UNIVERSITY OF WALES TRINITY SAINT DAVID

MODULE:
DEVELOPING INNOVATION AND CREATIVITY FOR BUSINESS ADVANTAGE

DEVELOPMENT OF INNOVATIVE PRODUCT OR UNIQUE SERVICE PROPOSITION

REPORT

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Executive Summary

To distinguish and thrive in the business world, it is crucial to develop a groundbreaking product or a distinctive service offering. An effective strategy involves prioritizing sustainable and implementing eco-friendly technologies to cater to the increasing ecological awareness amongst consumers. Presenting a service proposal that highlights environmentally beneficial procedures, such as emissions offset programs or trash management initiatives, can attract customers who are mindful of the environment. By integrating innovation with long-term viability companies not only fulfil consumer expectations but also make a good impact on the environment, creating a unique and desirable brand image. The Selected business for this report is Brick and Mortar's Business which expands its business through unique services. The report study will discuss the innovative services that help to engage customers in the company. Specific E-commerce Websites, marketing approaches, data protection rules and regulations, and other factors will be discussed below.

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Introduction

After the Covid pandemic in the UK market, various economic forces are exerting influence on the business environment. The escalation in gasoline costs has emerged as a significant apprehension, affecting companies that heavily depend on energy-intensive operations (Nazari-Heris, 2020). The increasing expense of energy exacerbates this difficulty, adding further strain on companies that are already dealing with the consequences of the pandemic. Elevated inflation levels worsen the financial burden, impacting both- individual buying power and operating expenses for enterprises. With the rise in price increases, firms will encounter heightened costs for basic materials, transport, and employment, which will put pressure on their profit margins. The fluctuating resource prices, namely the surging gas prices, present a significant risk to industries that rely significantly on these assets, such as the industrial and transport industries. The UK government's reaction to these difficulties is of utmost importance, as policy choices and financial initiatives have a substantial influence in minimizing the burden on companies and customers.

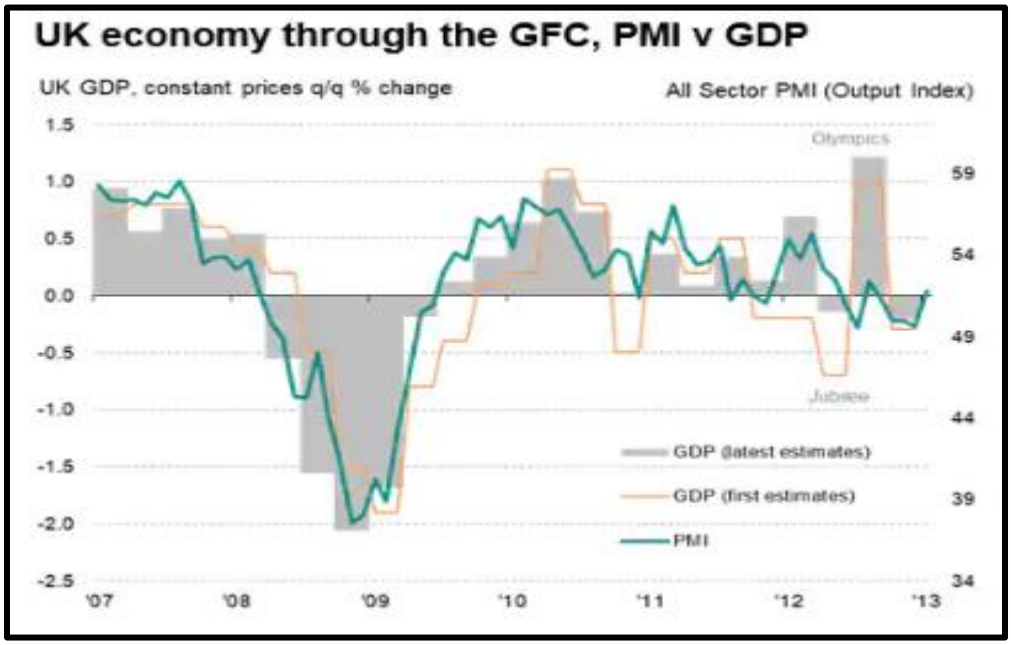

Figure 1: UK market Scenario

(Source: Inspired by Nazari-Heris, 2020)

The corporate environment is seeing changes in customer habits and expectations, with an increasing focus on sustainable and social operations. Companies that adjust to these evolving patterns are expected to discover fresh prospects for expansion (Pan, 2019). Elevation of these difficulties, organizations might potentially improve effectiveness and agility by using technical improvements, such as greater digitization and the capacity to work remotely. To successfully

navigate this intricate terrain, firms must adopt a strategy approach, prioritizing adaptability, inventiveness, and longevity to overcome the obstacles presented by the socioeconomic characteristics in the UK marketplace following the COVID-19 pandemic.

The innovative product and unique service proposition for Brick and Morter's Business

An innovative value offering for a physical store may involve incorporating customized, technology-driven shopping experiences. Integrating *augmented reality (AR) mirrors* in the business enables customers to physically test apparel or examine things in real-time (Chen, 2019). The strategy integrates the advantages of physical purchasing with the ease of online situations, creating an engaging and dynamic environment. Providing a streamlined click-and-collect solution that allows clients to place orders online and get them in-store improves operational effectiveness. The Brick-and-Mortar's company stands out by combining advanced technology with customized service, offering clients a convincing incentive to opt for the in-store encounter.

A unique product for a Brick-and-Mortar store might consist of individualized, eco-friendly home decor kits. These kits will consist of eco-friendly and regionally procured materials for do-it-yourself projects such as furnishings, hanging art, and decorative objects.

The distinctive service offering will entail in-store seminars facilitated by local artists, providing guidance to clients in crafting their customized home decor pieces. The intended clients for this enterprise consist of ecologically concerned individuals who prioritize responsible living and are in search of distinctive, artisanal home furnishings. The workshops are designed for anyone seeking practical and innovative knowledge, while simultaneously highlighting the significance of ecological and ethical purchasing (Stringer, 2020). The physical retail store serves as a central location for community involvement, promoting a feeling of skilfulness and ecological accountability. The business endeavours to appeal to clients who value both- the visual and moral components of home design by delivering a distinctive range of products along with an engaging and informative service.

The enterprise, titled *Eco-Craft Haven* will function from a conveniently positioned physical store in a vibrant urban region renowned for its environmentally aware population. The store's design will include specialized workshop areas furnished with eco-friendly materials, as well as a showcase showcasing completed commodities and development concepts. *Eco-Craft Haven* will utilize an internet-based platform to expand its target market, providing household decor kits for sale that can be shipped nationally. In addition, the company will organize digital workshops, allowing consumers who are not in the immediate region to engage in the creativity process

(Borrás-Gené, 2022). Social media networks and an easily navigable website would function as primary avenues for advertising and sales, fostering community engagement and advertising forthcoming seminars and new product launches.

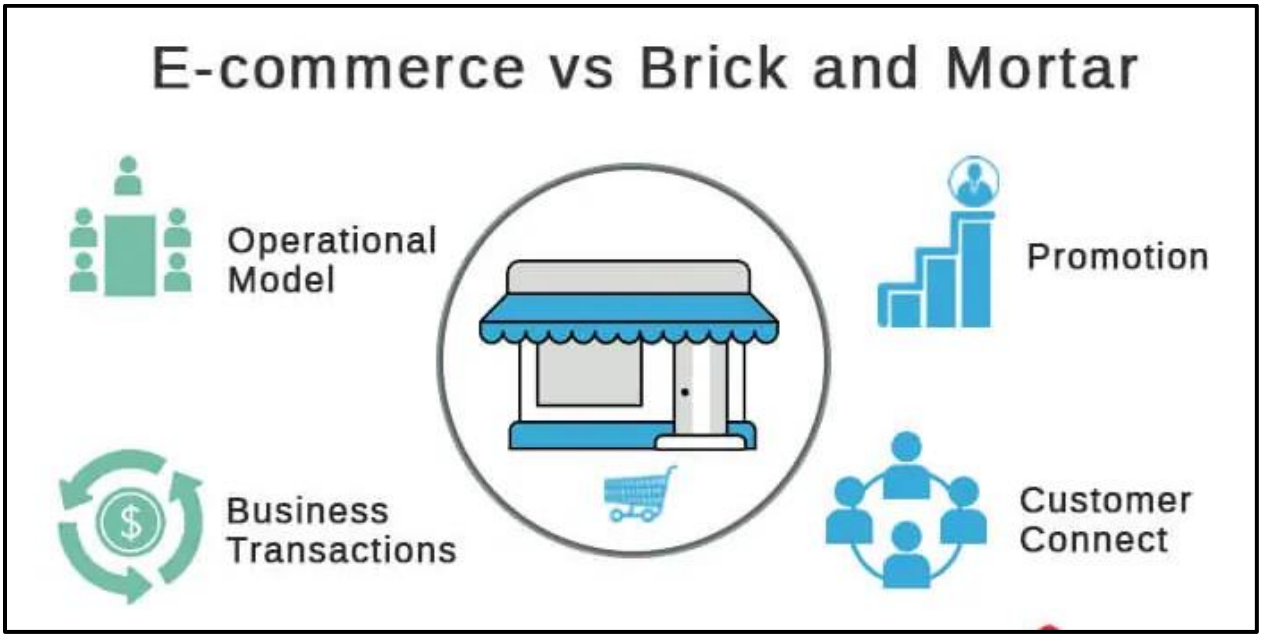

Figure 2: Brick and Morter's Business model

(Source: Inspired by Chen, 2021)

The Brick-and-Mortar establishment will serve as a centralized centre for nearby benefactors to participate in interactive seminars, cultivating a feeling of friendship and ingenuity. *Eco-Craft Haven* seeks to accommodate both neighbourhood and faraway consumers by blending an appealing in-person encounter with convenient online alternatives. The objective is to provide a sustainable and imaginative avenue for individuals passionate about home decorating.

To maintain *Eco-Craft Haven's* creative business offer, a comprehensive and versatile methodology will be utilized. The product range will remain new and attractive through the ongoing development of *DIY project kits* and seminar activities. To uphold the brand's dedication to environmentally conscious methods, it is crucial to form alliances with regional craftsmen and procure ecological resources. Implementing loyalty programs and offering exclusive subscription perks to regular customers can enhance client engagement (Chen, 2021). Participating on social networking platforms and maintaining a consistently maintained blog focused on sustainability lifestyle and creating would foster a network focused on the brand, thereby promoting customer loyalty.

Eco-Craft Haven distinguishes itself from other competitors in the household design market with its distinctive combination of long-term viability interactive workshops, and active involvement in

the neighbourhood. A comprehensive market analysis will be undertaken to discover and assess competitors, enabling the organization to successfully establish its unique selling proposition (Borras-Gene, 2022). *Eco-Craft Haven* will maintain its agility and responsiveness in the Brick-and-Mortar commercial area by consistently analysing market changes and consumer input. This will guarantee its long-lasting attractiveness and competition.

Potential rivals of *Eco-Craft Haven* within the wider household decor industry could encompass conventional craft businesses and vendors specializing in ecological merchandise. *Eco-Craft Haven* sets itself apart from its competition by integrating DIY home design kits, in-store conferences, and a significant focus on social interaction, in addition to offering environmentally friendly ingredients and completed goods (Vazquez, 2019). Competitors may predominantly market raw resources, relinquishing the creativity process totally to the buyer. Also, *Eco-Craft Haven* offers selected packages containing environmentally friendly materials, together with in-store workshops conducted by local craftsmen. The interactive method distinguishes it from others, providing customers with both the necessary supplies and instructions to craft customized, environmentally friendly home decor pieces. The in-store encounter cultivates a feeling of friendship, enabling consumers to establish connections with both- each other, and the business. Certain rivals might heavily depend on internet sales, without having a physical establishment. *Eco-Craft Haven* utilizes the benefits of a physical retail store to provide a hands-on and engaging encounter. The Brick-and-Mortar establishment functions as a central point for nearby clientele, providing not just merchandise but also a venue for fostering innovation and education during interactive sessions (Vojvodić, 2019). Furthermore, the internet platform expands the brand's outreach, therefore making DIY kits available to more people.

Eco-Craft Haven distinguishes itself in the market with its dedication to long-term viability active engagement with the local society and its integration of both- real person and online services. The business seeks to attract environmentally concerned clients who are looking for a more involved and purposeful attitude to home design by offering unique products and experiences.

E-commerce Website for customer engagement

To extend the Brick-and-Mortar business, it will initiate the establishment of an E-commerce website, which will enhance and supplement the existing so-store experience. The website, called *Eco-Craft Connect* system, will exhibit and market the carefully selected environmentally friendly home design kits. The site will have a user-friendly design to facilitate Internet transactions and will also function as a promotional tool for the in-store seminars (Alsharari, 2021). *Eco-Craft Connect* will integrate a blogging part that will disseminate guidance, eco-conscious lifestyle

concepts, and achievements from various seminars, with the aim of augmenting client involvement. The online clients will be able to participate in unique virtual seminars, which will help to cultivate a feeling of connection that extends beyond the Brick-and-Mortar store. The online platform seeks to appeal to a wider range of people, offering a smooth and easily available continuation of its dedication to ecological living and artistic expression. The E-commerce platform will not merely boost sales but also enhance *Eco-Craft Haven's* image as a centre for sustainability manufacturing and social involvement.

To accelerate the growth of our physical retail company, it will utilize well-established online marketplaces like Amazon or eBay to develop an online shopping platform. By implementing the strategic initiative called *Eco-Craft Emporium*, it can effectively access the extensive client network of various platforms while upholding our dedication to the environment (Jin, 2022). *Eco-Craft Emporium* would showcase the carefully selected assortments of environmentally conscious home decor kits, catering to a wider demographic actively searching for sustainable items. The current architecture of the platform optimizes transactions and offers a reliable platform for digital commerce, ensuring a smooth client experience. Being present on these platforms will improve the visibility of the brand, attracting more visitors to the physical location for personal seminars. By properly integrating all E-commerce operations with such markets, individuals will be positioned for commercial expansion, taking advantage of the extensive reach and client confidence that renowned online platforms offer. The strategy not only expands the range of customers but also strengthens the brand's dedication to longevity in the cutthroat online shopping industry.

Marketing

To facilitate the growth of *Eco-Craft Haven*, it will implement a thorough marketing strategy to advertise its environmentally friendly household decor kits and in-person seminars. The demographic that aims to attract consists of ecologically concerned individuals between the ages of 15 and 45 who are interested in distinctive, sustainable home decor choices. The digital marketing strategy would encompass contemporary media efforts on networks such as Instagram and Pinterest. These initiatives will focus on exhibiting graphically captivating do-it-yourself projects and captivating material related to a sustainable lifestyle (Olson, 2021). Engaging in partnerships with environmentally conscious influencers and skilled local craftsmen will enhance the extent and genuineness of the brand. Its Electronic commerce website and marketplace postings will emphasize Search Engine Optimization (SEO) to enhance exposure among clients seeking ecological and DIY household decor alternatives. Establishing collaborations with

environmentally conscious enterprises, organizing community gatherings, and engaging with local media outlets can bolster our visibility among the desired consumer group. Implementing in-the-store advertisements, loyalty applications, and reference bonuses will effectively foster customer loyalty and drive recurring purchases. Engaging in crafts fairs and social workshops would offer practical situations, drawing in new consumers and strengthening the dedication to social involvement. *Eco-Craft Haven's* objective is to establish a prominent brand image, connected with the desired customer base, and generate footfall both- digitally and in physical stores. It will facilitate sustained growth and enable economic expansion. By harnessing the influence of social media, *Eco-Craft Haven* can establish a dynamic and captivating online presence on channels such as Facebook. Utilizing Facebook's customized advertising abilities, it will effectively reach demographics who have an interest in ecological lifestyle and DIY household design. The advertising campaigns will emphasize our distinctive product offerings, specials, and forthcoming in-store events, guiding people to online and physical locations. Collaborating with leaders in the fields of conservation and crafting can greatly enhance their outreach (Polanco-Diges and Debasa, 2020). Influencers may exhibit the items and communicate their encounters with *Eco-Craft Haven*, thereby enhancing the genuineness and trustworthiness of the brand. To foster dialogue, exchange consumer success narratives, and establish a platform for community interaction, social network groups should be established. Interacting with business audiences via comments, messaging, and social gatherings will enhance their online visibility and foster brand allegiance.

Strategy for utilizing paid search engines, such as Google:

An effective sponsored search engine strategy must be executed, with a specific emphasis on platforms such as Google. The goal is to improve online exposure and engage potential clients who are proactively seeking ecological home decor options.

Search Engine Optimization (SEO): It will carefully optimize the Online shopping website and marketplace advertising to achieve a high ranking in pertinent engine results (Lewandowski, 2021). It involves integrating pertinent keywords, crafting engaging meta-explanations, and improving commodity listings.

Google Ads Campaigns: The strategic Google Ads campaigns should focus on terms associated with sustainable home decor, do-it-yourself crafts**,** and crafting. The advertising copy may highlight the distinctive value assertions, such as carefully selected environmentally friendly kits and seminars held in the physical stores. Emphasizing local SEO strategies will be given priority to enhance presence among people searching for sustainable home decoration in the nearby

area, with the aim of attracting clients who prefer an in-person shopping experience (Lewandowski, 2021). It will involve enhancing *Google My Business* advertisements, acquiring favourable ratings, and ensuring precise business data.

Analytics and Iteration: Sophisticated statistics techniques will be utilized to assess the efficacy of combined popular media and commercial search engine campaigns. Indicators such as the volume of visitors to the website, the rate at which visitors are converted into customers, and the amount of user interaction will be consistently examined. The acquired insights will guide and enhance continuing advertising endeavours, enabling constant refinement and adjustment to change consumer behaviours and tastes. *Eco-Craft Haven* seeks to employ a synergy advertising approach by combining social media and sponsored search engine methods. This approach intends to optimize exposure online and offline, engage a wide range of customers, and facilitate long-term business growth (Dzyabura, 2019). Obtaining insight into client journeys is imperative for *Eco-Craft Haven's* expansion. Through the process of consumer journey mapping, it will analyse interactions, requirements, and interests to enable businesses to customize their marketing tactics with precision.

The integration of email advertising is crucial to marketing strategy. It will execute focused email marketing to actively involve consumers at different phases of their experience starting from the initial stage of attention to the subsequent step after making a transaction (Desai and Vidyapeeth, 2019) The personalized communications will feature new do-it-yourself kits, future seminars held in-store, and special deals, which will help to cultivate consumer devotion and encourage repeat business. A pre-launch marketing campaign will be implemented to collect email addresses and create excitement. Promotional content on social networking and the webpage will entice visitors to sign up for exclusive alerts and early entry. Nevertheless, careful adherence to confidentiality standards will be maintained, guaranteeing clear authorization for email interaction. These strategic efforts serve the purpose of attracting new consumers at the beginning of their journey and establish a direct means of individualized connection. This will enhance the entire experience of customers with *Eco-Craft Haven* as it undertakes the company expansion.

Privacy and Data Protection

Eco-Craft Haven places great importance on confidentiality and data protection as it expands its business, especially in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (Mondschein and Monda, 2019) Maintaining consumer confidence and protecting their personal data are essential to the prosperity of any physical retail enterprise. Adhering strictly to GDPR principles guarantees that consumer data is acquired and handled in a

translucent lawful, and purposeful manner. By getting express agreement for information processing and guaranteeing the opportunity to eliminate, reinforces the dedication to upholding customer confidentiality.

Implementing encryption for data, during transmission and when stored, is an essential step in safeguarding client information. When engaging in online activities, employing secured communications protocols guarantees that the data shared between customers and company systems is encrypted safeguarding it against unauthorized access. Furthermore, implementing data encryption for data that is maintained on websites or in systems provides protection for client knowledge, particularly while it is not being regularly accessed (Mondschein and Monda, 2019) *Eco-Craft Haven* ensures privacy and data protection by complying with GDPR regulations and implementing strong cryptography methods. This not only fulfils legal obligations but also builds a solid basis of confidence with clients. Its dedication improves the entire satisfaction of customers, promoting sustained business development and development in a context where customers prioritize data protection.

Conclusion

The sustainability of *Eco-Craft Haven*, as a Brick-and-Mortar venture, relies on strategically incorporating environmental responsibility, neighbourhood participation, and technology into the company plan. *Eco-Craft Haven* stands out in the industry due to its unusual combination of ecological home design kits, in-store seminars, and a strong E-commerce infrastructure. Its dedication to a focus on clients, and ethical strategy is highlighted by our focus on online advertising, information protection, and adherence to GDPR regulations. *Eco-Craft Haven* aims to revolutionize the traditional retail experience by providing clients with a seamless integration of artistic expression, environmental consciousness, and social engagement.

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APPENDIX 1: Individual presentation

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DEVELOPMENT OF INNOVATIVE PRODUCT OR UNIQUE SERVICE PROPOSITION

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Module: Developing Innovation and Creativity for Business Advantage

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Introduction

- An innovative environmentally-conscious platform that links customers with Eco-friendly and locally-sourced goods.
- Utilizes state-of-the-art technology to authenticate and display the environmental impact of every item, enabling users to make well-informed decisions.
- The new business model cultivates a community dedicated to diminishing carbon footprints by forming strategic alliances with environmentally conscious brands.
- Increases user involvement by using entertainment components that will provide incentives for adopting sustainable behaviors.

Innovative Service of Brick and Morter's Business

Eco-Craft Haven

Eco-Craft Haven organizes programs and activities that specifically target ecological living (Olson et al. 2021)

Eco-Craft Haven leads the way in promoting sustainability in physical companies by offering a distinctive solution

Eco-Craft Haven aims to foster customer interaction and establish a communal hub that resonates with contemporary eco-conscious principles.

Eco-Craft Haven offers trash reduction methods that include customized decomposition and recycling programs for businesses.

Eco-Craft Haven will organize seminars, meetings, and partnerships with nearby ecological agencies to provide education and involve customers.

Eco-Craft Haven's services encompass a thorough sustainability assessment, proposing energy-efficient lighting solutions, the use of recycled components for equipment, and environmentally sensitive interior designs

The market gap/problem and proposed solution

- The analysis of the market and competition for *Eco-Craft Haven* indicates an increasing need for environmentally friendly alternatives in the retailing industry.
- Given the growing quantity of customers who prioritize environmentally responsible decisions, *Eco-Craft Haven* is well-positioned to take advantage of this trend (Alzoubi et al. 2022)
- The competitive analysis highlights primary competition and emphasizes our distinctive features
- It includes a complete environmental strategy, individual consumer involvement, and innovative reward programs.

CONTD

Eco-Craft Haven distinguishes itself from other alternatives by offering a comprehensive makeover

It encompasses the complete retail experience, rather than only focusing on environmentally friendly products.

This approach ensures that all aspects of the retail experience are in line with environmentally conscious beliefs (Redjeki et al. 2021)

In the ever-changing market approaching long-term viability *Eco-Craft Haven* emerges as a progressive and all-encompassing option

It helps enterprises seek success in this environmentally conscious environment.

Competition and Differentiation Strategy

The core of our differentiating strategy is to provide a comprehensive environmental transition for traditional physical enterprises.

Unlike competition which may prioritize green merchandise or have restricted eco-friendly activities, *Eco-Craft Haven* offers a holistic service (Tien, 2019).

The implementation of a cutting-edge loyalty program distinguishes us from others, motivating consumers to proactively engage in and receive rewards for their environmentally aware decisions.

Eco-Craft Haven uses a combination of attentive competition analysis and unique distinction to succeed in the market (Perreault, 2021)

Within the realm of competition, we discover prominent adversaries and consistently study their products, prices, and market placement.

By doing continuous evaluation, *Eco-Craft Haven* can effectively adapt to economic trends, evolving customer tastes, and competition dynamics.

Marketing Strategy

- *Eco-Craft Haven's* marketing approach focuses on utilizing digital platforms and fostering public involvement to stimulate corporate expansion (Dewi, 2020)
- We highlight our distinctive sustainable transition services for physical firms by implementing focused internet campaigns,
- Social media platforms serve as central locations for the exchange of eco-tips, activity notifications, and consumer endorsements (Varadarajan, 2020)
- It is cultivating an engaged community dedicated to promoting responsible lifestyles.

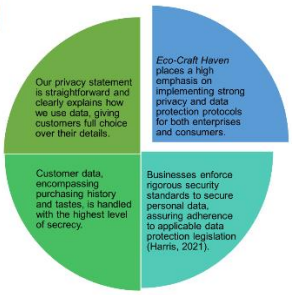
CONTD

Eco-Craft Haven's marketing strategy focuses on matching the principles of our targeted demographics

It is enhancing brand recognition and fostering a devoted consumer base that proactively promotes the customers (Katsikeas et al. 2020)

It promotes sustainability changes in physical stores.

Privacy and Data protection



Learning Outcomes from the Assignment

The analysis of *Eco-Craft Haven's* new physical company model provides useful information into the practice of sustainability enterprise (Gecit, 2021)

The main learning objectives encompass acquiring a profound comprehension of market interactions, doing competition analysis, and recognizing the importance of distinctiveness within a sustainable business environment.

The need to implement a thorough marketing plan, including digital platforms and fostering public involvement, becomes apparent.

Benefits of Learning Outcomes in the Future

By engaging with *Eco-Craft Haven's* project, individuals gain valuable knowledge and skills in ecological business methods that will be advantageous for their future endeavors (Sarangdhar et al. 2020)

The expertise improves flexibility, allowing workers to negotiate and participate in the changing field of ecologically responsible entrepreneurship.

Comprehending market dynamics, competing tactics, and personal concerns facilitates well-informed decision-making.

Conclusion

Eco-Craft Haven's innovative brick-and-mortar business model embodies a comprehensive strategy for sustainable business.

The approach effectively caters to the changing needs of environmentally concerned customers by incorporating inventive solutions, involving belonging, and implementing a strong advertising strategy.

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