

Assignment Title:
Strategic
Management

Strategic Management LCMB7003

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EXECUTIVE SUMMARY

This report contains strategic analysis of United Kingdom's photography industry and also one of the most famous Asian photography company named Zohaib Ali Photography. Internal and external analysis with the help of various strategic models will be the part of this report. In the end recommendation and solutions to deal with the issues within the photography industry will be given.

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1.0 INTRODUCTION

Zohaib Ali Photography emerged as one of the UK's leading Asian Wedding Photography Company in last few years. It is an award winning luxury Asian wedding photography company specialising in Hindu, Muslims and Sikh weddings. Company is mainly operated by Zohaib Ali. After graduating in Broadcasting Media he has joined renowned post production companies. The company is aesthetically unique and love to create natural, modern and chic images, emotion, colours and traditions are prominent feature captured by him in every wedding. Zohaib Ali Photography is renowned because of winning prestigious award at couple of worlds most recognized competitions. The company is also famous for documentary style and destination wedding photography in various places like Bali, Tuscani, Nairobi, Milan, London, Marrakech and New York (ZohaibAli, 2018). The company is making remarkable place in the UK's Asian wedding photography and is covering niche market of Asian community. In an industry survey result of wedding photography people of United Kingdom from south east afford and prefer expensive photographer to cover their lifetime event (ZohaibAli, 2018). Furthermore general evaluation of photography industry of United Kingdom is presented in this report.

1.1 GENERAL EVALUATION

The market of photography is made up of unlimited number of service provider which includes domestic photography, commercial photography, portraits, special even photography, fashion photography, and industrial photography and other varieties of photography. Photographs are created as painting of a canvas is made (Allen and Snyder 1975). According to Photography Activities - UK Market Research Report the professional photography service industry to private consumers and businesses also provide them finest videos. The industry is facing fierce competition from amateur photographer in market. There was a decline in demand of wedding photography in 2013 to 2014, after that the photography industry expanded as economic condition of the UK was rebounded, comparatively strong business confidence, popular event like 2015 general election, rising disposable income and growing advertising and commercial activity enhanced the demand of professional photographers in the market. Conversely, the wedding photography remained low as usual and reserved growth (IBIS, 2018).

Rapid technological development and deteriorating cost of photography gadgets have enable consumers to capture their own high quality photographs anytime. According to the same report annual growth of photography business is 1.1% from 2013 to 2018 and it gives 2billion pound revenue with no company with a prominent market share in photography industry (IBIS, 2018). Jeremy Warner in The Daily Telegraph says that creative industry is roughly the same size as financial services, according to UK government's analysis the creative industries is around 8% of UK GDP(Warner, 2011). According to creative skillset there are almost 9000 registered companies to provide photography services in the UK (Creativeskillset, 2018), where 27% of the companies are based in South East England and 25% are in London. In photo imaging industry there are average of 43,374 employed in this sector, and their average income is 24,131 pounds, in which 76% are freelancers whereas 47% are direct recruited from universities, college and schools, 21% of the student opt photography in creative degrees (Creativeskillset, 2018). In creative industries 84% of

businesses have 10 employees or lesser than 10 sometimes but photo imaging companies are enormously small in contrast to other sectors of creative industry in which 91% companies have 4 employees or even lesser than that (Creativeskillset, 2018). Statistics shows that the industry size is visibly too small in comparison with other industries; the size of professional employees is evident that this sector has less amount of human resource than others. But manufacturing and support services, picture libraries and agencies, and retail laboratories and image production sectors have more human resource in creative industry (Stop43, 2013), which makes industry more powerful to compete with all other industries in the market. Especially the part of creative industry played in GDP of UK confirms the gradual growth of creative industry. There is a speculation that increasing revenue of photography service of UK will touch the peak in 2019 with \$2218 million USD and will face a slight decline in 2020 with \$2169 million USD (Statista, 2018). The cause of decline might be a huge numbers of amateur photographers floating in the mark (IBIS, 2013). Moving on to the analysis of the chosen company, the lifecycle analysis will show that at what stage company is at the moment.

2.0 INTERNAL ANALYSIS OF ZOHAI B ALI PHOTOGRAPHY

Internal analysis comprises of theoretically informed understanding of the environment in which a company is being operated (Worrell, L.1998).

2.1 PRODUCT LIFE CYCLE ANALYSIS

Product and services has its own lifecycle as other things have, the product lifecycle theory has been made by Professor Raymond Vernom in 1966 (Jain & Vachani). Zohaib Ali photography has crossed introductory stage and in on way towards growth stage. According to Asiana Wedding it is one of the best companies that people have to trust in to cease their movements that they have missed (Asiana, 2018). By the passage of time the company's sales are increasing due to recognition on bigger platforms where team of best wedding photographers of London gather to share their best captures (Hayes, 2018). Positioning on the initial growth stage the company's audience is early customers who have enjoyed their big day photos and believed in company's aesthetics. When customers increasingly accept and identify the product or services and passed the marketing test with a good sales result the product has achieved its standing ground in the marketplace, it refers to growth stage of product or services. (Hines, Francis and Found, 2006). After growth stage the company's sales are also growing, competing with a mature market is challenging as there is fierce competition. To stabilize its current position the company is stressing differentiation strategy in marketing, while promoting their services via website, blog and social media they show competitive differences to gain confidence of more customer (Hayes, 2018).

The documentary style and destination photography is one the most dominant competitive difference to promote that what the company is actually up to. Not only Zohaib Ali Photography is on growth stage but the market of professional wedding photographer is also increasing gradually in London. According to a survey average number of wedding captured a year by professional photographers has increased to 30 whereas it was 28 in 2016, and

average expenditure of photography has been increased by couples from 1,450 pounds to 1,480 pounds this year. In 2018 survey people who spend between 1000-1500 pounds for one day on wedding photography declined (Sam & YPWP team, 2016)from 47% to 40% whereas people who spend between 1500- 2000 pounds grow from 25% to 34% (Sam & YPWP team 2017). Furthermore key success factors of photography industry and Zohaib Ali photography will be the part of this report.

2.2 LINKING RESOURCES AND COMPETENCIES TO COMPETITIVE ADVANTAGE

The value of a product or service delivered by a firm that surpasses costs of producing that value can be defined as competitive advantage, through adoption of either a differentiation or cost leadership strategy by a firm the competitive advantage is achieved (Porter, 1985).

	Same as competitors or Easy to imitate	Better than competitors* and Difficult to imitate
RESOURCES	Camera Lens Lights Computer Photoshop (Software) Assistant (Human resource) Blog and Website (Intangible)	Education in Broadcast Media Sense to brand the company Knowledge of diverse culture Access and knowledge of destinations out of United Kingdom Rich aesthetic sense
COMPETENCES	Fine quality pictures Friendly behaviour Command over equipment Documentary style Make Story book of wedding day	Unique framing Storytelling style Emotive photography Real images with creative blend Destination photography Niche market – Asian Weddings More artistic than generic Builds up strong relationship to gain trust

The resources that can be easily intimate by the competitors is the camera which Zohaib Ali photography is using, lenses, lights, computer, the software, assistants, websites and blogs to promote themselves (Onabags, 2018). Whereas education of the founder gives great impression to the clients, the techniques of branding the company, understanding and respecting the diverse environment, different religion and people from different ethnic background weddings, access and knowledge of different destination to do destination photography out of United Kingdom, and have rich aesthetic sense are the unique resources the company has been using to expand the business and to attract maximum number of clients (ZohaibAli, 2018).

Competencies which can be intimidated by the competitors of Zohaib Ali photography are the fine quality of pictures friendly behaviours of Zohaib Ali enable couples to give best expressions and this ultimately helps the company to generate lifetime photographs of clients, command over the equipment (Profot B1, Air Remote TTL-C, Softlight Reflector Kit, Colapsible Reflector Silver, Canon 5D Mark III with 70-200 2.8 II and 50mm lenses), documentary style and make storybook of wedding (Widen, 2015). Whereas unique competencies are unique framing, storytelling style, photograph the emotional moments, real images with creativity blend, destination photography, creates more artistic images than generic, builds up a strong relationship to gain trust and genuine joy in working together,

covers niche market so adapt premium price strategy but sometimes adapt price skimming to retain loyal customers (ZohaibAli, 2018).

Thus unique resources and unique competencies of the company give great advantage to the company to grow the business by taking all of above competitive advantages into consideration. Differentiation is adopted by the company most of the time with premium price strategy generally.

2.3 THE MCKINSEY 7-S FRAME

The model consists of seven variables of a firm that is used to analyse the performance of a firm by many practitioners and academics in early 1980s (Pascal & Athos, 1981). Information in this model is also gathered through an informal discussion with the CEO of the company.

2.3.1 STRATEGY

Plan of an action design to transform the company from present position to the new position by following the objectives exposed to control of the capabilities is strategy. Organizations prepare the strategy to respond to the changes in external environment (Ansoff, 1965). Zohaib Ali Photography is renowned luxury Photography Company using differentiation strategy to capture precious moments of customers with artistic skills of photography. The company aims to capture emotions, colours and traditions in a wedding in contemporary and emotive manner for clients to generate a memorable treasure of big day (ZohaibAli, 2018).

2.3.2 STRUCTURE

Structure of organization is shaped to organize the tasks properly; it determines the way the firm operates and performs (Waterman et al., 1980). In this company there is a senior photographer named Zohaib Ali who is also founder of this company, rest of the crew is assistant photographer who choose to voluntarily work to learn photography. These photographers are Zohaib Ali's students who assist him and exercise their own skills on wedding venues (ZohaibAli, 2018).

2.3.3 SYSTEM

An internal process to support and implement the strategy to make routine work of a company can work as system. The emerging markets focus to make the process of customer involvement more user friendly (Lynch, 200) Zohaib Ali photography blog and website have complete collection of wedding and engagement real life pictures of the customers. The portfolio gives an idea to the customer that how the company works to make aesthetically true reflection of real life event. The educated owner of the company increases its authenticity and reputation and trust among the customers. Zohaib Ali photography believes in discussing each and every element of the wedding with the customer and look upon every query personally (ZohaibAli, 2018).

2.3.4 STYLE

Set of dominant values, norms and beliefs develops with the passage of time in organization and become its part. The style contains the culture of organization and taken into consideration while making business strategies (Martins & Terblanche, 2003). The style of Zohaib Ali Photography is documentary combining a love for storytelling with elegant and contemporary portraiture in highly artistic manner, considering the work as their own,

employees put maximum effort to make the images memorable. Zohaib Ali enjoys being the part of the occasion he captures and anticipate those lovely moments of laughter and joy and to remain artistic now become the culture of the company (ZohaibAli, 2018).

2.3.5 SHARED VALUES

All members of the business share some common guiding concepts or vital ideas around which the business is built (Martins & Terblanche, 2003). Shared values of the company are building strong relationship with the clients, and to work with joy and togetherness, and to capture real expression to make the business more profitable (ZohaibAli, 2018).

2.3.6 SKILLS

The company is giving photography services to the Asian customers in London. As a post-production worker the founder of the company has complete command on the gadget he is using. Zohaib's graduation Broadcast Media has given great advantage to understand and utilize the artistic skills prevails inside (Widen, 2015).

2.3.7 STAFF

There is small number of staff assisting the creator of the firm Zohaib Ali Photography. It is a small firm having limited information about its staff.

2.3.8 STRENGTH & LIMITATIONS OF MCKINSEY'S 7S FRAMEWORK

This model ignores the importance of macro environment which is external, it also lacks in explaining the concept of performance explicitly. The model seems more like static kind of model. Empirical evidences to support their explanation also lacks in this framework, this model also don't give space to improve and fill the actual gaps through this execution of strategy may arise (Juneja, n.d).

3.0 EXTERNAL ANALYSIS OF ZOHAI B ALI PHOTOGRAPHY

3.1 PESTLE

A PESTLE analysis delivers the six key macro factor analyses which affects a decision made in any business, it gives a wider overview of political, economic, social, technological, legal and environmental aspects of a country (Grant, 2008).

P Political	E Economic	S Social	T Technological	L Legal	E Environmental
BREXIT EFFECT • The value of pound sinks many of the businesses between the UK and rest of the Europe may become unsustainable including creative industry • Challenge for production companies to choose Britain as a production destination, which always has been playing it's part in UK's economy • Slow wage growth rate, growth rate in 2017 was 1.5% whereas it can be 2% without Brexit. • Unwelcoming political and economic scenario for destination Photographer • The political and economic scenario of the UK highly effects the business		• Trend to post every single moment on social media spiked photography • Trends of blogs aware many people to deal with the camera • Search for Dou colour tone picture has raised up to 117% since 2017 after Instagram filters • Trend to adapt new technology also encourages many photographers to hop in, eg: Go Pro is among the favourite gadget to take 360 shot • A trend to real people picture brings back the lost value of professional photographers. • The social factors of the UK is highly affecting photography business	• A huge technological shift of inbuilt cameras in smart phone breaks the backbone of professional photographers • The introduction of a wide range of beginner, semi-professional and professional cameras enables many people to learn photography • The age of mirror less camera is going to change the game of photography industry • The technological factor effects the business moderately	• The government of the UK made strong laws of Copyright of digital images, photographs and internet • After 2016 The Corporation Tax rate has been decreased from 20% to 19% • Legal aspect have moderate impact on photography business	• Environmental factor of UK have lowest impact on the business of photography

3.1.1 POLITICAL AND ECONOMIC ENVIRONMENT

The Brexit effect

Brexit is one of the most prominent political moves that may affect majority of the industries to do business freely in the UK. Undoubtedly, TV, film, photography industry and tool or equipment companies will be affected by this major move in the history of United Kingdom. There is large collaboration in creative industry between the UK and rest of the Europe, and if after Brexit the value of pound sinks many of the businesses may become unsustainable (Baggs, 2016). According to Burder (2016) there are some possibilities which are likely to happen right after UK leaves the European Union. First of all the creative industry co-production especially films might feel a lot of risk to invest while following the different country's tax law. Secondly there is a possibility that British cinema quality and quantity may decline because EU partially financed 26 films aired at Cannes in 2016 and have backed film industry in 9 years with over 100 million euros. The referendum for Brexit in the UK sinks the position of pound this gives adverse effect to the economy as a whole, but after sometimes it takes its position back. Growth rate of wages remain slow, it goes to 1.5% increase whereas it can increase upto 2% without Brexit (Partington, 2017). Inflation rate fell down in November 2018 from 2.4% to 2.3% due to slowdown in cost of food, transport and recreation (tradingeconomics, 2018).

And the last point she raised that UK as a filming destination may changes in tax law after Brexit takes place, in 2015 nearly 37 Hollywood films were shot in the UK which benefit Britain and film industry. There will also be a challenge for production companies to choose Britain as a production destination (Burder, 2016). The boundaries to do business in UK is tighten up after 2016 referendum, not only the old production but new productions of mirror less camera Hasselblad X1D in market by Perry Oosting, will set the price by analysing the

value of Great Britain Pound after this major political shift (Cheesman, 2016). United Kingdom has faced a dramatic fall in business registration, mostly French, Dutch and Belgian backed off from registering their business after UK taking an exit from EU.

In 2016-17 French companies registration decline up to 48% than the previous year, while Belgium had 38% fewer registration, whereas Netherlands faces fierce decline with 52% less registration (Inman, 2018). Business of Destination photography has also been affected by this political move. Many of the photographers who move outside the UK in rest of 26 European countries under EU may face hurdle to get the visa before travelling. It can affect the businesses inside and outside the UK as well. A photographer covered 100's of destination photography call it a stop to 'Freedom of movement' and call it totally unfavourable for the destination photography business. (EliotNicholPhotography, 2018). British Journal of Photography illustrates the Brexit effect in artistic manner that how it is unwelcoming the people who have been spending their lives with their love one's and playing their part in economy (BJP, 2018).

Impact on business

Economic scenario of the UK is interconnected with political movements taking place. Brexit is highly affecting photography business. Zohaib Ali Photography can face many challenges if Brexit takes place. First of all, the devaluation of pound can increase the inflation, results an unfavourable condition for the business. Secondly the European Union countries may also bind Britain people to apply for visa to visit Europe, as UK is going to do. These visa formalities will be a great hazard for Zohaib Ali Photography and can adversely affect the business as a destination photographer.

3.1.2 SOCIAL ENVIRONMENT

Social media is among leading social factors that influence professional photography business in recent years. Because of technological changes in mobile phones the access of camera in smartphones has taken the trend of photography to next level and the lines between social media life and real life is blurred (Kelly, 2018). People these days are more use to of POV shots, fun pictures, artsy shots and manipulate their subject by pulling off filters. The trend of selfies and candid shots just from smart phone has raised the demand of this type of content and has shown rise in search queries to 162% than previous years. This style of social media is an advantage to the photographers; many of the photographers have now adapted this style instead of glossy magazine spread traditional style. The whole 'Naïve Naivety' genre has reached saturation point that appreciated spontaneity, awkward and unpolished content. Instagram filters dominated the social media for a very long time but now the Colour Surge is hot trend introduced by Instagram (Capper, 2017). There was a research conducted by StoryBlocks in which 64 million searches were compared to previous year, to know the interest and trend among people in which according to Grigonis (2017) search for duotones are up by 117% since 2017.

Apart from social media there is another trend of taking a perspective photograph through drone in order to get 360-degree perspective and also the 360 camera for smartphones. The smartphone contains cameras and app which can not only show 360 pictures but 360 videos

as well (BBC, 2018). Go pro is among the hottest gadget people want these days to have more creative perspective documentation of place or event. But people are now showing their interest more in real people photography in comparison with creative photography, search for 'real people' shows 58% increase since last year and is speculated to continue in 2018. Another social change which can be easily observed in the field of photography is women empowerment. Women are more conscious with what they are doing instead of how they are looking; they are career oriented instead of pleasing others. They are more into photography field and stay behind the camera to utilize their skills. Diversity and people of different cultures has been supported and accepted by majority of population in developed countries, LGBT moment has been searched 782% more than previous year (Grigonis, 2017). These social factors are influencing photography business to great extent. Not only social but there are also technological factors that influence photography business in the UK.

Impact on Business

Social environment of the UK is favourable to the business at high level, a hot trend of taking pictures and posting every move on social media sometimes give great edge but people prefer to use mobile phone instead of heavy DSLR, but undoubtedly trend of social media has contributed in hyping the business. The changing trend to take pictures of real people is reviving the lost identity of professional photographer and that is favourable for the business.

3.1.3 TECHNOLOGICAL ENVIRONMENT

Unlikely to carry heavy digital SLR's people prefer to use their smartphone camera most of the time, while the camera technology in phone is still not as advance as professional photography cameras, smart phone camera is improving all the time. There was a trend of built in lens cameras that boomed and overtake the interchangeable lens cameras back in 2003. The sales of both cameras touched the peak in 2010 with 121.5 million unit sales. But after that camera industry has experienced decline till now with 25 million unit sale, DSLR's industry increased in 2012 and also shows increase in 2017 according to Camera and Imaging Product Association statistics (Bernard, 2017). The debate of smartphone camera vs DSLR/mirrorless camera is never ending. According to Wong (2018) mobile cameras can never beat the DSLR or mirrorless cameras because smart phones have fixed lens and no option change focal length, lags in autofocus and shutter, no mechanical shutter or physical aperture, small image sensor size and low lens quality in comparison with DSLR's and mirrorless cameras. There is also technological advancement of mirror less cameras in competition with heavy DSLR's.

Mirror less cameras are now driving the lion's share of innovation with the increase in its unit sale up to 4.1 million in 2017 while it has 3.16 million unit sales in 2016 (Statista, 2018). Mirrorless cameras have different layout and features with full frame, mirror less cameras are light weight and small in size. In the first of 2018 camera producers introduces two new DSLRs model which is Canon EOS Rebel T7 and Pentax K-1 Mark II. In competition to those two new models there are nine mirror-less cameras including Canon EOS M50, Panasonic Lumix GX9 and Fujifilm X-A5 and six others. Nikon will be competing with Sony's popular A7 line of professional cameras by introducing two full frame mirror less

camera. Nikon will be providing a new FX-series camera with its own line of lenses and an adapter that can fix F-series with mirrorless camera body (Baguley, 2018). The cameras that have died for so long have realised the significance of digital age and are reborn. Lieca Camera is one of them, and captured many classical images that have great significance in the history, Lieca as a famous technology producer in the UK market is improving their technology by following their competitors in the market (Naughton, 2014). These changing technological factors force the professional photographer to invest in new technology to sustain position of their business in the market.

Impact on Business

Technology plays both positive and negative role in growing the business of photography, first of all a wide range and reasonable price of cameras welcomes many new photographers in the business due to which it becomes tough to decide who the best among all is. Secondly mobile cameras eradicate the concept of quality and clarity initially, but slowly customer become more knowledgeable that they shift back to professional photographer to rely on home cameras instead. Third is that rapid change in technology is always admired by a large number of audience but this rapid change also comes as unfavourable move for photography business as photographer has to keep on doing more investment to get the new gadget to gain and maintain the competitive advantage.

3.1.4 LEGAL ENVIRONMENT

In 2008, Home Office minister Tony McNulty says that ‘there is no legal restriction on photography in public places, and there is no presumption of privacy of individual in public places..... decision may be made locally to restrict photography, for example to protect children’. Whereas; in section 44 of the Prevention of Terrorism Act police has power to question or stop people to photograph in public places, nearly every photographer has been stopped to take pictures in public place not especially in front of Government building but all over the Britain (Hagan, 2010).

The Government of United Kingdom has strong laws of Copyright of digital images, photographs and internet. The consequences of not following the data protection law can be expensive for the user of infringing copy. User might face court hearing, pay heavy fine to copyright owner, or have to licence the business to avoid these hazards (Gov, 2015). Generally legal aspect is generally relaxed for photographers to do public photography easily. But photographer doing this as a business has to follow all the legal aspects of the business including taxes. Businesses has to follow The Corporation Tax rate in which if business has more or less £300,000 profit it has to pay 20% of their profit back in 2016 but now the rate has decreased to 19% of the business profit (Gov). these legal factors are seems to be a bit relax than other factors, but not only legal aspects but environmental factors that influence photography business are also part of this report.

Impact on Business

Zohaib Ali Photography is slightly affected by laws of the UK, first of all a very strict copyright law has to be followed by the company. Secondly no photographer is allowed to

photograph somebody public places, especially inside the London city and at many other sensitive places due to security reasons. Rest of the laws are favourable to do the photography business.

3.1.5 ENVIRONMENTAL FACTORS

There are no environmental factors that effects photography business, but staying low in emission consumption is the ultimate goal followed by majority of big companies in the UK. Therefore a lot of greenery and clean environment is noticeable in for photography in the UK. According to 2018 Environmental Performance Index United Kingdom ranked sixth with 79.89 score (EPI, 2018). There are few photographers who have mentioned their enthusiasm to stay eco-friendly while doing their photography business by incorporating low emission car and choose eco-friendly Company of photo frames and photo display (AndyParkins). Generally there are no significant environmental factors that hinder the photography business in the UK.

3.1.6 STRENGTH AND LIMITATION OF PESTLE

PESTLE analysis enables the organization to identify and utilize the new opportunities; it enables companies to expand profit by accessing the implication of it, it also helps the development of strategic thinking within the organization. Whereas there are some limitations of this framework that there is number of over simplified information taken out by applying this model that is used for making big decisions for the company, plus subjectivity in this framework has been found on many stages which effects the ultimate decision of organizations, moreover all of these factors keep on changing with the passage of time (Tiduko, 2018). PESTLE analysis technique can also be used in combination with other tools like SWOT which identifies inner and outer factors affecting the organization before making the strategy for business.

3.2 SWOT ANALYSIS

In the functional areas of the company all organizations have strength and weaknesses; no company is strong or weak in all areas of the business. This strategy is mainly used for understanding strength, coping with weakness, identify opportunity and threats company can face or facing (Johnson et al., 2008). Following is the SWOT analysis of Zohaib Ali Photography in which information about strengths can be fetched from official website but weakness, opportunity and threats analysis is done on personal knowledge basis.

INTERNAL	STRENGTH	WEAKNESS
	• Company believes in doing work in artistic direction instead of generic • Company do not believe in over processing the photo in software • It covers niche market • CEO of company is highly educated and believes in spreading the knowledge of photography as well • national and international award winner • destination photography	• Covering small segment of market and customer • Less advertisement • Rapid technology change • Monotony in photographs
EXTERNAL	OPPORTUNITY	THREAT

	• UK government support for creative industry • Trend to share moments on social media can give boost to business • Influencer can give recognition to the growing company through blogs • Can cover other marriage ceremony of other cultures too	• Amateur photographers • Excessive reliance on social media • Technology and equipment change • A demand to do multi-tasking as a photographer in the UK • Strict copyright laws • Brexit- a big economic and political change in the UK.
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3.2.1 STRENGTH

1. Zohaib Ali Photography business delivers services that are specific and unique to each customer, instead of taking photography into generic direction the company believes to take their work in more artistic direction by producing chic, natural and modern images (ZohaibAli, 2018).
2. In the era of technology the genuineness of the images by post processing in different software affects most of the time, but the company believes in capturing the real images by maintaining their contemporary and emotive style (Widen, 2015).
3. As the photography industry is going people are becoming more aware of the significance of documentation. The company takes this preference of customer seriously and don't miss any moment of wedding. The south Asian weddings are full of colour, emotions and traditions and they are being seized in an artistic way, to document the moments like storytelling style that enable the customer to relive that moment by going through it. The company not only document the weddings but also famous for lifetime photography (Widen, 2015).
4. London is a diverse city (The Guardian, 2005) where people from many socio-culture backgrounds share their lives. The company is a luxury Asian wedding photography company. Zohaib Ali photography covers niche market and is aware of Sikh, Hindu and Muslims wedding aesthetics (ZohaibAli, 2018).
5. It is a recognizable and multiple award winning company including with multiple Wedding & Portraits Photography International awards (ZohaibAli, 2018).
6. The company not only provides their services in London but also do destination photography in Bali, Tuscany, Nairobi, Milan, Marrakech and New York (ZohaibAli, 2018).
7. The company also believes in transferring the knowledge to others for good so it is also providing workshop of photography to enthusiasts (ZohaibAli, 2018).

3.2.2 WEAKNESSES

1. As a luxury wedding photography company it is covering a small segment of this industry.
2. There is a fierce competition of photography industry in the UK market, Zohaib Ali Photography is not advertising enough to expand the business
3. Rapid change in technology change many techniques to capture the photographs, a whole new scenario of camera technology is changing so a lot of financial investment is required to upgrade equipment.
4. Artistic style to capture real pictures can sometime make audience loose the interest in the company's style.
5. The company mostly creating wedding images and making their customer day memorable, while absence of versatility is visible in the company

3.2.3 OPPORTUNITY

1. Government support (discussed in section 1.1) for creative industry is one of the biggest opportunities to grow in professional photography field
2. A hot trend of capturing moments and posting them on social media (discussed in section 3.1.2) can give a great edge to the company
3. Social media, websites and blogs can give company great recognition for their work (discussed in section 3.1.2)
4. Social media, websites and blogs also can address masses and is a platform to show the company's work in less cost for sake of promotion (discussed in section 3.1.2)
5. The company can also capture wedding of other cultures as UK is among most diverse culture of the world (The Guardian, 2005)

3.2.4 THREATS

1. There is a fierce competition in this industry, because of social media convenience to showcase the work has increased and as a result people have posted 250 billion photographs from 2004 to 2015 (idesigni, 2015).
2. A huge number of amateur photographers (discussed in section 1.1) in the market are one of the major threats for professional photographers who are well qualified in photography field and have in depth knowledge of the industry at large.
3. High cost of photography equipment and changing technology (discussed in section 3.1.3) leads to a threat of decline in photography business because whenever new technology arrive a big business has to adapt it to sustain its position in creative market
4. A photographer with the skill of only photography is not in today's market, multi-tasking is the key to run a successful business in competitive market of UK
5. Copyrights violation is one of the threats that float on United Kingdom's creative industry (Discussed in 3.1.4).
6. BREXIT is one of the major threat for many business including professional photography (discussed in 3.1.1)

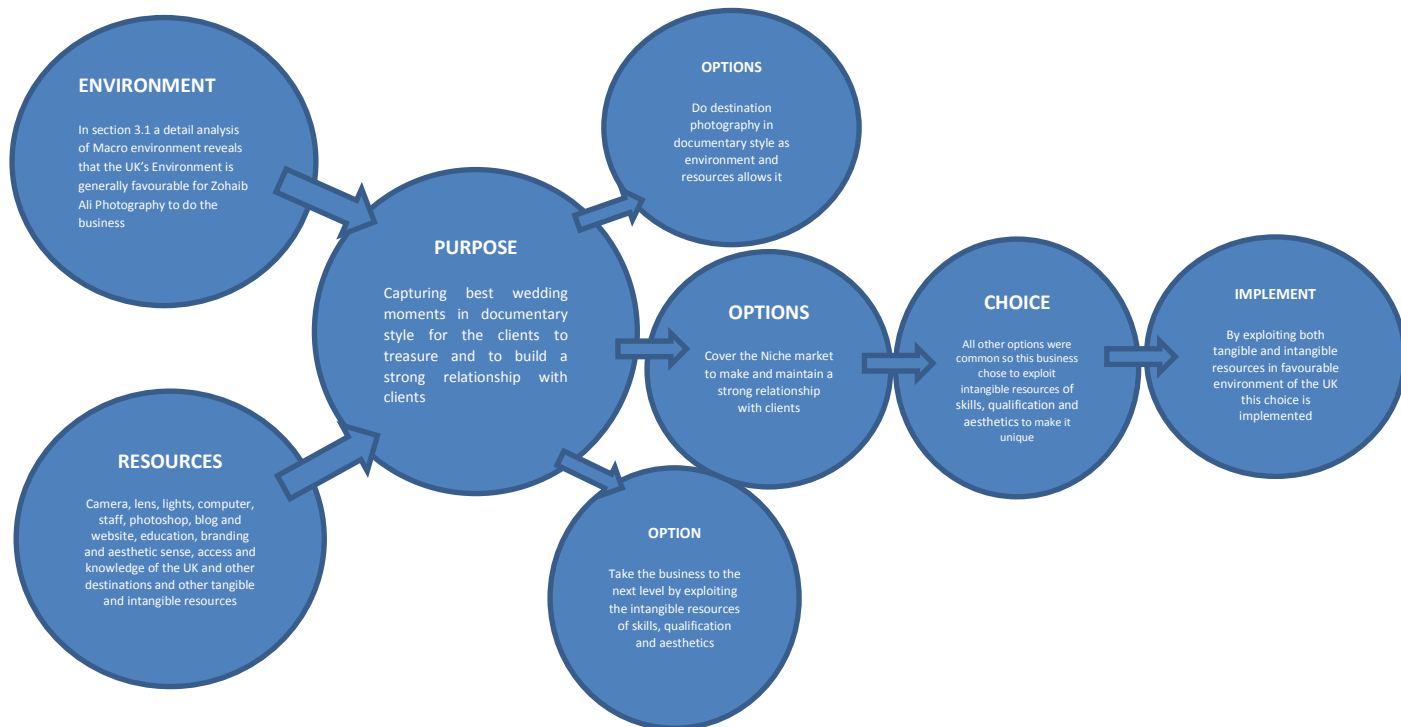
The opportunities can be avail by making strategies suitable for the company to make a sustainable position by covering the weaknesses and facing the threat from external environment.

3.2.5 STRENGTH AND LIMITATION OF SWOT

It addresses the main complexities of business in short period of time and low in cost. SWOT analysis can be done without the help of any formal business advisor or external consultant. But Swot analysis also have some limitations, it only cover one stage of business planning process, to do more in depth and two way analysis to make decisions a company may need another tool to do strategic analysis. In this tool we can only identify strength, weakness, opportunity and threat separately, whereas sometimes strength of the company can also be the weakness of the same organization. This model also don't provide the issue, but the reason for applying this model is that it pin points main issues company faces while doing international business, it understand, address weaknesses, deter threats and capitalise opportunities by taking advantage of threats (QLD, 2018).

4.0 PERSPECTIVE MODEL OF BUSINESS STRATEGY

A perspective strategy is one whose main elements develops before the strategy commence and objectives is defined in the process. Basically this approach usually begins with the analysis of macro environment and all tangible and intangible resources of the company then a lot of options is generated to reach the objectives of the company, from which more than one can be chosen. In the implementation phase the chosen part is implemented. This all process called the perspective strategy (Porth, 2003; Lynch, 2006).



5.0 SUMMARY AND RECOMMENDATION

The internal and external analysis of Zohaib Ali Photography reveals all the factors that influence the business directly or indirectly. The industry analysis shows lots of statistic to show the significance of creative sector in economy of the UK. In section 1.1 the statistics shows that creative industry is big and has services, production and retail sectors, with a fierce competitive environment among the artists. Companies inside the UK are doing their businesses but the frequency of small companies is higher. There are 91% operational companies providing their services with 4 or lesser employees, Zohaib Ali photography is one of them. The internal analysis in section 2.0 uncover that the company is still struggling to grow and provides the luxury photography service to its customer in and outside of the UK. As discussed in section 2.1 in Lifecycle Analysis the demand of professional photographers has risen up since last year for wedding photography, it shows that now most of the people have knowledge and ability to identify difference between professional and amateur photographer.

In section 2.2 the resources and competency uncover the competitive advantage of the company have, most of the resources and competencies are intangible but plays vital part in

taking the company to the growth stage in the competitive market. Section 2.3 covers all the internal factors that influence the company with the help of McKinsey's 7s framework. The political and economic scenario of the UK in section 3.1.1 illustrates overall high effect on photography business activity and also shows unfavourable circumstances for the photographers doing destination photography, the declining value of pound may not enable the people to hire luxurious and professional wedding photographer. Whereas; Social factor in section 3.1.2 confirms the social media as a major factor in promoting photography in everyday life. Changing technology also enables many photographers to change their strategy to do their business, section 3.1.3 discloses. Swot analysis highlights aspects that have been lacking in the models used in this report. It reveals all the strengths, weaknesses, opportunity and threats in section 3.2 that exists in the creative industry and the company. Final part of the report comprises of summary and recommendation. Following are the recommendations for Zohaib Ali Photography

1. As per section 2.3 Zohaib Ali photography has to re-consider two components of McKinsey 7-S frame, they have to structure their industry properly, and should increase their staff members to have controlled internal environment
2. As per section 3.1.1 the political and economic scenario of the UK reveals many ups and downs in the future; company should make the pricing strategy differently for the different customers
3. As per section 2.2 by taking resources into consideration company has to adapt the strategy to expand geographically and exploit its tangible and intangible resources to grow faster
4. As per section 3.2.1 it is strength to cover a niche market but sometimes it throws a small company out of business too soon, so the company should also cover more diverse marriages else than Sikh, Hindu and Muslims.
5. As per section 3.2.2 the competition is fierce in the industry and company should adopt strong marketing strategy to maintain its place in the market. Moreover company have to adopt the new technology immediately
6. As per section 3.2 company is mostly focused on weddings, but company also has to adopt the strategy to add versatility to cover missing segments of the market

Limitation of information about the company hinders in evaluating in the position of the chosen company in depth. No specific organizational strategy and financial information is available.

Zohaib Ali photography business is a contemporary photography business. It provides service to the customers, like any other photography business. The business aim is to emphasis on individualizing the service, unlike traditional photography business. The strength of the company lies in founder artistic abilities and need to provide a unique experience for customers. The creative industry is growing upward and progressing prominently and with that comes with the benefit of many new opportunities as well as threats. Changes in technology, trends, and competition are what affect business the most. These changes can influence business positively or negative depending on how fast and what the company do to keep up with it. It is Zohaib Ali's responsibility to always keep an eye out and constantly

learn and improve, in order for business to succeed. Zohaib Ali Photography believe that the business hold values in its mission and ability to offer a different perceptive on and industry that has been around for some time now.

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