

Abstract

This research examines the impact of Brexit on business operations within the European Union (EU), focusing on the strategic adjustments made by firms in response to the United Kingdom's (UK) exit from the EU. Using a mixed-methods approach, the study combines qualitative interviews with business executives and policymakers, along with quantitative analysis of trade, investment, and market performance data. The objective is to understand how businesses have navigated the new regulatory landscape and identify the key strategic changes made to mitigate the effects of Brexit on their operations in the EU.

The findings reveal that Brexit has had a profound impact on EU businesses, particularly in areas such as supply chain management, market access, and regulatory compliance. Companies have made significant adjustments by relocating operations, altering their trade routes, and reevaluating their workforce strategies to adapt to the new post-Brexit environment. While some firms have successfully adjusted by diversifying markets and enhancing digital capabilities, others have faced significant challenges, particularly in dealing with customs delays, tariff barriers, and talent shortages.

In conclusion, the study highlights the diverse range of responses to Brexit among EU businesses, offering valuable insights into the strategic adjustments that have enabled some firms to thrive while others struggle. The findings provide recommendations for EU businesses to enhance resilience and adaptability in the face of future geopolitical disruptions.