

Pathway Project 1: Sustainability and Global Citizenship (EMPL4013_LON)

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Sustainability and Global Citizenship of Topshop

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UNIVERSITY OF WALES TRINITY SAINT DAVID (LONDON CAMPUS)

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Introduction

The international retail market has over 500 shops worldwide, 300 of which are in the United Kingdom alone. Also having online stores as well.

Topshop is a British multinational fashion retailer of clothing, shoes and more. It's headquarters is located in London and it is in the top 100 in the world for clothing brands.

Retail- Large multinationals

A multinational corporation is usually a large corporation incorporated in one nation which creates or sells products or services in other countries, import and/or export goods and services, making significant investments in a foreign country, buying and selling licenses in foreign markets, engaging in agreement manufacturing-permitting a local manufacturer in a foreign country to produce their products.

Global Citizen

A global citizen is alert and understands the broader world and their place in it. They take a dynamic role in their community, and work with others to make our planet:

- Equal
- Fair
- Sustainable

Examples of sustainable projects

1st Example- SKA Rating assessment system:

Launched by: RICS(Royal Institution of Chartered Surveyors) for retailers to reduce their:

- 1.Environmental impact
- 2.Set standards
- 3.Benchmark
- 4.Improving their sustainability best practices.

Environmental Sustainability

Herman Daly, one of the early inventors of environmental sustainability, saw the issues from a conservation of natural investment viewpoint. In 1990 he proposed that:

1. For renewable resources, the rate of harvest should not exceed the rate of regeneration (sustainable yield)
2. For pollution, the rates of waste generation from projects should not exceed the assimilative capacity of the environment.
3. For non-renewable resources the depletion of the non renewable resources should require comparable development of renewable substitutes for that resource.

Sustainability and Globalisation

Global citizenship, defined by the Financial Time, is a trait or characteristic in our definition of a global leader. Global leaders are global citizens because they recognise that the prosperity of one individual, one company or one nation is interdependent with the prosperity of others.



Leadership and Entrepreneurship

Examples of good leadership in retail would be keeping an active engagement of the employee's success. Leaders who learn from employees are great leaders, most of the time they can come across as people who know everything but good leaders seek out answers to issues which sets them aside.

Entrepreneurs are the people who build the boats and the Leaders are the people who captain it. These are some key qualities that both business people and industrialist have, however you can have one or the other.



Community participation (locally and nationally)

An example of community involvement would be volunteering space and time. For a small group to meet up such as a local club or related organisations, it wouldn't take much space to provide the area to hold their meetings. If space is an issue, we can always donate our time instead. On a national scale, we could sponsor an event such as a race or a marathon or even a gathering. This would create a greater presence and it is a great promotion idea.

General

My main impressions of retail stores are that they are tailored for the community. They are made with the customers on their mind and successful companies would want to invest back into the community and lead the stores well.

The challenges that we have come across as a group was when we were researching topics we were overlapping on the information. We kept in contact well throughout but at the time we did not communicate who was doing a section.

Analysis

Brief Analysis of Topshop is:

Pros	Cons
Clothes keeping up with the trend	Fewer money in the local economy
Quality clothing material	Dependence of factories to make clothes
Value for the product you're buying	Topshop and Topman share the same store

CONCLUSION

The bad effects of growth on small retail networks manufacturers and traditional retailers, it is essential to include the community to support them by providing focused advice and defining facilities.

In other words, they should be willing to change, depending on market demands and changing consumer needs.

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Learning Log

Dates of meeting	Place of meeting	Time of meeting	Members attended	Topics Discussed/raised	Outcomes agreed
18.7.18	London Campus	Break time	Malini, Telma	Frist meeting	Choose the theme of the group and what each one will do.
20.7.18	WhatsA pp Chat	Afternoon	Malini, Telma	Share ideas	We analyse the assessment, share ideas and help each other.
23.7.18	WhatsA pp Chat	Afternoon	Malini, Telma	Tasks	Discuss about the layout

5.12.18	London Campus	Afternoon	Malini	Practicing for Re-sit	Follow up
10.12.18	London Campus	Break time	Malini	Review and feedback	Follow up
14.12.18	Home	Morning	Malini	Practice and Research	Follow up
18.12.18	Home	Afternoon	Malini	Final Practice	Improve on speech
20.12.18	London Campus	Morning	Malini	Presentation	Prepare to Submit

Any Questions?

Thank you for listening

This is my PowerPoint presentation that I have presented on the 20th December 2018.