

Developing Innovation and Creativity for Business Advantage

Module: Developing Innovation and Creativity for Business
Advantage

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Executive summary

Creativity and Innovation delineated as those attributes which are prior to enhance the operational practices of the businesses. Specially, while proposing new business idea, both the aspects contribute on effectual note. The present assignment was based on proposing a business idea named Delight Drink, the business goal aligns with providing organic drinks to consumers. The criteria of creativity and innovation is being taken in consideration and accordingly contextual components have been described. Online presence of the company is being driven in order to attain grater consumers share. Furthermore, effectual marketing techniques are being used to attract the customers such as communication and 7Ps marketing mix. At the same time, various data protection and privacy concerns were highlighted in the context of Delight Drinks. It has undertaken Data Protection Act 2018 and GDPR rules compliance in the business practices. Additionally, different practices for securing consumer data is reflected as well by considering encryption facilities.

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INTRODUCTION

Creativity and innovation in business is defined as the process for creating new products with the aim of using unique ideas in the business. Creativity in business play significant role as it aims in enacting value with offering diverse range of services by positioning itself in the dynamic market. Innovation in business ensuring in processing the outcomes with the means of developing new venture for serving bets products among the consumers. Drinking high sugar carbonated drinks are harmful for the consumers which causes severe diabetic issues, gaining weight and cavities which arise health concern among consumers. But post COVID pandemic due to the rise in demand of organic food products and beverages in the economy assures in hiking demand of organic drinkables. Hence, creativity and innovation has become the most important aspect which are essential in terms of enhancing the over-all productivity of the business. Creativity adds higher utilities in the business whereas, innovation drives it on effectual note. The POST COVID impacts on business are proven drastic which have developed ineffectual outcomes for business sector that has slowed down the growth of economy. However, it has been witnessed that, after COVID-19 public has become keener about those products which are assuring them health benefits. Therefore, current report will be based on strengthening on proposing such business idea that led to provide health benefits to the firm.

The present report is based on Starting new venture as “**Delight drinks**” with the main aim of serving organic soft drinks. the motive for stating this venture is to serve healthy drinks in diverse flavours for the consumers with easy access over online websites. Also, specifying details about innovative business idea which helps in adhering revenues with high demand of organic beverages in economy. Further, proposing the online websites and marketing mode for promoting products of the new venture. Entailing the marketing techniques which will be used by the company with the motive to increase market share. The marketing tactics will be comprised of the marketing strategies which are prior in terms of capturing large market share. Lastly explaining the privacy and protection policies being adopted by the company for protecting data of the business. Thus, all the aspects which are prior in terms of strengthening the business will be explained in detailed manner and everything in regard to business will be described on effectual note that will develop large benefits for the business.

MAIN BODY

Innovative product

Innovation in the products aims in defining the process of improving or creating the new products as per rise in demand of consumers for meeting needs. In the current time, the health drinks market in UK is witnessing high growth. Due to high inclination of consumers with heeding to consume healthy food and beverages after crises faced in the economy (Cooper, 2019). Healthy drinks like fruit smoothies, vegetable juices, all fruity juices are packed with nutrition. Starting delight drink as new venture with the aim of boosting immunity among consumers. With the rise in demand for healthy beverages such as ready to drink juices, smoothies, lemon juice, beet root juice, all vegetable juices, green juices. All the juices are infused with water filled with vitamin C which assist in slowing down the ageing process with reducing the fine lines. Launching this innovative product on online websites with the feature of personalizing the drinks as per consumer needs and order it. This approach will help the consumers for being proactive in nature. The main personalizing action taken in the company as protein with trend. Introducing the delight drinks which is enriched in high vitamins, no added carbonated sugar, no caffeine, sugar, no chemical aspartame.

Thus, introducing these drinks with the means of refreshing and providing the needs of proteins and diverse range of health benefits for the consumers to replenish the fluids and losses in human body (Kahn., 2018). With the rise in demand of healthy drinks aims in attaining significant growth by innovating the products in UK market.

Customers for the product

It is highly essential to determine about the customers for the products as they are the ones for whom products are being made. Therefore, prior focus is needed to be established in this area so, business could gain massive popularity. In current context, it could be said that customers will be approached in the basis of approaching the appropriate segmentation as this helps in approaching consumers on specific note. The selected segmentations are Demographic and behavioural segmentation.

Demographic segmentation

This refers to that segmentation under which customers are approached based on their age, gender, income and education. Thus, Delight Drinks will approach consumers based on their age and gender (Nambisan, Wright and Feldman, 2019). Both male and female aged between 15-50

years will be the consumers of the business. At initial level drinks will be sell at low price and therefore, income of the customers does not matter.

Behavioural segmentation

Under this, customer will be approach on the basis of their behavioural pattern. For instance- those consumers will be targeted who are associated with the behavioural pattern of drinking organic juice that provides wide number of health benefits. Thus, based on behavioural segmentation, customer is being approached that would be helpful for attracting large number of the customers (Hakala and et.al., 2020).

Place where products will be sell and ways in which it would be sell

In order to sell the product, prior focus is implemented on online selling as customers are highly active on the online platform. After some time, drinks will be sell at offline platform as well within making own outlets. The website of the business will be prepared on-to which customer will get different option in regards to the flavours of drinks. They can select their favourite drink and accordingly they can but it.

Name for the venture

This is one of the main step that needs to be taken in consideration for making business recognizable. The name of the venture will be **Delight Drinks**, the major reason behind selection of this name is that, it reflects on the taste of drinks which will be offered to consumers. Also, this will be organic in nature through which customers could gain the health benefits as well. The drinks are rich in antioxidants and therefore, this assured higher health benefits as well. Thus, the selected name of the venture is suitable as it is depicting about the types of product presented to customers.

Sustaining innovative business proposition

The innovative business proposition would be sustained in the below mentioned manner-

- **Value proposition innovation-** The value proposition of the products are highly innovative that helps in sustaining it. Promoting health parameters in consumer is highly essential in current era and this lead to support the effectual outcomes as well (Lounsbury and et.al., 2019)
- **Pricing-** The pricing of the product at initial stage will be low and this helps in attracting large number of consumer also this acts as a sustaining element in the business. Price is

that element which lead to attract large number of customer and this can often lead to distract it. However, delight drinks focus on this in effective manner.

- **Customer acquisition-** Within providing effective customer service the innovative business operations will be sustained. Customer's feedback will be taken in consideration which helps in supporting the mandatory aspects that are essential to deal. Customer feedback system will be used for identifying the satisfaction rate of the customers and accordingly decision will be implemented.

Competitors analysis

In order to witness the competitive scenario, porter's five force model is being used.

- **Threat of existing rivalry-** In this regard it could be said that, there is high level of threat as beverage industry is growing on higher extent under which different businesses are operating.
- **Threat of substitute-** There is no threat from substitute product, promotion health parameter is the uniqueness of the business that results in assuring higher support. Therefore there is no threat from the substitute product. Thus, the business can effectively experience higher growth and success (Cunningham and et.al., 2019)
- **Bargaining power of customer-** It is high and therefore, business will focus on analysing the demand of customer so appropriate support to customers can be assured and this helps in gaining their attention as well.
- **Bargaining power of supplier-** Supplier's power is also high, if they increase the prices of raw materials then, this results in increasing cost of operation. Therefore, business will approach different suppliers so, when price by one supplier is increased then, another one could be approach.
- **Threat of new entrants-** There is no threat in this context as lot of research needs to be done before producing beverages. Hence, any new company could not create harm (Li-Ying and Nell, 2020).

E-commerce (propose for setting up online website)

Delight drinks will make appropriate use of online set up which will involve all essential details associated with product being offered. In the very first case, it will consider SaaS which is effective software solution that will purchase over pay as individual go basis from cloud service provider. In that case, organization is going to rent use of app which will allow differentiate users to connect

on internet (Jeong, Yi and Kim, 2022). This kind of technique will be utilized by Delight Drink as it serves multiple advantages which might be fruitful in terms of continuous running of business. Also, by using this particular software, organization will be able to monitor as well as access app data which will help in smoother flow of business. It also saves excessive money and this can be utilized in potential areas business in which growth can be assured. SaaS is easy to use and can be effectively applied by Delight Drinks with the help of which business will be applicable to gain more positive outcomes. Furthermore, it would be fair to narrate that new business operations will be performed appropriately and that would be based on e-business cycle stages likely to be known as build, transform, leverage and run. By doing so, Delight Drink will safeguard that unique or innovative idea is successful in terms of generating more profitability in future aspects.

As moving forward, online website of Delight Drinks will assure that all healthy drinks are available with easy access for potential customers. Whilst having such well defined place whereby all details regarding product are clearly mentioned will tend to attract numerous of customers along with introduction of great brand identification in beverage segment. Apart from this, Delight Drinks will also try to collaborate with other e-commerce platforms like Amazon. It will be done with the purpose of selling the product and gain more visibility. Also, the key advantage of using e-commerce platform tend to offer minimum marketing costs as compared to other relevant sales channels (Zhang and et.al., 2019). At the same time, it will allow better opportunities regarding overseas sales as well which will be advantageous for Delight Drinks in longer run. On the other hand, the business operations of Delight Drink will be online as well as payments will be processed in similar terms. Additionally, cash on delivery will be totally restricted in order to assure safety concerns as well as prevention of any kind of risk. It will make efficient use of some fruitful online payment modes such as credit card, pay pal, visa card, and various other online payment modes. All these payment procedures will ensure that customers can easily make their purchase with availability of differentiate payment modes. Also, it will safeguard that payment from customer side is not delayed and product is delivered on time. This will be increase customer retention rate which will generate more profitability and visibility of Delight Drinks in relevant market. In reference to this, during development of cashless payment methods, these options will provide favourable support to firm in order to gain better quality of output in significant terms. Hence, Delight Drink will specifically consider online payment methods in order to reach broad range of customers. Organization will present product with the help of internet and websites whereby online transaction will allow consumers to easily buy from applications or website.

Although, with provision of multiple payment options cited firm will be applicable to plan for fruitful activities as well as offer customers with superior experience in the future. In regard to this,

significant advantage firm will acquire by enabling this kind of payment system is getting opportunity to function globally in future scenarios. It would be fair to narrate that online payment model is quite significant for introduction of new venture because it will help in minimizing delay in sales. At the same time, Delight Drinks will also ensure that online payments are totally safe and secured from third party sources. In order to do so, venture will introduce safe and secure payment gateway in which personal information will stored and secured in significant terms. Also, while planning to offer these type of ease under online transactions for every purchase, it is essential to adhere with PCI DSS compliance. Payment Card Industry, Data Security Standard which is also known as PCI DSS is adherence to different set of procedures and policies formulated with purpose of protecting debit and credit card transactions. Delight Drink will adhere with all these mandatory compliance and make sure that all necessitate information of customers is totally safe and secured from various sources. In that manner, top management of the firm will be highly accountable for all these actions and try to maintain systematic working practices. Furthermore, they will keep track of each and every activity for fluent sales procedures and gain better outcome (Tounekti, Ruiz-Martinez and Gómez, 2019). Thus, it can be stated that working over e-commerce is both advantage and threat for business in terms when business unable to develop adequate strategies. It has been assumed that new venture highly demands suitable business strategies as it serves increased knowledge regarding business, helps in forming wise decisions, and prevention of competitive convergence. Similarly, customers are attracted easily towards the brand having strong capability to fulfil their fundamental needs and maintains positive relation by serving higher quality services to them. Delight Drinks will adapt with all these fundamental measures and try to maintain strong relations with its potential customers. Also, they will be offered with discounts and other benefits every month as it will be key to longer term growth of business. Also, having such powerful connection supported on communication and trust assists customers feel more connected and secured with brand (Alshurideh, Al Kurdi and Salloum, 2021). Furthermore, it leads to increased customer retention rate along with repeat purchase rate.

Marketing strategy

Marketing strategy refers to the tactics and techniques that are prior for business in order to capture large market share within the business. Hence, this could be explicated that, without appropriate market strategy it is impossible for companies to adopt effectual position in the market. Hence, Delight Drinks will be focusing on analysing the demand of consumers and accordingly the market strategy will be adopted for business. In order to implement effective marketing strategy for the company marketing mix will be used-

- **Product:** The product portfolio of the company will be highly effectual as this will be based on analysing the demand of consumers. Organization will provide drinks in different flavours which will be consist of low calories (Trott, 2008).
- **Price:** The pricing strategy of the delight drinks entails with undertaking affordable pricing so, consumers for every class could purchase it. This helps in approaching larger market share which assures higher profitability in the business.
- **Place:** The products will be sell at online and offline platform, within using digital marketing approach, website of the company will be made. Afterwards, products will be sell, also, offline outlets will be prepared for selling drinks at offline platform.
- **Promotion:** In relation with promotional activities, Delight Drinks will utilize combination of sales promotions, public relations, digital marketing and personal selling in order to lucratively promote products. Also, promotional message will be compelling, consistent and associated with unique selling proposition and brand positioning.
- **Physical evidence:** Delight Drinks packaging and logos can be identifiable very easily which will easily grasp attention of target customers. The drinks will be provided in different flavours along with distinct packaging for every product, this will differentiate Delight Drinks from competitive forces.
- **People:** Delight Drinks will place numerous of initiatives which will ensure employee well being at workplace, and reward will be provided to them that will keep them motivated to work productively. Organization aims to develop working environment in which individuals are engaged with each other.
- **Processes:** Delight Drinks will adopt incorporated competitive supply chain practices in terms of optimizing operational infrastructure as well as ensure sustainability.

The term communication mix can be defined as significant part of marketing strategy. It mainly includes several elements like sales promotion, advertising, public relations, digital marketing and personal selling. The communication mix of Delight Drinks is discussed below:

- **Advertising** – For promotional activities Delight Drinks will utilize mix of traditional and digital channels in order to reach target audience (Foss and Saebi, 2015). They will make use of online advertisements, print and television whereby advertising message will indicate its unique selling proposition like healthy drinks with refreshing taste, health benefits and natural ingredients.
- **Public relations** – Organization will develop brand image and awareness with the help of positive relations and public relation strategies. Delight Drinks will consider influencer partnerships, media relations and community interaction programs.

- **Sales promotion** – In this phase, Delight Drinks is going to offer fascinating sales promotions in order to incentivize customers for trying their healthy products. It will involve buy one get one offers, loyalty programs and other discounts. Hence, such promotions will encourage more customers to buy healthy products.
- **Digital marketing** – It is quite significant for the firm to capture increased market share which can be done easily with the help of strong online visibility. In terms of digital marketing, Delight Drinks will make use of social media marketing, email marketing and search engine optimization. Also, influencers and bloggers will be approached for promoting products over social media platforms.
- **Personal selling** – Delight Drinks can easily leverage personal selling practices in terms of introducing direct relations with its potential customers. This may involve setting sampling booths at events, supermarkets and festivals whereby customers will get chance to taste products as well as collaborate with brand representatives. Hence, it will provide favourable support to develop brand awareness and bring forth word of mouth marketing.

Target customer

Delight Drinks target audience is segmented on the basis of several factors like demographic, behavioural patterns and psychographics. For instance, Delights Drinks will specifically target health conscious peoples from the age group of 15 to 50. Also, the target audience of the brand are the ones having interest in innovative and unique drinks and always seek for such refreshing and natural beverages.

STP analysis

- **Segmentation** – The market will be segmented on the basis of income, gender and age, preference, lifestyle and spending behaviour. It will help firm to analyse needs of distinct customer segment so that they can tailor marketing efforts in that way.
- **Targetting** – Organization will select particular customer segment who align with business objectives and has increased potential for growth. These segments would be prioritized and allocated to marketing resources respectively in order to target the same in lucrative terms (Andriopoulos and Dawson, 2017).
- **Positioning** – Delight Drinks can develop unique positioning for products in minds of potential customers. It can be done with the help of highlighting specific features and offerings of beverages like refreshing taste, natural ingredients and sustainable packaging.

Likewise, Delight Drinks will leverage social media channels in order to create brand awareness and interact with target audience. Organization will share engaging content like photos, testimonials, and videos to showcase unique features of drinks. On the other hand, the firm will also use paid search engine marketing over google which will help brand to target customers who always actively search for healthy or refreshing drinks. Further, ads can be optimized to reflect on top of Google search outcomes when customers seek for keyword like “natural beverages”, “healthy and refreshing drinks”. In context of email marketing, this strategy will be use by the brand to nurture customer relations, promote their products and drive repetitive purchase.

Privacy and data protection

The General Data Protection Regulation refers to European Union regulation which was come under effect on 25th May 2018 as well as Data Protection Act 2018 is UK legislation which usually complements GDPR (Proctor, 1999). Such regulations always aim to protect privacy concerns and data rights of individuals, which mainly involves personal information and impose strict demand over how firms accumulate, store, process and manage all those personal information. However, Delight Drinks recognize the prominence of complying with Data Protection Act 2018 and General Data Protection Regulation. Also, firm is having strong commitment towards assuring privacy concerns and security of its potential customers. Here are some ways which highlights how Delight Drink will plan to comply with such regulations.

- **Consent** – Delight Drinks will assure that they acquire definitive consent form through its customers before gathering and processing personal data regarding marketing purpose. It mainly involves catering transparent and clear information regarding purpose of data collection, rights of target audience in accordance to their information and type of data being accumulated.
- **Data Privacy rights** – In context of Delight Drinks, organization will make sure that data privacy rights of customers like rectify, right to access, confine processing of personal data and erase are fulfilled and respected. Also, Delight Drinks will have procedures in place to effectively manage customer's request aligned with their data privacy rights as well as it will respond to these request on time.
- **Providing opt-out** – Delights Drinks will offer its customers with choice to opt out of obtaining marketing communications which will include newsletters, emails and some other promotional materials (Brunswick and Van de Vrande, 2014). The customers would be having appropriate right to withdraw their consent whereby firm will acknowledge their preference and further readily update their marketing communications adequately.

- **Data security** – In terms of better security, Delight Drinks will further implement suitable technical or organizational measures in order to safeguard personal information for customers against unaccredited access, theft or loss. It will consist regular security assessments, access controls, data encryption and staff training for data protection.
- **Third party processors and Data sharing** – In this particular phase, Delight Drinks will ensure and appropriately choose or manage third party processors who might be having access towards customers' personal information. At the same time, firm will assure that such processors are General Data Protection Regulation compliant along with suitable data protection aspects in places.
- **Privacy through design** – In relation with Delight Drinks, firm will integrate privacy via design into their product or service developmental process. It clearly states that privacy concerns and data protection would be incorporated under design along with practicality of Delight Drinks website, marketing initiatives and customer touchpoints.

Furthermore, Delight Drink will update and review their protection measures on regular basis to make sure ongoing compliance in relation with Data Protection Act 2018 and GDPR to effectively maintain confidence and trust level of customers with regard to personal information.

In relation with securing customer data, Delight Drinks will consider this step earnestly and employ differentiate measures such as encrypting facilities which will ensure confidentiality and protection of customer data (Bratnicka-Myśliwiec, 2015). There are some specific ways through which Delight Drinks will secure data of its customers such as:

- **Data Encryption** – Organization will utilize various encryption tactics which will secure data of customers from unaccredited access. Similarly, it involves encrypting information during shift like when customers render their personal information over Delight Drinks mobile application or website, and encrypting fruitful information when it is placed in storage or other database systems. Encryption will ensure that data of customers is converted in code formate which can be further accessed only through decryption key. It will create difficulty for unlicensed parties to access or interpret data.
- **Providing training to employees** – In this case Delight Drinks will cater regular training practices along with awareness programs for its employees. This will educate them regarding data security practices and significance of securing customer information. Furthermore, access to customer's information only granted to authorized workforce who require such information for lawful business purposes. The access permissions will be reviewed and updated on regular note to safeguard that only required workforce is having access to information.

- **Abidance with Data Protection regulation** – Delight Drinks will comply with relevant data protection measures that specifically involves GDPR and Data Protection Act 2018. At the same time, they will make sure that security aspects are linked with demands of such regulations. Moreover, it involves implementation of suitable measures in terms of securing customer information and providing them with control on their data (Prasad M and Menon C, 2020). Also, to apprise relevant authorities and customers in case of data breach.
- **Vendor Management** – The firm is going to choose and manage third party vendors and processors having access for customer data. Vendors are required to obey with strict security as well as data protection principles such as implementation of adequate encryption facilities. Further, organization will contractually conjugate to secure the data and apply the same for purposes specified via Delight Drinks.
- **Timely security testing and audits:** The purpose behind conducting audits and testing will help firm to determine and address potential vulnerabilities. For doing so it will consider vulnerability assessments, penetration testing and other security measures in order to proactively determine and rationalize security risks concerns.
- **Secure storage:** Organization will store fruitful information of its customers within secure database which will be protected through industry-standard security criterion. For this, firm will utilize entering detection systems, firewalls and other security technologies in order to restrict unaccredited access towards customer information.

It would be fair to narrate that Delight Drinks has strong commitment to safeguard privacy and security concerns of customer data for which they will continuously spend in robust data protection aspects (Spencer and Patel, 2019). This will involve encryption facilities which will assure higher level of confidentiality and security of customer data.

CONCLUSION and RECOMMENDATIONS

It can be concluded that, creativity and innovation in the business plays essential role in terms of ensuring effectual support to the business. Both the elements are considered as highly important for companies that helps in assuring wider support to the business which result in developing effectual outcomes in the organization. the report has reflected on the aspects which are important for new business to take in consideration so, they can become aware about the main elements which aligns with innovation and creativity. The report was based on the new business named Delight Drinks; the proposed business was based on the concept through which health benefit

assured to customers. All the mandatory aspects which were backed up with taking innovation and creativity within the business is being highlighted on specified note. Furthermore, online platform that is being used by business in order to increasing awareness has been shown. Moreover, marketing tactics which will be utilised by company in terms of grabbing larger market share have been explained. It has been known that it is important to focus on the marketing tactics as this helps in assuring wider support to the business and initiate effectual outcomes. Lastly, privacy and data regulation have been mentioned in the context of selected business in order to assure privacy and safety in the business. Below mentioned are the major recommendations for the delight drinks that helps them to grab larger market share-

- **Focusing on digital marketing:** Digital marketing helps in gaining attention of the customers on specific note that is important for business. Therefore, Delight Drinks must be focusing on enhancing their digital marketing strategies so, they can lead to attract large number of consumers towards the business (Clegg and Birch, 2002). This can be stated that, in current era, digital marketing is gaining higher popularity as this is providing platform to the customers through which business could implement effective interaction.
- **Customer feedback system:** This refers to that system under which customers provide feedback to business in relation to the product and services. Accordingly, the responses are being given by organization. This results in gaining the trust of the consumer which is highly important for the business. When organization gains trust of the buyers then, this ultimately results in increasing the number of purchases made by customers. As a result, Delight drinks will attract large number of consumers which is essential for the growth of business.
- **Business environment analysis:** It has been found from various studies that, business environment is dynamic in nature and therefore, it is important for companies to analyse the environment on consistent note so, they can become able to know about the uncertainties which might develop issues in future for company. Therefore, analysing the business environment will help in assuring appropriate guidance to the firm that enables in taking effectual decision that further provides major benefits (Cook, 2016). Therefore, this recommendation must be used by Delight Drinks in order to become aware about the mandatory elements which are prior for company.
- **Strategic management:** This refers to the appropriate management of the strategies in the organization that helps in gaining goals and objective in effective manner. This also helps in evaluation of the various strategies which are valuable to the firm and accordingly most appropriate strategy is being used by company that lead to assure large number of

benefits. Therefore, strategic management has been considered as most important element in the business. Hence, Delight drinks is recommended to use this concept in order to form specific strategies that lead to help in increasing the profit of the business and helps in approaching greater share in the market.

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