

# Strategic Management

Hangover London

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**Executive summary:**

The 21<sup>st</sup> century has brought a number of opportunities for the organizations for managing a range of activities through the use of various digital tools and techniques. The organizations which have capacity of adopting digital technology have witnessed a rapid growth. On other hand, the organizations which do not have capacity to adopt digital technologies faced a lot of problems of managing operations due to introduction of digital technologies. This particular report has been focused upon the various theoretical frameworks of strategic analysis in the context of Hangover London, UK.

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## **Introduction:**

From the last few decades, the rapid advancement of technology and innovations has brought opportunities for the organizations to achieve growth in the competitive market. The introduction of the digital tools and technologies has created various strategic options for the organizations for managing several activities in an effective manner. The organizational operations also have been changed with the development of new technology and tools. Most of the organizations in recent days have developed their online options for managing various business operations and to interact with the customers (Sinisalo, Karjaluoto and Saraniemi, 2015). The emerging growth of digital technology also has created strategic challenges for the developing value propositions for the customers. The strategic challenges posed by digital age also have affected competitive positions of the organizations. The strategic decisions on various areas of the organization also may be affected due to strategic challenges posed by the digital age. Hangover London is the UK based alcohol and cigarette Delivery Company which offers a range of alcohol based products and cigarette for the customers across London area. This particular report mainly focuses upon the impacts of strategic challenges posed by the digital age in the context of Hangover London using a range of concepts and theoretical frameworks.

## **Main findings:**

This particular section mainly demonstrates the implementations of the strategic plans in the context of Hangover London. Both the theoretical frameworks including internal as well as external environment have been described in this particular section for identifying the impacts of strategic challenges posed by the digital age by Hangover London.

## **SWOT:**

|            |             |
|------------|-------------|
| Strengths: | Weaknesses: |
|------------|-------------|

|                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>● Offer a wide number of alcoholic beverage products and cigarette for the customers.</li> <li>● Achieve strong value in the alcoholic industry.</li> <li>● Offers 24*7 delivery services of the alcoholic products and services.</li> <li>● Strong online presence and customer base are other strengths of the organization.</li> </ul> | <ul style="list-style-type: none"> <li>● Few stores in EU countries and the areas of London.</li> <li>● The lack of promotional channels also may be a weakness of the company.</li> <li>● High price of the alcoholic products also may be the weakness of the company.</li> </ul>                                                                                                                                                   |
| <p>Opportunities:</p> <ul style="list-style-type: none"> <li>● The company has opportunity to expand its operations across the UK.</li> <li>● The company also has opportunity to develop its promotional channels and technologies.</li> <li>● The company has opportunity to increase customer base and number of physical stores across UK.</li> </ul>                        | <p>Threats:</p> <ul style="list-style-type: none"> <li>● Changing policies of selling alcohol across the UK might affect the organization.</li> <li>● Increasing competitions in the alcohol industry also may create threat for the Hangover London.</li> <li>● The increasing rate of tax and interest rate also may affect the company in achieving growth in the competitive market (Savell, Fooks and Gilmore, 2016).</li> </ul> |

From above framework of SWOT analysis, it is observed that the Hangover London has a number of strengths such as offering wide number of alcohol and cigarette products for the customers. The company also has the strength of achieving strong value in the alcoholic industry

as the company delivers alcoholic products at anytime within the area of London. The company also has strength of strong online presence and customer base in the alcoholic industry of UK. From the analysis of SWOT framework it is also observed that the company has weaknesses of fewer stores in the areas of London. The other weakness of the Hangover London is poor promotional channel to promote the sales growth of the organization. Finally, high pricing strategy is another weakness of the company which may affect growth strategy of Hangover London in the competitive market. From analysis of the opportunities for Hangover London in the UK market, it is observed that the organization has opportunity to expand its growth across the UK market. The company also has opportunity to develop its promotional channels and technologies for achieving growth in the competitive market (Yoon and Lam, 2013). The company also has opportunity in the competitive market, to increase its customer base and the number of physical stores across the different regions of UK. From the analysis of the SWOT framework it is observed that the company has major threat of changing policies and legislations regarding selling of alcohol across the UK. The other threats that are being faced by the Hangover London are increasing competitions and increasing rate of tax and interest rate which also may affect the potential growth of the organization.

### **Life cycle:**

The product lifecycle is the overall process for developing a product from the introduction to declining of the product in market. The product lifecycle theory is closely associated with the economic theory which may affect the growth opportunities of the organization. The product lifecycle consists of five prime stages such as introduction, growth, maturity, saturation and decline. The Hangover London generally produces a variety of alcohol products and cigarettes for attracting various customers above the age group of 21 years. The introduction stage of the product development is associated with the marketing mix such as product, price, place and promotion. In this particular stage, the quality and branding of the product is developed by maintaining intellectual property protections. The pricing strategy, distribution and promotions of the products are also developed in this particular stage. Growth stage is the second stage of the

product lifecycle which aims to increase market share for developing brand preferences. In order to develop brand preference of the Hangover London, the additional features and supports services such as free delivery at night needs to be developed by the organization. In this particular stage, the distribution channel will assess the demand and supply of the products for developing growth stage. Maturity stage is the third stage of the product life cycle where the organization achieves strong growth in the market but sales decreases. In this stage, the company also may achieve competitions over the similar products with other organizations (Miller and Harkins, 2010). This particular stage mainly aims to maximize the profit share by defending the market share within the competitive market. In this particular stage, in order to sustain in the market the Hangover London should reduce the price of the alcoholic products which helps in gaining competitions over the other firms. Decline stage is the final stage where the organization mainly adds new features or new products with the existing products in order to sustain in the market. In this particular stage, the company also may harvest the product by reducing costs in order to maintain loyal niche segment. The organization also may discontinue the product in this particular stage, by selling it for another firm. The management team of Hangover London should develop appropriate strategy in order to introduce new features in the future product.

#### **Porter's five force analysis:**

The porter's five forces is one of the significant model through which the organization can analyze competitive forces for developing effective competitive strategies in the competitive market. Effective strategic analysis also helps to identify the competitive forces and major competitors of the alcohol industry in UK. By analyzing the competitive forces, the Hangover London can properly develop competitive strategy which enables the organization to sustain in the competitive market. From the company report it is evident that the main competitors of Hangover London are Halewood Love, LWC and Love drink. The porter's five force analysis for analyzing competitive force of Hangover London is as explained below;

#### **Threats of new entrants (Low):**

From the industry analysis of alcohol and beverage in UK market it is evident that the alcohol industry of UK is highly competitive with some major players in the market. The licensing

policies, tax rate and other regulations for selling of alcohol products are strict in UK market which may affect the new companies to set up their alcohol and beverage stores (Successive, Johnson and Hillexplore, 2014). On the other hand, in order to set up new alcohol and beverage store the organization requires a huge amount of investment which may create barrier for the new organization. Therefore, the threat of new entrants is low for the Hangover London in UK market.

Bargaining power of the suppliers (Moderate):

The suppliers of the alcohol and beverage companies are vendors of soft drinks, snacks and cigarette companies which may have large influence on developing growth of the alcohol firm. There are a number of national and international suppliers which supplies the raw materials for Hangover London. The company maintains long term relationships with the suppliers but sometimes due to changing of the policies for selling of alcoholic products may affect the bargaining power of the suppliers. Therefore, the bargaining power of the suppliers is moderate for the Hangover London in UK market.

Bargaining power of the buyers (Moderate):

A wide range of alcoholic products such as wine, gin, rum, vodka and beers are offered by the Hangover London for a number of customers. The company also offers its services at 24\*7 which may influence the buying behavior of the customers. The premium pricing strategy also may affect the purchasing behavior of the customers for purchasing of the products thus; the customers also can buy liquor from other shops or bars at lower price. Therefore, the bargaining power of the buyers is moderate for Hangover London.

Threats of substitute products (High):

The major substitute products of alcohol which are widely used and accepted by the customers are stuffs, cigarette and hash. The substitute products are sold at lower price comparing with liquor product thus, the customers may prefer the substitute products comparing with alcoholic

products (Hawkins and Holden, 2013). Therefore, the threats of substitute are high for Hangover London.

Rivalry among the competitors (High):

The alcohol and beverage industry of UK is highly competitive with the help of some major alcohol competitors such as LWC, marussia beverages and Halewood Love which have achieved strong market share in the UK market. Therefore, it is evident from the entire analysis that the alcohol and beverage market of UK is highly competitive.

### **Porter's value chain analysis:**

The prime objective of any organization is to create value for the customers through the help of offered products and services. In order to successfully implement the value creation model through improving performance of the products, the Hangover London should consider the Porter's value chain analysis. The porter's value chain analysis for Hangover London is as explained below;

Primary activities:

Inbound logistics: The inbound logistics of the Hangover London are storage, warehousing and storage of the raw materials which can create value for the customers by offering quality of products for the customers.

Operations: There are a range of operational activities for producing the alcohol products which are associated with the plants and suppliers. The quality of operational activities helps to produce effective products for the customers which enable to create value for the customers.

Outbound logistics: The outbound logistics also enables the organization to deliver quality of value for the customers. Hangover London employed a number of skilled staffs who can deliver products and services 24\*7 for the customers which helps in creating value for the customers.

Marketing and sales: The marketing and sales department also creates value for the customers. By selecting effective promotional channels and marketing strategies, the organization can reach

to the potential customers. The Hangover London uses a number of selective promotional channels for attracting the customers.

Services: Hangover London maintains effective delivery services for meeting the demands and needs of the customers. The organization delivers its service by 24\*7 which creates value for the customers of London.

Support activities: The Hangover London collects alcoholic products and stores them in the inventories for long time for delivering it to the customers which create value for them (Spil and Both, 2016).

Technology development: The Hangover London maintains online platforms and ecommerce channel for taking order from the customers through online.

Human resource management: The Company also has a number of skilled and potential human resources for managing and delivering services for the customers.

Firm infrastructure: Hangover London has some physical store with full of decorations which also helps to attract the customers.

### **Cultural web:**

It is seen that the companies when trying to involve digitization there is the need of cultural change to be adopted by the business organizations in order to continue its value and sustaining the competition within the business environment. Hangover London is trying to introduce digitization in the different aspects in order to change their business structures and the operating model so that they can be able to enhance the value given to the customers and sustaining it for the near future. The cultural web is basically a tool which is useful in improving the organizational culture which influences the overall strategic plan for the business organizations to be able to sustain their business in the future. This tool represents that how the culture inside the business organizations could be able to make the change of introducing digitization to come into play for adding competitive advantages and providing high end value to the customers. The cultural web is identified into six elements which determines that what type of culture is basically implemented for the success and bringing the change of delivering digitization in

Hangover London for making the business to become competitive add value to the processes and customers and bringing sustainability. These six elements which are represent inside the cultural web helps in analyzing the ways for the working environment or the culture of Hangover London .This is the tool which is useful in the assessment of the organizational culture which is persisted in Hangover London. So the six elements or the factors contributing to the changes in working environment of this organization has been described below

**Stories:** It is important that the top management as well the employees should be sharing some of the inspiring and life changing stories with the new employees so that the behavior and the attitudes of the new employees could be changed which helps in strengthening and providing the motivation for them to work in Hangover London.

**Rituals and Routines:** It seems that the cultural change or the respect of the culture is provided only by implementing the rituals and routines for the employees having different culture inside Hangover London (Sinisalo Karjaluoto and Saraniemi 2015). It is important that all of the employees should have the time for their prayers to meet it and would be respecting their religion and some of the rituals. This will help in understanding the values of the employees and enhances the moral and introduce beliefs.

**Symbols:** The organization should have the logo of its own which should be completely innovative so that it should help in motivating the employees to work seriously inside the organization (Spil Effing and Both 2016). There would be the proper dress codes should be there within the offices of hangover London for influencing their culture.

**Organizational Structure:** Hangover London has the hierarchical structure which indicates that the top level management has the power to take the decisions,. The employees at the lower level also get the opportunity to make the decisions so that their needs and demands could be fulfilled among the employees.

**Control Systems:** The control system is based on the reward policies and the HR rules and regulations which are to be introduced for developing fair and equal pay along with the equal opportunities for the employees without any kind of discrimination done against the mental

health people inside Hangover London (Spil Effing and Both 2016). It also introduces the pay system and the appraisal system for monitoring the performance of the employees.

**Power Structures:** This will be involving the real power vested within the organization. The real power is vested basically on the senior executives and associated departmental executives which influences the decision making processes and make strategic direction for introducing digitization in the modern age for Hangover London.

Sop these are the elements which are very much effective for demonstrating the culture within hangover London. It should also be identifying the conflicts among the employees along with the disturbances which has been occurring inside the organizations.

### **Strategic group:**

The idea of strategic group has been used in order to demonstrate the strategic management for the group of organizations which has been integrating with the working procedures taking place within the different industries. The organizations which are present in the group have the same business models and the combinational strategies in this market. This managerial idea is very much effective as it will provide an urgent support on the requirements or the delivery of the products and services to the customers. The inside factors like the supply chain or the value chain management system, the act will be effective in the activities. The supportive attributions in the context of the provinces of the support actions during the time of requirement have been usually provided by the associated industries (Spil Effing and Both 2016). However, Hangover London which is the small organization located in London have been working in other countries which is in Australia. The provinces of the supportive attribution of the products are usually conducted with the help of the other associated industries in the global arena. Due to this reason the strategy of grouping has been causing effective association which is earning high profits for the organization. The 4P policies and the segmentations has been included under the grouping policies which further lead to the legal agreement for providing contribution to the supportive attributions in the marketing process for Hangover London.



### **Market segmentation strategy:**

In the case of Hangover London, the demographic as well as the psychographic segmentation has been used for the process of marketing. Among the various ways of segmentation, this is also considered as the main way where the customers have been grouped in the market by segmenting the market. In the marketing process, the demographic profile of the customers has been used which includes the age, occupation, income level, personality and sex. This variation in obtaining the data has been useful for the marketing to be done. For example, a global company known as Hailer International used to provide a number of appliances and products for the age wise segmentation. It is indicating that most of the electronic appliances were not been used by the people having high age so the differentiation is determined by the age through this process of segmentation (Lee et al. 2016). This will help the organization to provide number of products into the markets which has been differentiated for different ages for having it. It is also seen that the decorative appliances with innovative designs should be provided to the teenage females, the production of trimmers is mainly for the male customers. These variances in the product allocation process lead to the segmentation of the market. It is also seen that the psychographic segmentation indicates that the market is segmented in accordance with the social status or the lifestyle of the customers leading their life. For example Hailer international should be manufacturing the electronic appliances having high prices which indicate the people leading lavish lifestyle will be purchasing this type of electronic products. In the context of Hangover London, a portfolio of both the services and the products will earn more and more profit for the organization and this will help in the segmentation which provides much more impact in the allocation of strategic effectiveness for the organization.

### **Ansoff matrix**

Ansoff matrix is determined as the growth strategy which is useful in analyzing that how well the organization has been growing for the future for sustaining its position and values. The Ansoff matrix for Hangover London has been defined below

Market penetration: This is the strategy where the organization sells the same products or services to the same market. Hangover London should be able to penetrate into the market of UK

more by lowering the prices for the products they are selling as well by launching sales promotions which helps them to increase their sales volume in the same alcohol market of UK. They should also be introducing loyalty scheme for the stores they are operating across UK so that customers will be satisfied with the discounts they provide it to them.

**Product Development:** This is the strategy where the organization should be able to sell the different products to the same people of UK. Hangover London should be able to sell the different products to the same people or sets of customers across UK by the serving them the innovative alcohol products as well as focusing on add on services which will be given on the side of alcohol (Cross Belich and Rudelius 2015). They should also be focusing on providing new services to them along with the products they purchase for product development.

**Market Development:** This is the strategy where the organization should be targeting the new market for the selling of the same products and services. Hangover London could be able to focus on distributing their products in other markets mostly in the Asian countries like India where the consumption of alcohol is very high and they should also be focusing on the European countries (Cross Belich and Rudelius 2015). It is also seen that Hangover London should be implementing the door to door sales as the new selling technique and SEO marketing so that the customers in the Asian as well in the European countries should be able to make the proper marketing of the products and services which the organization is providing it to the new customer base.

**Diversification:** It is the strategy where the selling of different products are to be done or the services to the different sets of customers. In this strategy, hangover London will be able to provide innovative alcoholic products to the set of customers who are completely new for this organization.

From the above growth strategies, Hangover London should be able to focus on the market development and the diversification strategies for ensuring that they should be able to grow in high potential for the future. So for these strategies are to be implemented and ensure the long term growth for Hangover London, it is important that the sales force, marketing strategies and

the control points are to be associated with the up gradations of the services and the products they are providing it to the new and the existing set of customers.

### **Strategic canvas:**

This is considered as the tool which is to be developed by Chan Kim and Renee Mauborne. The basic meaning of this tool is that they can convey the message that the long term success does not come from competing in a perfectly oriented market place but the creation of own brand space and the own identity within the market place is important to develop for separating it from the competitors. Hangover London is trying to make this happen soon and developing the strategic options for which they can be able to get separated from their competitors present in this market and this will help in enhancing their profitability and also the brand visibility in the different markets. It is seen that in this era of high end technology, Hangover London is trying to focus on evolving into new markets with their effective strategy of digitization. They have the objective of making the people become aware of the new technology and how digital strategies could help in sustaining their value in the organization for the long term. It is seen that Hangover London has grown in size and scope as well in this market place. It has been serving the alcohol products with the best customer experience for them and within 20 minutes the delivery is done online for them (Arcilla et al. 2016). They have the online presence much earlier when they have started their business and now they are focusing much more on developing and establishing solid online presence in order to compete in this marketplace. So the strategic canvas has two purposes to be fulfilled which ensure that this will help in capturing the current trends in the market place and also to lay out the picture of where the competition lies and where the competitive investments are required for sustaining the value of the organization.

### External environment:

The external environmental analysis has been done with the help of the PEST model. This is the tool which is useful in analysis of the external factors which is influencing the conduction of the business for the business organizations to be able to work effectively across any country. In this study there is the conduction of the business of Hangover London to be taking place which will be influenced by the external factors affecting the business. So the PEST analysis of Hangover London is given below

Political: It is seen that in UK after the issue of Brexit has occurred the political condition has been unstable. So for the alcohol related products to be purchased in UK, now it is having tougher times for the alcohol organizations to be able to do business in UK. There has been changing in the alcohol policies on a regular basis as selling of alcohol related products to the customers have been now an issue in UK (Rainnie 2016). There have been variations in the implementation of the policies and the trade regulations have been increased in this industry after the exit of UK from EU. So the political factor is influencing in a great way for hangover London to conduct alcohol related business.

Economic: It is seen that after the UK exit from EU there has been high amount of trade regulations to be taken place. The export and the import of alcohol related products have been low as EU is not accepting the products coming from UK. This is also reducing down the rate of employment as in UK there are huge number of people who are coming from EU before Brexit having good rate of jobs (Damke Junior Gimenez and Damke 2018). After the Brexit issue there has been lowering down of the jobs and pay cut has been significantly affecting the entire economy of UK. There has been low rate of disposable income of the people to be taken place in UK. This is affecting the business of Hangover London.

Social: It is seen that the consumption of alcohol in UK is said to be the largest in the world. The people of UK are consuming alcohol more than the people living in the European countries. There have been recent controversies of health issues and the obesity rate along with the violence and domestic abuse is also to be recalled in UK in the recent days (Spil Effing and Both 2016). The consumption of alcohol and its after effects have been making the alcohol consumption to be

a public issue in UK. The higher groups in the society are consuming alcohol in order to lead a lavish lifestyle. So the social issue has been affecting the conduction of business in UK for Hangover London.

Technological: In this era of technology it is seen that there has been development of online presence as well the digitization which will continue the sustainability of the business organizations in this rapid pace of globalization. The introduction of the innovative digital marketing strategies and the online strategies will help Hangover London to develop the new markets in the other countries as well.

### **Value proposition:**

The value proposition is defined as the strategy or strategies which are undertaken by business organizations in order to generate and provide the value for the customers as well for the organizations. Hangover London provides the value by providing them the best customer experience for the online service delivery they provide it to them. They should be getting the best and reliable service delivery of the products they have ordered or they want to purchase it from their official website (Campbell and Park 2017). They also have the social media marketing platform where people could be able to see their products in Twitter, Facebook and other social media platforms which provides them the feeling of being secured and getting the utmost value of their money they are spending for their products. It is also seen that they also provide timely delivery of the products and outstanding services to them which provides them the highest value. The digital marketing strategies they will be evolving helps in creating awareness about the products and they could know much more about the products in details also adds value.

### **Competency and resources:**

The competency level of Hangover London is high. They can be able to compete with the other alcohol companies with the innovation in the products they deliver it to the customers. They have the best quality customer service and the services are reliable and timely for them. They can be able to deliver the products within 20 minutes of their order time. They have the social media marketing platforms where they can be able to market their existing and new products and trying to focus on alternative marketing channels which are digital in nature in order to continue with

the pace of the competition (Cruz and Alley 2017). They have been competent enough to provide the reliable and timely delivery of the alcohol related products providing the best online customer experience for them by which they can compete with other competitors. They have the best financial resources so that they can be able to enhance their marketing channels and make digitization for marketing of their new products which they deliver it to the customers across UK. They have the good team of IT experts with them with whom they can communicate and solve any IT related issues as their main business model is online.

## **Conclusion**

From the study it is evident that Hangover London for reaching out with their competitors in the future needs the marketing information. It is concluded that hangover London is focusing on the online presence which is needed to be improved in the future. It concludes that Hangover London provides the best value for the business they are doing it by providing high end customer experience and reliable online delivery of their products.

## **Recommendations**

It is recommended that the business organization should be exploring the better and innovative marketing channels for the promotion of the alcohol products as alcohol products have been consuming less now in UK. There is the need of improving the good image of the organization by incorporating CSR activities and make the people aware of the negative effects of alcohol. It is the need of introducing new digitization strategies for making the products available to the customers in very short time.

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