

PESTEL Analysis for Belora Store

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Belora operates within the online fashion retail market, which is influenced by various external factors. Politically, the business must comply with consumer protection laws and e-commerce regulations in the UK and Europe. This presents a threat if regulations are not followed, particularly regarding refunds, delivery, and customer rights. However, it also creates an opportunity to build trust by operating transparently and professionally. The impact is moderate, so Belora must ensure

clear policies and reliable service (GOV.UK, n.d.).

Economically, rising living costs have made consumers more price-conscious, increasing demand for affordable clothing options. This creates a strong opportunity for Belora, as its model focuses on discounted branded products. However, fluctuations in supplier prices and shipping costs can act as a threat to profit margins. The impact is high, meaning the business must maintain competitive pricing while controlling sourcing and delivery costs (ONS, 2026).

Social factors strongly support Belora's model, as there is increasing interest in affordable fashion and resale markets. Consumers are also drawn to unique shopping experiences, such as mystery boxes, which provide excitement and perceived value. This creates a major opportunity for customer engagement and repeat purchases. The impact is highly positive, and Belora should continue to emphasise value and uniqueness in its marketing strategy (Statista, 2024).

Technological factors are critical to Belora's operations, as the business relies entirely on e-commerce platforms and social media. This creates an opportunity to reach a wide audience at low cost and scale quickly. However, it also presents a threat if platforms change algorithms or increase fees. The impact is high, so Belora should diversify its marketing channels and maintain control over its online presence.

Environmental factors are increasingly important in the fashion industry, with growing concern about waste and sustainability. Belora's resale model creates an opportunity to promote sustainable fashion by extending the lifecycle of clothing. However, packaging and shipping can still contribute to environmental impact, which is a threat. The overall impact is positive, and the business should highlight its sustainability benefits while reducing packaging waste where possible (WRAP, 2023).

Legally, Belora must comply with online business regulations, including data protection and consumer rights laws. Operating as a small online business is an opportunity due to low setup requirements, but failure to comply with legal standards can be a threat. The impact is moderate, so Belora must ensure secure transactions, clear policies, and compliance with relevant laws to protect both the business and its customers.

Reference List

GOV.UK (n.d.) *Consumer protection and online business regulations*. Available at: <https://www.gov.uk> (Accessed: 24 March 2026).

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