

Business Development Proposal

Programme

Master of Business Administration

Module

LCMB7073 Business Development Proposal

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INTRODUCTION

Background and Context

In the modern retail environment, different shoppers use various channels for shopping, and businesses need to focus on all these channels to increase their sales and customer engagement (Taneja, and Shukla, 2024). Modern customers frequently switch between websites, physical store and mobile applications for purchasing different products. This factor makes Omni-channel strategies important for retail organisations for survival. Through an Omni-channel approach, different retailers can enhance their market reach, customer engagement and overall sales, and it also helps to develop more loyal customers.

Marks & Spencer is a well-known UK retailer which sells a wide range of products, such as clothing, home goods and food products. This company was founded in 1884 by Michael Marks and Thomas Spencer, and it operates 1000 stores in the UK and 400 stores internationally (M&S, 2026). However, the company faces challenges related to technology and an outdated store network which directly impact its sales and customer engagement.

Research Aim

- To evaluate integration of Omni-channel business development strategies to improve sales and customer retention within the retail sector – a case study of Marks & Spencer Company.

Research Objectives

- To analyse impact of Omni-channel integration on retailer's sales performance and customer retention rates.
- To identify different operational and technological barriers which retailers face while integrating Omni-channel development strategies.
- To provide recommendations for enhancing integration and adaptation of Omni-channel

development strategies within the retail sector.

Idea Description

This research will strategically focus on evaluating Omni-channel business development strategies to effectively integrate online platforms and physical stores. This Omni-channel business strategy will help retail organisations to integrate their different platforms and develop integrated systems (Ishfaq, Darby, and Gibson, 2024). This study will also help to guide other retail organisations to develop an Omni-channel system to enhance their sales performance and build long-term loyal customers. This approach will also help retailers to enhance their competitiveness and also differentiate their brand from other retailers. Different reports also indicated that an easy, reliable and smooth shopping experience helps to attract more customers, and Omni-channel business strategies help to develop fast and smooth systems for shoppers and they also enhance their experience. Traditional retailers face many challenges changing their system, but this research will significantly focus on different technological and operational challenges to make integration of Omni-channel easy for retailers (Humaira, 2024). This study will also include different solutions and strategies, such as advanced cloud software to support integration of Omni-channel business development practices.

Methodology

In this research, the researcher will focus on pragmatism research philosophy, which will help to develop practice solutions for retail organisations related to Omni-channel integration (Solem, Fredriksen, and Sørebo, 2023). It will also prefer mixed research types to strategically utilise both qualitative and quantitative data for critical analysis. This research will consider abductive research approach to appropriately consider and compare existing theories with data to derive practical research outcomes. This process will help the researcher to understand the continuing changing retail market and the impact of digital tools on customer's purchasing habits. The researcher will focus on research methods that are initially of

habits. The researcher will focus on a case study research strategy to critically focus on a specific organisation and derive detailed information related to real-world challenges and the current retail environment. This research will consider both primary and secondary data to derive comprehensive and in-depth information related to Omni-channel business development strategies (Hayes, and Kelliher, 2025). It will also conduct survey with 100 customers to understand current and current market conditions. The researcher will also focus on thematic

analysis to effectively develop different themes and patterns for developing accurate and credible outcomes. These themes will also support the researcher to develop practical recommendations for enhancing integration of Omni-channel business development strategies within the retail sector.

Market Research and Validation

In the modern business environment, Omni-channel business strategy is important for retail organisations to support their business growth and development. Different studies also highlighted that organisations which successfully integrated Omni-channel have retained their 89% of customers (Asmare, and Zewdie, 2022). However, weak or less effective Omni-channel integration only presented 33% growth. Retail market reports also indicated that 60% of online ad digital shoppers prefer click-and-collect services to avoid delivery fees and save shopping time. Studies also highlighted that the majority of click-and-collect customers visit store and also purchase additional products, which helps to increase overall sales. Retail organisations can strategically design click-and-collect services and understand customer behaviour to increase their sales. Studies also highlighted that many customers visit websites or mobile applications to check product availability and categories before visiting a store and making their final purchase. This process makes real-time inventory management on different platforms important for organisations to attract more customers and increase customer conversion rate. Different market reports also focused on the high-value Omni-channel approach, and 30% of customers majorly stay loyal and value businesses which successfully adopted the Omni-channel approach (Valase, and Kaur, 2026).

Risks

In this research, the researcher can face various issues which can impact research outcomes and results. This study included 100 customer participants utilising a purposive sampling method, but this sample size is very small to appropriately represent the entire retail customer's behaviour (Tyrväinen, and Karjaluoto, 2022). In this process, if the researcher only focused on young individuals, then it can fail to understand the shopping practices and behaviour of adult and professional individuals. This limitation can make findings less effective for other organisations to adopt Omni-channel strategies. In an online survey, participants can also

provide wrong and irrelevant responses, which can impact the entire outcomes of survey results, and this issue will also affect the researcher to evaluate customer's true shopping habits and practices. This study also focused on a case study strategy which can only focus on specific technological and operational issues of a particular organisation, and its results may not help other organisations to enhance their Omni-channel business development strategy.

Timeline

Task Name	Duration	Start	Finish
Research topic identification	3 days	Mon 12/10/26	Wed 14/10/26
Critical Literature Review	7 days	Thu 15/10/26	Fri 23/10/26
Research Methodology	5 days	Mon 26/10/26	Fri 30/10/26
Data Collection	15 days	Mon 02/11/26	Fri 20/11/26
Data Analysis	7 days	Mon 23/11/26	Tue 01/12/26
Final Report	3 days	Wed 02/12/26	Fri 04/12/26

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