

Strategic Management

by Fadul Omar

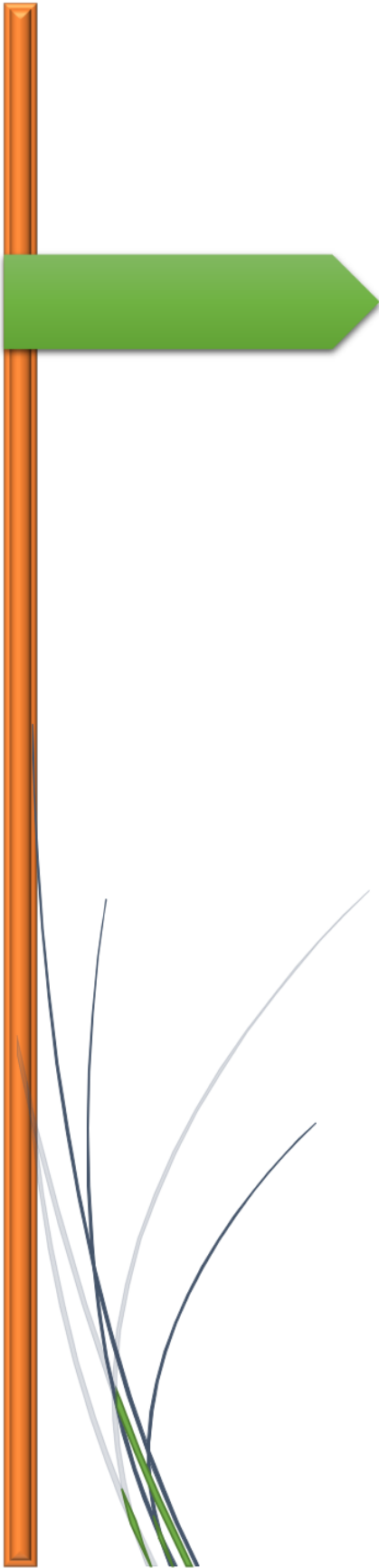
Submission date: 19-Jul-2023 12:27PM (UTC+0100)

Submission ID: 210406336

File name: 20169_Fadul_Omar_Strategic_Management_504377_1340048337.docx (510.19K)

Word count: 5804

Character count: 34471



Fadul Mikail Omar: 1912914

Program: MBA – Master of Business Administration

Module: Strategic Management

Module Code: LCMB7003

Lecturer: Aderemi Ojebode

Assignment Title: Report

Executive Summary

Strategic management is an ongoing process for managers to make decisions and to achieve profitable business, the study was conducted on smaller Supermarket retailer growth that considering the International Supermarket Soho Limited investigate the level of management performance and size of the retail shop is a major impact that affecting the potential sales that include lack of managerial implementation to improve organizational structures is minimized the competitive advantage whereas the use of e-commerce could improve on how to reach more sellers and buyers.

Table of Contents

1. Introduction	2
2. Growth strategy for the organization taking into consideration the external and internal contexts.	3
3. Growth strategy	4
4. Environmental Scanning PESTEL Analysis.....	5
5. SWOT Analysis	7
6. Best-Cost Provider Strategy	8
7. Ansoff Matrix's four Elements are important for Market Growth.....	9
8. Sustainable competitive strategy for the organization.....	10
9. Implementation plan for the growth strategy.	12
11. Conclusion.....	16
12. References	17

1. Introduction

A strategic management process is applied to International Supermarket Soho Limited to implement strategic growth and development for all levels to create the direction of the organization's sustainability for example, Kaithia (2014, p. 2), argues that this it is an official consideration of the company's future to run ³⁸ strategic plan is an organization's process of significant strategy to direction of making decisions to allocate sufficient resources to pursue a strategy which including capital and people. Looking at the company's background to identify the potential growth and sustainable development that is lacking in the process has been considered.

Assessing the external and external weaknesses and strengths of International Supermarket Soho Limited such as PESTEL and SWOT Analysis including Best-Cost Provider Strategy and Ansoff Matrix used to provide competitive advantage and recommendations used to execute new further development for the potential growth base on the International Supermarket Soho Limited internal resources which down from the financial statement in which struggling to sustain finance for the company to develop new products or able use any alternative available because of the lower revenues the suggested alternative option for International Supermarket Soho Limited is to increase stores and adopted the use of technology to maximize profits which is a possible opportunity.

2. Growth strategy for the organization taking into consideration the external and internal contexts.

2.1. Company Overview

In the United Kingdom supermarket chains are categorized as large, medium, small, and micro and differentiate by size of employees and turnover whereas small-scale supermarkets fall in between small and mini supermarkets. The International Supermarket Soho Limited is in Birmingham Soho Road United Kingdom it was operating over 20 years but according to Company House (2023), the International Supermarket Soho Limited was incorporated in 2016 as a private limited by share according to the Company House registry information as a local supermarket due to the lack of information managed to visit the store for further investigate and succeed to meet one of the managers. And discovered that the International Supermarket Soho Limited is operating 24-7, the number of employees is less than 10 or equivalent, and it has a turnover under 1,000,000, identified information by Company House as a registered business profile. "The United Kingdom government defines SMEs into three categories, based on employee numbers and turnover. Micro-businesses have less than 10 employees and an annual turnover under £2 million Small businesses with less than 50 employees and an annual turnover under £10 million Medium-sized businesses with less than 250 employees and an annual turnover under £50 million" (Roberts, 2022).

Natural of the business International Supermarket Soho Limited provides frozen and fresh fruit, vegetables, meats and fish, dairy, kinds of milk, internal bakery that daily produce fresh traditional bread that consumes by people mainly come from the Middle- East, variety of United Kingdom loaves of bread, honey and peanut jars, tobacco, alcohol, soft drinks include fresh water bottles, snacks, rice, all kind of pasta and cakes, and many more diversities of products that provide for customers need and demands day night service available with reliable access as a one-stop supermarket in a busy area location in Handsworth Soho Road with lower competitive surrounded by college, restaurants furniture shops, jewellery shops those which are becoming daily consumers. And more than three similar competitors around but opening and closing at a particular time whereas International Supermarket is open 24-7 and benefits from the rest of those who come late for shopping residents or those who may pass by. "With the right mix of products in-store, a smaller format store can often mean a more efficient sales strategy. Even with a smaller footprint, stores bring the same brand awareness to neighbourhoods" (Wertz, 2022).

The International Supermarket Soho Limited's strategy is to target customers during the pick hours which is a closing time for almost everyone around there is closed during evening time

until late at night customers can buy such as Tabaco, drinks, snakes, cakes, and perhaps people have different desires to pick things when coming to shopping such as strategy increase sales despite higher prices applied for such shop's licensing which approve by law for who want open twenty-four seven (24-7) and customers adopt the strategy of off-license which higher price added for each item but, reliable and acceptable for people to get their need in a convenient time avoids traveling a long journey cost and save time. "Even when time-saving measures could have a detrimental effect, most people want to save time in any way they can. So, when the time comes to fulfil wants, convenience becomes even more prized. We do not want to work at something in our free time. Shopping and e-commerce should be fast and easy" (Sankar, 2023).

Accounting to Company House in the United Kingdom information found that the International Supermarket Soho Limited has a clean reputation in terms of legal duty submitting financial report requirements each end of the year showing balance sheet and income statements to understand the annual turnover. On the other hand, the managers can maintain quality products and a clean store environment. And check for hygiene ratings by relevant authorities. "Hygienic handling of food including preparation, cooking, re-heating, cooling, and storage very good. Cleanliness and condition of facilities and building Cleanliness and condition of facilities and building (including having appropriate layout, ventilation, hand washing facilities, and pest control) to enable good food hygiene generally satisfactory" (Agency Food Scotland, 2018).

3. Growth strategy

International Supermarket Soho Limited is located in a strategic busy area with a diverse range of shops around and a crowd of residential which is an advantage to increase the daily sales when people do not need to travel even free car parks and less traffic is a benefit for customers to save time and the supermarket well-known to many in the community accessible 24-7 and provide competitive quality products with satisfactory food hygiene according to food hygiene agents compared to some similar supermarkets. For example, Pak Supermarket Cape Hill Birmingham Court scandal caused real damage by losing customers gradually and stay no longer closing completely. For more details "a supermarket has been slapped with a hefty £26,000 fine after inspectors discovered a dead mouse in a light-fitting. Environmental health officers found widespread mice droppings on shelves, floors, near food products, gnawed products, and the smell of mouse urine by a chocolate display when they inspected PAK Supermarket in Cape Hill" (Authi, 2017).

However, the International Supermarket Soh Limited's managements requires a potential development of marketing strategies to improve the way how customers reach information about the products and how to expand more branches to increase the market share for achieving a better sales experience and explore more opportunities for any gap found in markets. The International Supermarket Soho needs to have a website to explain what types of products are in stock and how different from others to attract more consumers and adopt an E-commerce technique to achieve a competitive advantage. Nowadays business leaders exploited the use of technology growths for marketing growth to achieve lower costs compared to stores running higher expenses from the rent, electricity, gas, and other bills.

Lack of a website could be missing out on potential opportunities for market growth. According to Merritt and Zhao (2021, p, 3), an urgent example of a supermarket considering the functionality requirements needed that contents element of each pages and how these will be met to increase demands. As this is going to be a retail website, it is important for managers to provide information to create an image of products and to ensure that there is a contact and about page to allow users to able reach out with respect to queries and must be accessible to all users can navigate through the website.

4. Environmental Scanning tools **PESTEL Analysis.**

PESTEL stands for political, economic, social, technological, environmental, and legal factors that involve an organization considering the external environment before starting a project or evaluating an existing one. It is important to make ensure that all potential risks have been considered and other related problems. PESTEL Analysis is a technical tool to evaluate the business environment and minimize organizational risk and maximize safety growth.

According to Rastogi and Trivedi (2016, p. 2. 3), **Political factors** determine that government may impact the economy or a certain industry. For example, a government may impose a new tax that may impact entire revenue-generating structures of organizations to relevant change political factors including tax policies, financial policy, trade tariffs, and many more and it may affect the business environment and economic environment. International Supermarket Soho Limited is a small retailer that holds a strong position differentiated by its license 24-7 off license and operated in favour of the local community regardless of the cost is available and reliable for customers as small size store with product limit easy to control.

Economic factors that are determinants of how an economy runs directly impacting on company performance and long-term effects an example of an inflation rate would affect the way businesses operate by raising the cost of products or services. And that would affect the

purchasing power of could consumers by changing demand or affecting supplies deal. these Economic factors appear in inflation, interest rates, economic development and foreign currency.

The social factors are taken into consideration in several ways that affect the market and community socially. This includes cultural expectations for International Supermarket Soho Limited is importing goods from its native country Turkey and surrounding neighbours who live in Birmingham United Kingdom are the main consumers of International Supermarket Soho, but this behaviour may change by increasing young generation those who born in Western cultures and affecting the traditional food consumptions. ⁴¹ "Factors include changing family demographics, education levels, cultural trends, attitude changes, and changes in lifestyles" (Barrington, 2016).

Technical Factors identify important innovations of new technologies it can help businesses' growth and create competitive advantage among rivals and is able to increase advertising, buying, and selling products and benefits from e-commerce, website, and media platform. According to De Bruin (2016), ¹ these factors apply ⁹ to innovations in technology that may affect the operations of the industry and the market positively or cause destructive effects. These factors are related to technology incentives, the level of automation, innovation, research, and development. Possible awareness of International Supermarket Soho's use of the importance of the technological benefit and the complication of not using technology may increase rivals' opportunities or lack of customers' awareness about International Supermarket Soh Limited products.

Environmental Factors awareness is becoming more critical ⁹ due to the rising absence of raw-materials, west recycling pollution targets, that outline ⁵¹ targets set by governments. These involve food safety, environmental characteristics, weather, climate, environmental offsets, and these change may have a direct or indirect effect on industries. And it has a direct effect on International Supermarket Soho such as climate change farming, agriculture could reduce product quality or the rise of prices per item, and other weather disasters like a heavy win or rain may run higher insurance costs.

Legal Factors are similar to the political factors and include such as discrimination laws, employment laws, copyright, and customers protection laws that are meant to maintain company ethics practices of food hygiene and health and safety regulations that may be impacting the International Supermarket Soho Limited directory or indirectly directors need to be aware of the regular changes by law to avoid legal prosecution could ruin brand reputations or heavy penalty. For example, ²⁰ "After wider industry testing by the UK Food Standards Agency (FSA), it was revealed that some 'beef' products for supermarkets such as Tesco and Aldi

were in fact up to 100% horsemeat” (Williams, 2019). However, the International Supermarket needs to be known the changes in the future in the imported products from other countries and legal restrictions or requirements.

5. SWOT Analysis Strategic Tool

⁴⁹ The SWOT analysis is a tool that uses ⁴ to identify firms’ internal strengths, weaknesses, and external opportunities and threats the factors of SWOT Analysis are meant to help businesses’ growth when applied properly at the right time for new or existing businesses. For example, ¹³ “many organizations carry out SWOT analysis at a strategic planning stage, trying to identify and examine the existing resources, both internally and externally, investigating their trends and patterns that may have either positive or negative impacts on businesses” (Gurl, 2017, p. 1)

SWOT Analysis Advantages and disadvantages	
Internal Strengths	Internal Weaknesses
1. Company location 2. Products quality 3. Skilled staff 4. Services Quality 5. Right segments of customers.	1. Competitors or new entry 2. Lack of employees training 3. Lack of internal resources 4. Lack of technological use
External Opportunities	External Threats
1. New relevant technology benefits to us 2. Market growth prospective 3. Fewer resources of competitors 4. Customers’ interest in the service	1. Customers change attitudes. 2. Emerge of new competitors 3. Existing competitors’ exploitation 4. Uncertain economic changes 5. Imitation of the services

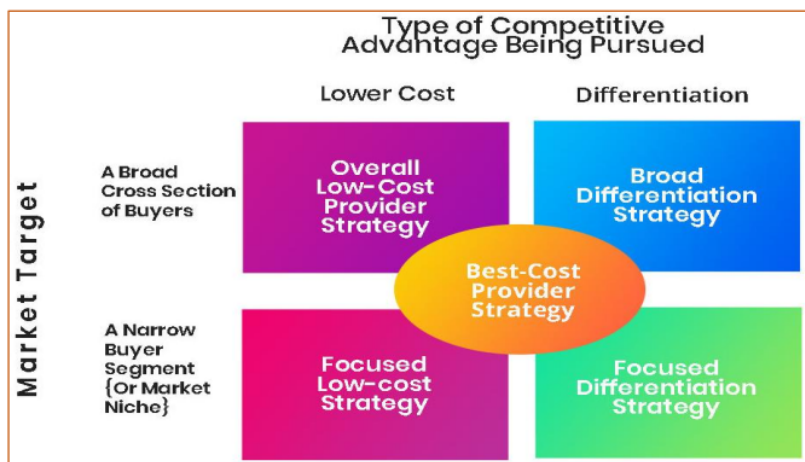
The SWOT Analysis identified the internal of International Supermarket Soh’s strengths one of the advantages is the location suite customers’ requirement with clear access 24-7 and provides a diverse range of products available to satisfy the needs and highly qualified employees able to serve customers with respect and aligning with the store mission as well as consumers. But on the other hand, the International Supermarket’s weakness lacking in the use of technology like a website and social media that allows consumers to navigate through the products and other important issues. And International Supermarket needs to employ a qualified professional to expand its business strategy to identify the internal resources to improve growth.

The International Supermarket's external factors are opportunities to seek more resources may government grants funding small businesses will help open new stores to narrow competition in the area and stay in control and protection of new entries and adopt the use of the technologies. Threats factors could increase the risk of International Supermarkets because the lower resources could bring risk to competitors when there is a gap those who have more resources easily can take over.

6. Best-Cost Provider Strategy

According to Seruya (2022) competitive strategies are strategizing to help ³⁶ businesses to take on competitors using similar items to consider the weaknesses and strengths against rivals to ensure that the company can win more customers. The competitive strategies are identified as five factors reasonable and affordable solutions for leaders to concentrate companies to provide the most affordable price to consumers. **Differentiation:** this is a strategy where the company chooses to differentiate products or services from other competitors and create unique brand loyalty to customers' possible prices or quality.

Best-Cost: use the most effective method to reduce the price as possible and effort to provide unique products or services. **Lower-Cost:** determines the number of groups and customized products or services to satisfy needs and advantages to reduce price in multiple costs from production or suppliers to deliver the best cost to consumers. **Focus Differentiation:** identifies the best segment based on customer experience, and culture that fits on need, afford, and is willing to consume and feel comfortable about the products or services that satisfy the need.



Source: this image was adopted from (Ong, 2017)

However, the lower-cost strategy could help International Supermarket Soho to narrow the consumer segment and protect itself from new entrants but, because of the nature of the business and the present situation which Ansoff Matrix four elements are recommended for best fit and solve the problem of International Supermarket Soho Limited.

7. Ansoff Matrix's four Elements are important for Market Growth.

According to Essig (2022) states that the **Ansoff Matrix** is a fundamental framework and helpful tool for evaluating growth opportunities. It is forming the four most important growth strategies market penetration, market development, product development, and diversification. And ideal for managers can use the framework to evaluate risk minimization with different growth strategies, market penetration, and diversification strategy. And the four marketing strategies are explained:



Source: this image was adopted from (Essig, 2022)

According to Peterdy (2022), **Market Penetration**: is a concept of growing more sales of existing products in the present market to increase marketing efforts or rational distribution processes. And decreasing prices to attract more or new customers and expand the segmentation of the market. This applies to the International Supermarket Soho Limited to acquire more stores in the required segment whereas an opportunity to grow market advantage to fill available gaps.

Market Development: Focusing on increasing sell of existing products in the present market's development strategy of lower risk, it does not require significant funding in research develop or product development. instead, it allows a Managerial team to control existing products to take different marketing approaches involving offering to a different customer segment and entering a new domestic market or regionals expansion for the International Supermarket Soho Limited situations may import new products from the native country Turkey to attract more customers like, people came from the Middle East or East European descent as the choice of differentiation.

Product Development: Focusing on, about to launch of a new product for an existing market. However, for International Supermarket Soh Limited is an opportunity to add new products but, rather than adding technology techniques to engage more customers, for example, building a website is an essential good for the brand name, list of permanent information about the product, or legal requirements, email, and social media to interact effectively with consumers' performance is an excellent opportunity to create competitive advantage. "Product development allows you to expand your existing market share by developing a new product for that audience. And Acquisition companies can acquire competitors' products or technology to enhance their offerings within the market they already serve" Essing, (2022).

Diversification: is a perception of entering a new market with overall new products and it is associated with both development despite the related high-risk strategy for International Supermarket Soho Limited cases need to conduct basic research about customers capacity and financial capability but, in terms of the present market location, and there is a potential opportunity for managers to make decisions about the changes.

8. Sustainable competitive strategy for the organization.

Organizations use sustainable competitive advantages to minimize risks and implement strategies to protect a potential market products or services from being imitated or duplicated by others. Especially, those that have a good brand name used to identify products or services design those capabilities require the right management team and ability to appear with long-term to consumers depreciation by quality, durability, and price units to enter the potential competitive marketplace with unique brand name. According to Says (2022), the definition of a sustainable competitive advantage which associated with a set of assets, capabilities, or characteristics that allow the organization to meet its customer's needs and perform better than other competitors do. Sustainable competitive advantages are focusing on differentiation strategy and creating unique products or services that others will not be able to duplicate or replace.

The International Supermarket Soho Limited managements are required to use sustainable competitive advantages to develop products in the existing market and create protection from new entrants that may generate direct improvement on International Supermarket Soho Limited in case of losing the existing customers or having the power of defines. Directors need to employ new resources only one store in Birmingham Soho Road is enough to stop new market to enter strategy for second to be open is required to narrow down the segmentation and protect those who are loyal to the brand and reduce the risk of the new store opening in the around the surrounding areas to implement sustainable technologies like social media to understand customers behaviour and hire a professional website developer to identify followers experience with feedback platform for customers able to navigate it is a better choice that is able select products and pay online alternative e-commerce flatform or delivery method is to enable customers engagement to support competitive advantage, attract more people and to build clear engage with the brand.

According to Anderson (2023) states that nowadays marketplace organizations face huge competition globally, which is therefore sustainable procurement practices can help brands to differentiate products or services from other competitors. Customers or clients are increasingly switching to available deals when it comes to environmental concerns and sustainability considerations consumers have the power to shift. The International Supermarket Soho time to implement sustainable procurement practices to ensure that the company can meet sustainable objectives to achieve the best marketing strategy such as the company's website including practices policies and suppliers' contracts or relevant information. Companies use innovative solutions in the products or services or perhaps are able to promote employees such as training and other compensations and this includes customers promotions like loyalty discounts, buy one get one free such improvements could bring sustainable competitive advantages. The following table will identify the International Supermarket Soho Limited financial statements:

International Supermarket Soho Limited		Company House Information	
	Year 2022	Year 2021	Year 2020
Tangible Assets	£14,969	£18,900	£4,600
stocks	£85,000	£190,000	£180,000
debtors	£0	£8,000	£8,000
Cash at the bank and in hand	£12,637	£9,351	£6,486
Total assets	£97637	£207,351	£194,486
Creditors Account	£110,819	£225,462	£192,380
Net-liabilities Current Assets	£13,182	18,111	£2,106

Total assets less current Assets	£17,87	£7,88	£6,705
Profit and Loss Accounts	£17,86	£7,88	7,88
Shareholders' funds	17,87	£7,89	£6,706

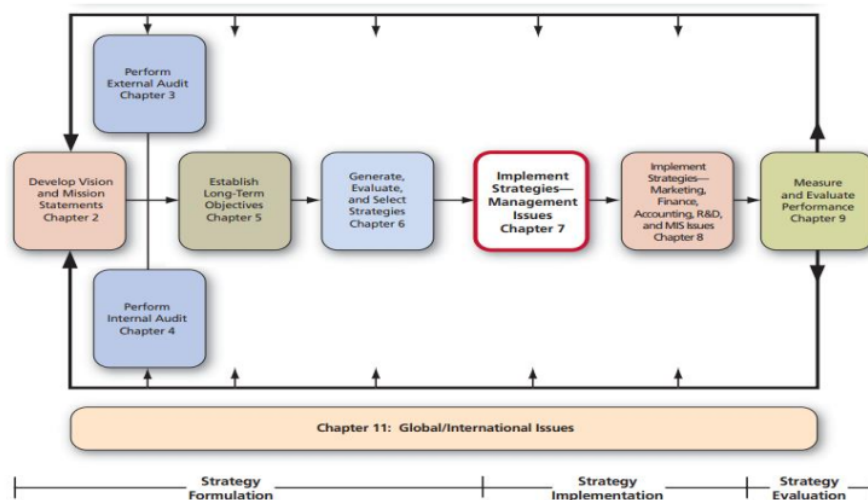
According to Company House Services (2023) identified information about the International Supermarket Soho Limited's finances within three years term the table above explains the organization's resources have not qualified the Supermarket to secure a financial future and unfortunately the International Supermarket Soho Limited has lower tangible assets and cash in hand which indicate that the company revenues is not meet the requirements of growth while three constant years similar outcome and a little different improvement in the year 2022 managed to clear the £8,000 debt compared to the years 2021 and 2020 and such as small supermarket retailer engaged in high creditors account which mean money that has to be paid during a few months whereas 12 months or more this decreases the cash in hand and difficult for the company to develop new products is clearly shows lack of managerial process or less control.

The International Supermarket Soho Limited required rights management capabilities to achieve sustainable growth products designed to attract more people, HR training is one of the successful strategies for an organization to stay competitive and expand brand loyalty staff communication to satisfy customers' need and want to mitigate the potential risk of rivalry and develop a wider organizational culture which links to the products development process or fit customers' requirement. For example, "sustainable competitive advantages are organizational strengths unique to your organization. These are the strengths that set you apart from your competition. It's what you do well and is distinctly valuable in your market" (Says, 2022).

For example, in a Hotel Group operating internationally in multiple business locations managers and employees share common goals whereas managers are able to allocate enough resources depending on the size of the business. "Executives, managers, and employees were undertaken at the corporate, regional, and operational levels of each hotel group. Participant and non-participant observations also took place at three management levels and relevant documents and reports were collected from both hotel groups" (Okumus, (2001, p. 3). The International Supermarket Soho Limited is time to execute the potential discovery which allows market growth.

9. Implementation plan for the growth strategy.

Coursera (2023) understands implementation planning strategy is step-by-step to create instructions to complete a project or goal by enabling to process of documentation for members or teams to acknowledge all aspects of the project. Implementation describes as strategic plans purposes that are to be achieved by teams or individuals as required tasks or objectives in important details which are used to identify elements of the projects in specific areas that need to be completed. ¹¹ "The process that puts plans and strategies into action to reach goals. A strategic plan is a written document that lays out the plans of the business to reach goals but will sit forgotten without strategic implementation. The implementation makes the company's plans happen" (Eby, 20217).



This image was adopted from (David, 2011, p. 248)

9.2. Vision and mission statement.

Any organization has a vision and mission to direct the business and achieve a long-term vision to accomplish organizational goals and objectives in the future and the mission statement is a step-by-step task to serve the organization's experience to describe purpose intent to overall objectives and support the vision to communicate and direct through staff and customers. The International Supermarket Soho Limited directors must adapt implementation for the organization's vision and mission statements to assist business growth to execute the plan and sustain that for the long term. ¹² "Culture and Strategy Whole Foods Market's mission is to promote the vitality and well-being of all individuals by supplying the highest quality, most wholesome foods available" (David, 2011, p. 478).

Opening a new store is a strategic plan to increase market share and position the International Supermarket Soho Limited's potential annual revenue to reduce risks and lack of resources

included in the invitation of competitors decreasing the number of consumers, therefore, managers must plan ahead for tackling the problem by implementing training method to supply a good organization experience and workers skills and develop effective employees working environment and cultural motivation to meet customers satisfaction to attract more sales.

“Creating budgets that provide sufficient resources for those activities which are relevant to the strategic success of the business. Supplying the organization with skilled and experienced staff” (Surbhi, 2018).

9.3. External and internal

International Supermarket Soho Limited's overview identified the external environment could impact indirectly sudden government changes because of lacking financial resources will not be able to compete with the rivalry. And internal weaknesses show high risk because of incompetent management and fewer recourses decreasing the chance of an opportunity to expand more stores or product development.

9.4. Establish long-term objectives.

Achieving a long-term strategy is a gradual business improvement to satisfy goals in a period of time process to reach the highest set overall goals to target a selected market segment to maximize profit. For example, “business goals are resolutions to achieve the desired result in any situation. Whether short, medium, or long-term, clearly understand company strives to accomplish. Setting short-term goals or medium goals to reach related long-term goals is a key to success for almost any business” (Sharma, 2023).



This image was adopted from (Ramya, 2021)

According to Ramya (2021), short-term goals are steps forward ⁷ to ensure that the organization achieves the long-term goal and has measures attachment to evaluate monthly or quarterly. International Supermarket Soho Limited will benefit from the short-term goals to introduce a website with relevant information about products' uniqueness and prices and inform customers through the website or other social media platforms that may improve market share by at least 2% and increase brand visibility and to change the image of the products by setting up productivity goals targets ⁷ by either individual employees or the organization to increase the value of the work as well as the means of completing it. Profitability goals these goals are set with a profit target set in mind at multiple levels. For example, these can be one to five years goals, quarterly or long-term goals to overall increases sales and minimize running costs.

10. Implement strategy in marketing.

1-Short-term to develop a website using marketing email and social media in the estimated 6 months period. These include product development may adjust pricing on the website to direct followers by linking the product quality with the price to achieve a competitive advantage over rivalry.

2- Expanding the business's location by opening a new store in a suitable segment to bring more customers requires research and financial capability these could take a long-term strategy of no less than one year to complete the project.

3- E-commerce is good for International Supermarket Soho Limited to sell products online with a suitable delivery method this brings huge differentiation from others using similar products and most importantly reduce marketing when customers adopt online shopping this strategy may not take more than 16 months to take effect.

4- Development of new products incrementally introducing extra products based on demand that may increase more consumers and create better diversity options and this process will take one to two years to review.

5- Resources for the International Supermarket Soho Limited due to financial issues directors are required to find financial support to execute the following steps for market growth. There are many options available to help small businesses new start or develop bank lending is usually expensive but depends on the situation rather government grants are cheaper for example, ³¹ "There are hundreds of government grants available for small businesses which could save you money, lower start-up costs, and help grow your business" (British Business Bank, 2022).

11. Conclusion

Is a best idea for small businesses managers to have a long-term term strategy plan to improve regular sales or services. Strategic management is a business leaning processes identified the importance of International Supermarket Soho Limited and how the small retailer is struggling to survive the major issues is a lack of management skills to generate better profits and unable to expand the business currently only one store is actively operating 24-7. The growth strategy identified some options for International Supermarket Soho Limited's market growth and products development at the present time needs to create a company website to communicate with consumers by using email or social media and a great opportunity to use e-commerce or open one more store but due to a lack of financial situation online platform is affordable and reliable for customers online-shopping or having a choice to see the products differentiation compare prices and products quality.

PESTEL Analysis use to identify the International Supermarket Soho Limited's internal and external current and future environmental risks to mitigate those threats to the Supermarket's needs managers' training is important to increase awareness about competitors and products development Ansoff's four elements on how market position process can create sustainable marketing and recommend that the Best cost Provider focus on lower pricing strategy to attract more sales and SWOT Analysis identified potential weekends of the Supermarket lack resources is risking any new development but the opportunity that managers able use the government free grants or other funds available that use to helps smalls business in the United Kingdom.

12. References

Agency Food Standards. (2018) *Check out the food hygiene rating for International Supermarket*. Available at: <https://ratings.food.gov.uk/business/604060> (Accessed: Jun 19, 2023).

Authi, J. (2017) *Supermarket in Midlands fined over MICE Droppings*. Available at: <http://www.birminghammail.co.uk/news/midlands-news/pak-supermarket-cape-hill-fined-12623565> (Accessed: Jun 21, 2023).

Barrington, R. (2016) 'What is a PESTEL analysis?', *Oxford College of Marketing Blog*. Available at: <https://blog.oxfordcollegeofmarketing.com/2016/06/30/pestel-analysis/> (Accessed: Jun 27, 2023).

British Business Bank, (2022) *How to get government grants for your business | Start Up Loans*. Available at: <https://www.startuploans.co.uk/business-guidance/get-small-business-government-grant/> (Accessed: Jul 13, 2023).

Company House Services. (2023) *International Supermarket Soho Limited filing history - Find and update company information - GOV.UK*. Available at: <https://find-and-update.company-information.service.gov.uk/company/09960375/filing-history> (Accessed: Jul 3, 2023).

Coursera (2023) *What Is Implementation Planning? And How to Write Your Plan*. Available at: <https://www.coursera.org/articles/implementation-planning> (Accessed: Jul 7, 2023).

David, F.R. (2011) *Strategic management concepts and cases*. 13th edn. Pearson Education, Inc., Permissions Department, One Lake Street, Upper Saddle River, New Jersey 07458.: Pearson.

De Bruin, L. (2016) *PESTEL Analysis (PEST Analysis) Explained with examples! B2U*. Available at: <https://www.business-to-you.com/scanning-the-environment-pestel-analysis/> (Accessed: Jun 27, 2023).

Eby, K. (2017) *Complete Guide to Strategic Implementation | Smartsheet*. Available at: <https://www.smartsheet.com/strategic-implementation> (Accessed: Jul 8, 2023).

Essig, C. (2022) *The Expert Guide to Creating a Marketing Growth Strategy*. Available at: <https://cxl.com/blog/marketing-growth-strategy/> (Accessed: Jun 26, 2023).

- Gurl, E. (2017) *SWOT analysis: A theoretical review of Digital Business Ecosystem Contexts*. . 2019. a School of IT, Monash University South Africa Campus, J 'Burg, SA b, School of Management, Curtin University, Perth, WA, Australia.
- Kaithia, D. (2014) 'An investigation into the factors influencing implementation of strategic plans in public secondary schools in Igembe South District', *International Journal of Social Sciences and Entrepreneurship*, 1(9), pp. 229-263.
- Merritt, K. and Zhao, S. (2021) 'An innovative reflection based on critically applying ux design principles', *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), pp. 129.
- Okumus, F. (2001) 'Towards a strategy implementation framework', *International journal of contemporary hospitality Management*, 13(7), pp. 327-338.
- Ong, J. (2017) '5 of the most common strategic approaches to setting a company apart from rivals - Digital Marketing Agency | Web Design | websiteTOON', *Digital Marketing Agency | Web Design | websiteTOON*, -06-13T01:35:35+00:00. Available at: <https://websitetoon.com/2017/06/13/5-common-strategic-approaches-setting-company-apart-rivals/> (Accessed: Jul 6, 2023).
- Peterdy, K. (2022) *Ansoff Matrix*. Available at: <https://corporatefinanceinstitute.com/resources/management/ansoff-matrix/> (Accessed: Jun 26, 2023).
- Ramya, C.P. (2021) *Best Business Goals Examples in 2022*. Available at: <https://datalligence.ai/blogs/business-goals-examples/> (Accessed: Jul 9, 2023).
- Rastogi, N. and Trivedi, M.K. (2016) 'PESTLE technique—a tool to identify external risks in construction projects', *International Research Journal of Engineering and Technology (IRJET)*, 3(1), pp. 384-388.
- Roberts, L. (2022) *What is a Small Business? | What is a SME?* Available at: <https://bionic.co.uk/business-finance/guides/what-is-a-small-business/> (Accessed: Jun 18, 2023).
- Sankar, C. (2023) *Consumer Psychology 101: Why Convenience Is Key for E-Commerce Longevity*. Available at: <https://www.inc.com/carol-sankar/consumer-psychology-101-why-convenience-is-key-for-e-commerce-longevity.html> (Accessed: Jun 19, 2023).

⁴³
says, T.M. (2022) 'Sustainable Competitive Advantages | OnStrategy', . Available at: <https://onstrategyhq.com/resources/sustainable-competitive-advantages/> (Accessed: Jul 3, 2023).

²⁵
Seruya, D. (2022) 'Best-Cost Strategy: Definition and Benefits - Updated 2021 - ValiantCEO', *ValiantCeo*, . Available at: <https://valiantceo.com/best-cost-strategy-definition-and-benefits-updated-2021/> (Accessed: Jul 7, 2023).

⁸
Surbhi, S. (2018) 'What is Strategy Implementation? definition and process', *Business Jargons*, . Available at: <https://businessjargons.com/strategy-implementation.html> ¹⁷ (Accessed: Jul 8, 2023).

Wertz, J. (2022) *Do Small-Format Stores Have An Advantage In Retail?* Available at: <https://www.forbes.com/sites/jiawertz/2022/12/27/do-small-format-stores-have-an-advantage-in-retail/> (Accessed: Jun 19, 2023).

²³
Williams, D. (2019) *Top five UK retail scandals in the last ten years*. Available at: <https://www.retail-insight-network.com/features/top-five-uk-retail-industry-scandals/> (Accessed: Jun 28, 2023).

²
Sharma, V. (2023) 'Why You Need Both Short And Long-Term Goals In Business', *The Thrive*, . Available at: <https://www.thethrive.in/learn/business/why-you-need-both-short-and-long-term-goals-in-business/> ² (Accessed: Jul 9, 2023).

Strategic Management

ORIGINALITY REPORT

25%
SIMILARITY INDEX

21%
INTERNET SOURCES

4%
PUBLICATIONS

19%
STUDENT PAPERS

PRIMARY SOURCES

1	issuu.com Internet Source	1 %
2	www.thethrive.in Internet Source	1 %
3	www.birminghammail.co.uk Internet Source	1 %
4	www.coursehero.com Internet Source	1 %
5	www.inc.com Internet Source	1 %
6	Submitted to Huddersfield Technical College, West Yorkshire Student Paper	1 %
7	datalligence.ai Internet Source	1 %
8	Submitted to London School of Science & Technology Student Paper	1 %
9	sist.sathyabama.ac.in	

Internet Source

1 %

10

ratings.food.gov.uk

Internet Source

1 %

11

Submitted to Bridgepoint Education

Student Paper

1 %

12

epdf.pub

Internet Source

1 %

13

Submitted to European University

Student Paper

1 %

14

Submitted to Institute of Technology Carlow

Student Paper

1 %

15

www.emeraldinsight.com

Internet Source

1 %

16

Submitted to University of Leeds

Student Paper

1 %

17

Submitted to King's College

Student Paper

1 %

18

Submitted to University of West London

Student Paper

1 %

19

Submitted to University of Birmingham

Student Paper

1 %

20

www.retail-insight-network.com

Internet Source

1 %

21	Submitted to The British College Student Paper	1 %
22	www.forbes.com Internet Source	1 %
23	Submitted to University of East London Student Paper	<1 %
24	Submitted to The University of Wolverhampton Student Paper	<1 %
25	Submitted to Australian Catholic University Student Paper	<1 %
26	Submitted to Canterbury Christ Church University Student Paper	<1 %
27	Submitted to University of Derby Student Paper	<1 %
28	Submitted to University of Edinburgh Student Paper	<1 %
29	Submitted to University of Stirling Student Paper	<1 %
30	Submitted to University of Mary Student Paper	<1 %
31	Submitted to London South East Colleges Student Paper	<1 %

32	Submitted to The American College of Greece Libraries Student Paper	<1 %
33	Submitted to University of Northumbria at Newcastle Student Paper	<1 %
34	Submitted to University of Central England in Birmingham Student Paper	<1 %
35	radar.gsa.ac.uk Internet Source	<1 %
36	valiantceo.com Internet Source	<1 %
37	Submitted to University of Hertfordshire Student Paper	<1 %
38	ijsse.org Internet Source	<1 %
39	Submitted to IMM Graduate School of Marketing Student Paper	<1 %
40	core.ac.uk Internet Source	<1 %
41	mu.ac.in Internet Source	<1 %
42	www.revue-isg.com	

<1 %

43

Submitted to De Montfort University

Student Paper

<1 %

44

www.paperdue.com

Internet Source

<1 %

45

jebmes.ppmschool.ac.id

Internet Source

<1 %

46

moneyextra.uk-wire.com

Internet Source

<1 %

47

find-and-update.company-information.service.gov.uk

Internet Source

<1 %

48

handwiki.org

Internet Source

<1 %

49

quieora.ink

Internet Source

<1 %

50

rguir.inflibnet.ac.in

Internet Source

<1 %

51

Marc Helmold. "Chapter 8 Tools in PM",
Springer Science and Business Media LLC,
2019

Publication

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off