

Contemporary approaches to management

New Look

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Contemporary management approaches.

Introduction.

New look is a leading retailer in strategy and innovation, which drives change by keeping it simple. They work out who their customers are, where their challenges are, then see where they can improve it through new technologies and new processes. Rigby, C. (2016).



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Approach to strategy.

S.W.O.T Analysis New Look.

Strengths:

- A leading fashion brand.
- Interactive website.
- A considerable following.
- Competitive prices.
- Good quality products.
- Positive media coverage and brand perception.
- Significant social media coverage.

SWOT ANALYSIS



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- Stable staff team (no turn-over) and good level of synergy within the team ; - More transversality, within WMFR's departments and working groups, through the creation of 2 "special advisors" positions ; - Attractiveness of WMFR with high level-partners Ability to carry out major projects ; - Early design and management of an innovative a quality approach	S STRENGTHS	- Fragility of governance volunteering; - Lack of diversity (gender, ethnicity , etc.) among WMFR's stakeholders - Difficult communication on our mailing-lists	W WEAKNESSES
- Additional human resources through a French programme called "Volontariat en service civique" ; - Audit reports allowing us to call for diversified and external funding ; - A "Reconnaissance d'Utilité Publique (RUP)" status made accessible (acknowledgement of public utility)	O Opportunities	- Lack of stability in the evaluation process of our activities - Financial insecurity (sources of funding); - Unreliability regarding volunteer involvement management (anticipation is difficult, involvement is in-constant);	T Threats

- Wide product range.

Weaknesses:

- Customers can be influenced by change.

- Macroeconomic conditions.

- Mass production image.

- Lack of uniqueness and innovation in their fashion.

- Overstocking.

- Delivery charges.

Kurbi, Y. (n.d.).

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Opportunities:

- Expand in global operations.
- Celebrity/designer/fashion influences.
- Fair trade and organic range.
- Improve marketing campaigns.
- Improve loyalty programs.

Threats:

- Intense competition.
- Economic situations.
- Government regulations on textile industry.

De Marco, I. (March, 2017).



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New Look approaches to organization and management.

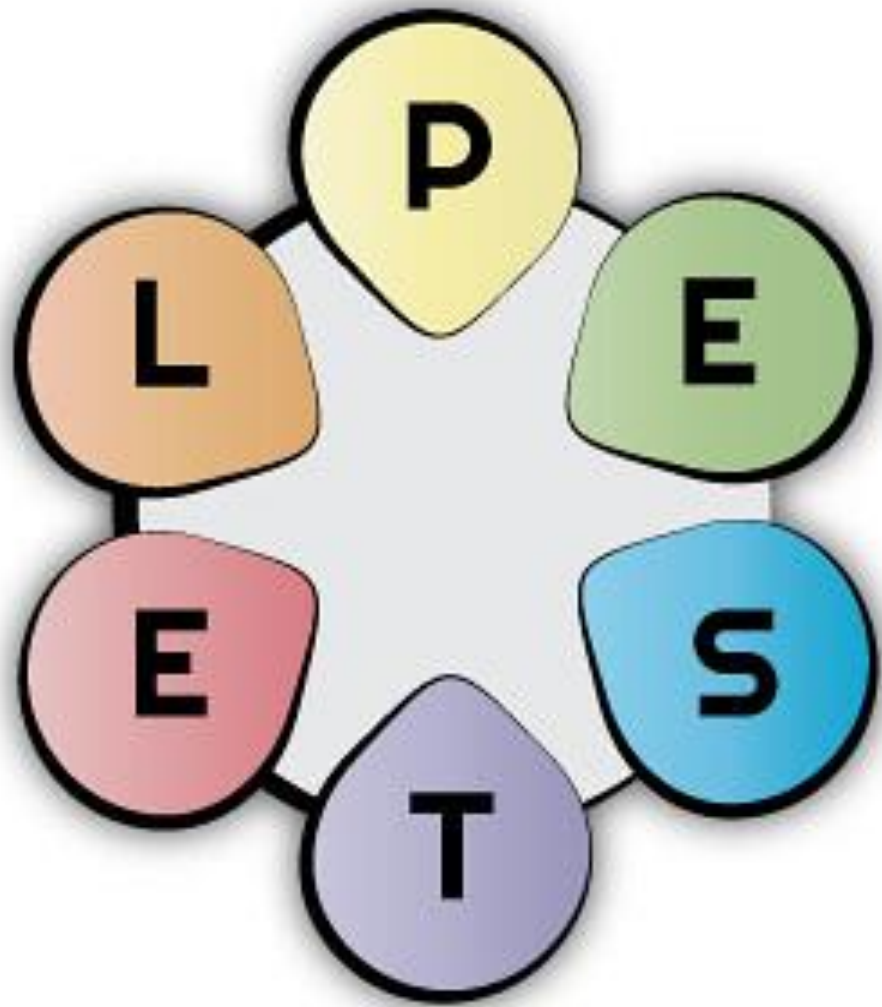
New look seem to have many approaches to management customer care being of high priority.

New look won the CXA customer centric culture award in 2016, for their implementation of a holistic and company-wide restructure towards a better customer service and experience. The initiative was called 'service basics' and launched in september 2015. The entire company is involved in the initiative from frontline staff to senior management, employee engagement plays a crucial role in the up keep of the initiative through use of digital technology. New look uses a private staff twitter account to engage with their employees and provide them with encouragement to get involved.

CXM. (March, 2017).



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New look pestel analysis.

Political – clothing companies will be encouraged to buy more fabrics locally, especially if tax on imports from other countries increases, and the uncertainty around what the rules and regulations are going to be on imports/exports after Brexit.

Economic – New look increased their prices, leading to a decline in gross profit.

Social – New look use social media like Facebook, Instagram and twitter to advertise and engage with their staff and customers.

Technological – New looks website on average has 2.7 million visits per week, and more customers than ever are using click and collect and order in-store services. Rafaella, J. (2014).

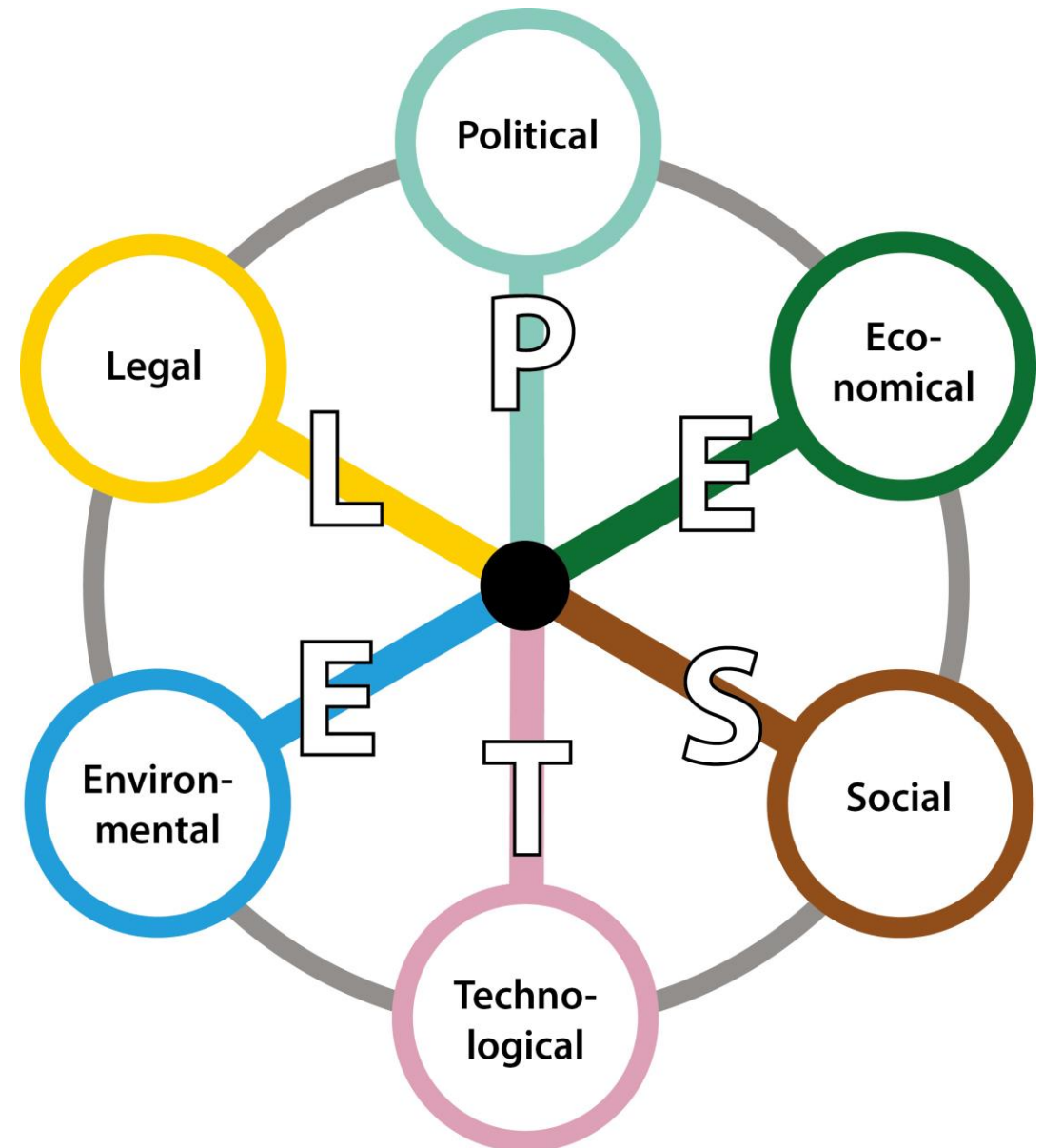
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Pestel analysis continued.

Environmental – many clothes are made from cotton, it has to be picked, then is shipped and soaked in hazardous compounds, transportation of the products in itself, is hazardous to the environment releasing gases and smoke into the environment, which is a huge amount just from factory to store.

However new look signed up for the sustainable clothing action plan (SCAP) 2020 commitment, promising to measure and reduce their environmental footprint. Rafaella, J. (2014).

Legal – as with all companies New look has to comply to the legal minimum standards.



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Group and Teamwork.



There are four main elements to teamwork within the workplace:

- **Commitment:** which includes shared objectives.
- **Communication:** Which includes sharing of information.
- **Contribution:** Which includes employees playing to their strengths and everyone putting the work in.
- **Collaboration:** which includes working flexibly to achieve shared goals and sharing expertise. Bright. (n.d.).

New Looks human relations: as earlier mentioned on slide 5, New Look management and staff seem to engage well, encourage and have good communication.



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As mentioned in slide 6, New Look also engage with their staff and their customers through social media such as Facebook and twitter, and the fashion brand boosts excellent customer service, communications and experience, the company seem to listen to their customers and take their feedback into account, they also seem to try to resolve and issues and refunds to customers effectively, which builds their customers trust in the brand and increasing their loyalty to the company.

New looks strategy is to put their workers at the center of their operations, listening to their needs and showing understanding to their challenges and support them. Kristiansen, A. (2016).

Corporate social responsibility.

New looks corporate social responsibility.

" Working ethically and sustainably is absolutely fundamental to our business, and we are committed to supporting the thousands of people in our supply chain who make the garments are customers love". Kristiansen, A. (2016).

CORPORATE SOCIAL RESPONSIBILITY



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Corporate social responsibility.

At New Look CSR seems to be about improving the lives of their workers throughout their supply chain and at the same time work in a way to protect the environment and promote animal welfare.

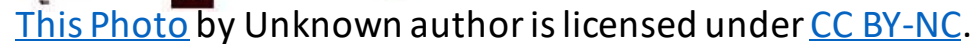
New Looks ethical sourcing: they work closely with suppliers and factories to ensure that the workers are fairly treated, that they have a safe and healthy working environment and that they have their human rights upheld.

Environment: New Look promote high environmental standards in their supply chain and aim to reduce environmental impact from their products.

Animal welfare: any animal-derived materials used in their products, New Looks goal is to ensure suppliers respect the animals and promote a high welfare standard. New Look. (2016).



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Kristiansen, A. (2016).

New Look want to create long-lasting positive change, but first they need to realize the root causes of the challenges affecting the global supply chains. That requires close collaboration with their suppliers and other stakeholders throughout the fashion industry. Meaning they often work on holistic projects.

New look. (2016).

Conclusion.

New look is a leading fashion retailer offering high quality products a great customer service.

New Look have many strengths including competitive prices, good quality products, positive brand perception and social media presence and a significant following, there weaknesses include over-stocking, mass production image and a lack of innovation in their fashion.

New Look could have more to gain by improving their customer loyalty programs, improve their marketing campaigns and adopting a fair trade and organic range.

New looks biggest threats are their intense competition, economic situations and government regulations on the textiles industry.

New look has won an award for their customer service and promote great customer care and experience.

New look seem to have good human relations and put their staff at the center of their operations, they engage with their employees to ensure they're happy and healthy.

New look appear to have a solid CSR strategy in place concentrating mainly on three areas: ethical sourcing, the environment and animal welfare, ensuring their staff are treated fairly across their entire operations, and also any animals used in the process.

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