent on deliberate work and beginner groups. This went to hold for a long time after, due to deficient assets. In 2005 Ringsted Festival began again as a one-day outdoors music occasion from 2 scenes (Pedersen, n.d.). This time it was with surely understood groups, some paid staff, volunteers and distinctive relaxation associations. The celebration happens on the grounds around the medieval church St. Bendts from 1170'ies. The celebration was based on another bit of genuine history from the medieval ages, of the town Ringsted and St. Bendt's Church.

The Festival comprises of market squares exercises, road entertainers, knight competitions; Children medieval play schools and music around St. Bendt's Church. The notable authenticity is a solid brand for the celebration. This is the reason the association of the festival is finished by Ringsted museum and archive with the assistance of volunteers, affiliations, and patrons. Ringsted Festival was the one with the littlest demography. This was doubtlessly in light of the fact that the work was less requesting in unique abilities other than accommodation, yet at the same time required dependability, diligent work, serving nourishment, cleaning behind the stage rooms and adjusting the stars, before amid and after their execution which implied 8-hour services.

As churches, monuments, architecture, and festivals all of them represent the customs and traditions of the regional people. The businessmen who try to start their business have to adopt these norms as a necessary element of their work to be successful in the market. Ringsted outlet is the only and largest outlet in Denmark which contains almost every famous brand. Therefore, Ringsted market is the dream place for the businessman to develop their business.

While considering the religious and traditional norms of the region, businessmen have to use managerial approach to manage the differences. The best approaches for the region are clan control and market control. It is because during the festivals many people try to develop their business and invest to be part of the regional market. Therefore, Clan Control answers on qualities, shared standards, convictions, corporate culture, and casual connections to direct worker practices, conventions, and encourage coming to of authoritative objectives. In addition, market control utilizes outer market components to set up gauges in the framework. It includes the utilization of value rivalry to assess yield. ("Identifying Managerial Approaches In Implementing Controls," n.d.). Through these approaches businessmen can adopt different strategies like discounts, free vouchers, and other promotional steps to attract the customer.

**Conclusion:**

 Ringsted is the region located in the country of Denmark. Denmark is a small country who is famous for its religious, cultural, and historical traditions and norms. Ringsted attracts businessmen as it is the center of attraction of the tourists due to church, museums, and festivals. Ringsted outlet is the largest outlet in the country that has almost every famous brand in it. It is the best place for the businessmen to develop their business and to take place in the market. To handle the religious and cultural influence businessmen should adopt market control approaches. Through this approach, they can use different strategies to attract customers because most of the consumers in the region are tourists.

References

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