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Global Business Environment

Evaluation of Business Environment

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1. Introduction

- ❑ The developed country chosen is the USA and the developing country chosen in this context is India.
- ❑ Timberland originated in the USA and is operating in Asian and European nations .
- ❑ Higher chance of success for the company as it can give harder competition in the local market in terms of quality and price.
- ❑ Different clothing and accessories products are offered by the company

2. Company Overview

- ❑ The mission of the company is to create a difference within the world (Timberland, 2022)
- ❑ Yellow boots are this company's signature products that are also waterproof
- ❑ Hand-woven premium casual shoes are also introduced by Timberland (Timberland, 2022)
- ❑ Recycled materials are being used by Timberland for their footwear products to generate a positive brand image

3. Opportunities

- ❑ High margin of profit on production.
- ❑ Low cost of raw materials and cheap workforce (Leliga *et al.* 2019).
- ❑ Availability is of a large workforce such that people can work in shifts around the clock.
- ❑ Availability of local machinery that are low-maintenance and sturdy (Herman *et al.* 2018).

4.Challenges

- ❑ Huge competition from local as well as international companies (Nazir *et al.* 2021).
- ❑ Familiarity of the general public with products already available.
- ❑ Prices need to be low such that people can buy the shoes (Majid, 2020).
- ❑ Degradation of quality from expected level due to non-availability of raw materials.

5.Key Issues in Indian Footwear Industry

- ❑ Efficient and on-time delivery of products to customers (Sarkar and Dutta, 2020).
- ❑ Maintaining multiple production houses, warehouses, and retail stores.
- ❑ Changing patterns of shopping by the consumers (Herman *et al.* 2018).
- ❑ Delivery of products on time is very important to maintain the credibility of a company.

6.Effective Implications of existing opportunities

- ❑ Due to the high population existing in India, Timberland can acquire more target audiences easily (Majid, 2020).
- ❑ Timberland can be successful to generate effective profits since quality products can be acquired within minimal investment
- ❑ A sufficient workforce provides scopes for the company to ensure continuous production of footwear (Kumar *et al.* 2018).

7.Mitigation Strategies

- ❑ Alternative footwear designs are required to be introduced to increase the competitive advantage (Herman *et al.* 2018).
- ❑ Promotions through social media campaigns are to be attributed by Timberland to target the audiences efficiently.
- ❑ Premium quality boots are to be offered at affordable prices for customers to buy (Lee and Falahat, 2019).

8.Business tools

- ❑ Disruptive innovation theory needs to be implemented so that innovations within the products are integrated (Kivimaa *et al.* 2021).
- ❑ Also, the Maslow's Hierarchy of Needs can be generated for understanding the customers' purchasing behavior
- ❑ The CSR theory also needs to be practiced by Timberland for ensuring sustainable development in business (Nazir *et al.* 2021).

9. Recommendations

- ❑ Online operations are required to be introduced by Timberland for customers to buy from remote locations
- ❑ Longevity of boots required to be ensured for customers to use and feel satisfied further
- ❑ Waterproof casual shoes are also need to be introduced due to weather variations
- ❑ Timberland is required to initiate online delivery so that demands from remote locations can be provided.

10.Conclusion

- ❑ Timberland has been operating across the USA and other Asian and European countries.
- ❑ Cheap labor can be generated for the acquisition of high-quality products .
- ❑ High competition within India in business is observed with a lack of product variations .

Any questions?

Thank you!

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