

COMPONENT 2: INDIVIDUAL REPORT

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Introduction

The business environment constantly changes, and businesses must adapt to various external forces to succeed. Established in 2010, Verdant Leisure has become a key player among SMEs and holiday firms within the UK. This organisation provides solutions for medium-sized businesses; there are plenty of parks for RVs, tents, and vacation places. With sustainability at its core, alongside ensuring client joy, Verdant Leisure's growth surged across numerous UK sites. In a field crowded with rivals from home and abroad, it must gauge its course with care, aligning with the fluid tastes of those it serves. Offering more than just beds and roofs to guests is crucial; hence, Verdant Leisure crafts assorted activities and events. Not merely content to do well in business alone, this company holds dear the principles of social duty and involvement within their communities. By often partnering with local enterprises and charitable groups, it enriches surrounding regions significantly. Due to these practices, a faithful customer group thrives, as does Verdant Leisure's name strength. This report will conduct an external analysis of Verdant Leisure to identify key opportunities and threats in the UK tourism and SME industries and provide recommendations based on models and concepts to drive the company's future success.

External Environment Analysis

The external business environment consists of forces that are beyond an organisation's control but can significantly impact its operations and success. Political, economic, social, technological, and legal elements split from broader forces. The economy's vigour, growth rates, and joblessness figures stand out in economics. Politics sway with laws, rules, and the realm's steadiness, and society considers norms and opinions on goods or services alongside age and gender splits. Technology change spurs shifts in business operations, and the law sets standards for compliance as firms navigate rules. Eco matters weigh on corporate plans through resource use and green methods (Nath et al., 2021). The UK has recently seen calm political waters, making business travel easy. However, with upcoming legislative changes brought on by Brexit, the tides of tourism may be turning in favour of Verdant Leisure. An unsteady economy may shrink spare cash flows, with holiday spending at risk of sinking. Verdant Leisure may need to sail new routes, altering offers as winds shift towards eco-tourism demands more now than ever. Rapid evolution is par for this course, and investing here keeps Verdant Leisure buoyant amidst rival waves.

Economic forces have also significantly impacted the tourism industry, with the economic downturn caused by the COVID-19 pandemic resulting in a decline in travel and tourism. Verdant Leisure's cash flow and day-to-day dealings have felt the sting of these shifts. In the United Kingdom, tourists now lean towards green habits, which pushes for a change in business ways. Verdant Leisure must tout its green deeds to lure guests due to its keen interest in travel that does not harm our globe. For firms, a solid web footprint and good word across platforms are vital now more than ever. Rising eco-concerns press companies to heed nature's call to take note of climate woes and sustainability talks (Mandler et al., 2021). This pressure gives rise to eco-friendly accommodations and harmless entertainment, which Verdant Leisure can utilise to attract eco-conscious customers. Health and safety laws and other legal matters directly impact the tour industry's operations. Shifts in policy power also shake up tourism since they sway government rules, which twist travel paths or who gets to visit. Stricter borders or visa tweaks can slash foreign trips, and Brexit's ongoing tug-of-war may also reshape the UK sightseeing trade. Furthermore, as travellers seek spots rich with varied tales, cultural themes like diversity matter more than before within tours and jaunts abroad (Kotler and Armstrong, 2015). Firms like Verdant Leisure must craft offers that speak true to wide arrays of heritages to keep pace in this vast market race.

The external forces discussed above have had a significant impact on Verdant Leisure. The uncertainty surrounding Brexit and potential changes in government policies have resulted in a decrease in international visitors, impacting the company's revenue. A global health crisis has hit hard, slashing travel and tourism, including Verdant Leisure. As eco-awareness grows, this firm sees a shift, and greenways are now in demand. It has started with clean energy sources, yet to win over green-minded guests, it must shout about its good deeds. Technology changes touch Verdant Leisure in mixed ways (Lee and Griffith, 2019). With an eye on nature's needs, Verdant Leisure aims higher, and saving wild lives at home is just the start. Now, every part of its work can go greener, and laws loom large for Verdant Leisure. The present scene calls for strict health rules to shield guests and crew alike. To fight dips in overseas visits, home-grown getaways may be key to a switch in focus that may keep them strong (Saayman and Saayman, 2019). Moreover, digital marketing is a new tool to lure more people to it as it creates a great picture on the virtual map. By facing social and earth-wise care head-on, firms like it can pull in people who think beyond and turn ethics into gains.

Situational Analysis

An organisation's strategies and operations may be impacted by both internal and external influences, which are systematically assessed using situational analysis. To develop plans, it requires evaluating the company's advantages, disadvantages, opportunities, and threats. SWOT analysis is frequently used in situational analysis. Examined are an organisation's exterior business opportunities and hazards, as well as its internal strengths and shortcomings. This methodology helps find firm development and improvement areas (Benzaghta et al., 2021). Political, economic, social, technological, legal, and environmental (PESTLE) analysis is also employed. This model assesses external elements affecting the company's operations and strategies. It helps the organisation identify risks and opportunities and generate solutions. Strategic planning relies on situational analysis to comprehend the organisation's current state and external variables. It also helps companies predict and address issues (Kotler and Armstrong, 2015). Situational analysis helps firms make informed decisions and manage resources based on their strengths, limitations, and operating environment opportunities and risks.

Verdant Leisure has several strengths that contribute to its strong brand reputation in the UK tourism industry. Verdant Leisure caters to a vast array of guests. Its lodgings range from grand cabins to quaint camping pods, broadening its appeal and boosting market share. A strong push for sustainability draws in those keen on green travel, setting Verdant apart and riding the wave of conscious voyaging. Moreover, its team's expertise shines through with top-tier guest service, and this meticulousness earns it a loyal customer base eager for memorable experiences (Wichmann et al., 2022). This firm does not relinquish the spotlight as it harnesses social platforms and partnerships with local enterprises. Such tactics amplify their presence, securing new visitors consistently. As a result, fortified by an enviable reputation, Verdant Leisure has cemented itself as a beacon within the UK's travel landscape.

However, the company also has some weaknesses that it needs to address to stay competitive in the market. Verdant Leisure leans too much on out-of-country guests for cash flow. With Brexit stirring doubt and possible new rules from the government, drawing and holding these clients may prove tough. Furthermore, its weak reach in markets far away and trust in chatter for new patron growth can stall progress. To get past these gaps, Verdant Leisure must boost awareness, capitalising on the surge of interest in trips that are kind to nature and stand apart. The firm's slim product pickings and lack of range here may leave it open to the whims of

buyer taste shifts (Pedersen et al., 2020). It is also at the mercy of the times when people travel most. A significant amount of its finances arrive then, making it vulnerable to changes in the travel industry. To tackle such gaps, Verdant Leisure should widen its offerings and invest in happenings for slow months to pull crowds and lift earnings across all seasons. Furthermore, making ties with other firms may help bulk up its product lineup while easing reliance on those who come from far-off lands.

Overall, Verdant Leisure has several strengths, including a strong brand reputation, a diversified portfolio, and a focus on sustainability. Though there is little marketing and a significant reliance on foreign visitors, Verdant Leisure has excellent opportunities to grow. Among these are leveraging the surge in UK staycations and expanding reach. The firm must strengthen its ad efforts and woo more local customers to bolster weak spots. Given the hike in demand for close-to-home breaks, Verdant Leisure can pump funds into tailored ad campaigns aimed at a broader base of holiday seekers within the nation's borders (Kumar et al., 2020). With more people seeking novel getaway experiences, Verdant Leisure should diversify its accommodations lineup. To tap into sustainable tourism, a sector gaining steam, it may branch out across new regions within the UK or beyond. Risks may be mitigated by keeping tabs on the aftermath of Brexit and possible shifts in government rules. Cost cuts could cushion the recession's impacts on business operations, too. Investments that highlight its commitment to eco-friendly practices will set it apart from rivals; providing unique guest experiences is key here.

Segmentation, Targeting, and Positioning

A market is divided into discrete segments, a target market is chosen, and a distinctive positioning for the product or service is created within that market. This process is known as segmentation, targeting, and positioning, or STP for short. By splitting up its market, Verdant Leisure crafts sharper ads. It tunes into the wants of people who range from 25 to 45 and love nature — those young couples or kin keen on an eco-smart getaway with a twist (Jatmiko et al., 2021). Within this main group, Verdant Leisure can make it finer, and city people desire for wild breaks or by what they like most for some. Verdant Leisure can then split them again by cash flow, smarts level, or kin size, using these bits to set prices and deals. With such sharp aim in its promotions and offers, Verdant Leisure talks right to client needs, pulling them back time after time while making sure new faces appear too (Lahtinen et al., 2020). It marks a spot quite apart

from the rest by staking its claim as a top choice for trips that are kind to our earth and full of zest.

Verdant Leisure's positioning strategy is focused on providing a unique and eco-friendly holiday experience in the UK. Verdant Leisure is committed to enjoyment in the sun for families and couples alike, while still remaining committed to care, sustainability, and tourism. Verdant Leisure may become stronger by emphasising what distinguishes it: open-air pleasures and green steps taken with each guest's journey. Rave reviews will show how much people loved their time at Verdant Leisure Resorts (Kotler and Armstrong, 2015). Bonding with local shops and groups strengthens its brand, providing deep roots and helping nearby economies grow. Moreover, the hush-hush havens offered here beckon those who yearn for peace far from life's roar. By pitching thus, Verdant Leisure stands tall amidst its peers; indeed, it may draw a loyal crowd eager for what it can give.

Verdant Leisure should consider differentiating itself further in terms of its eco-friendly practices and unique outdoor activities to improve its positioning strategy. Investing in fresh, earth-friendly tactics may be the key for Verdant Leisure, including harnessing power from renewable energy sources and opting for goods made close by. Moreover, a rich array of pursuits, like guided nature walks or wildlife education programmes, can enrich guest experiences significantly (Kotler and Armstrong, 2015). Verdant Leisure's marketing strategy can then zero in on particular groups, such as eco-aware millennials or families thirsty for thrills, and tailor-made messages will spark its interests uniquely. Partnerships with local green groups can enhance Verdant Leisure's eco-image while spotlighting its sustainability efforts. Moreover, rewarding guests who choose greener holidays through referral or loyalty programmes may give it an edge over competitors and build stronger client ties. Forging bonds with community businesses further boosts Verdant Leisure's image and shows a true commitment to uplifting the local economy (Idris, 2021). Furthermore, promoting the tranquilly of its resorts may attract those yearning for serene retreats. With clever positioning, Verdant Leisure stands a chance to distinguish itself among holiday firms and captivate loyal customers.

Marketing Mix Strategies

The 4Ps (product, pricing, location, and promotion) are another name for the marketing mix, which is a framework used to create marketing strategies. Crafting and guiding a product or service's key aspects is vital for meeting customers' wants and achieving company aims.

Marketing mix methods must align with the firm's core message and target audience to convey and deliver their promise effectively. Verdant Leisure offers lodges, caravans, and camping pods across the UK, which matches its brand as a haven for those who cherish nature (Hopkins et al., 2021). To cater to diverse client needs, Verdant Leisure may expand its range. Treehouses or upscale tents could enhance its offerings. Considering factors such as competitor prices, seasonal changes, and consumer interest should inform Verdant Leisure's dynamic pricing strategy, which can help maximise profits. Package deals can entice guests to stay longer or explore various accommodations. Verdant Leisure can roll out a membership programme that rewards repeat visits to foster loyalty. This initiative would thank steadfast patrons while drawing in new ones.

The pricing strategy for Verdant Leisure is currently based on seasonal rates and varies depending on the type and location of accommodation. Verdant Leisure's green policies and unique offerings back its current prices. It can launch early-bird specials and perks for longer stays to grasp a wider market share. With several sites across the United Kingdom, Verdant Leisure lets visitors experience diverse locales. This approach caters to varied tastes and interests among customers. For a broader reach, Verdant Leisure may partner with web-based shops and travel desks to expand its network. Primarily using online channels like emails, social networks, and its site for promotions gives it broad access (Gupta et al., 2021). However, traditional ads, such as print or billboards, can target specific groups or areas more directly. Alignment exists between Verdant Leisure's marketing methods, pricing, and distribution, reflecting its commitment to eco-friendliness and unique nature encounters. Moreover, harnessing digital platforms enhances visibility among potential buyers. Refining its pricing structure can be fruitful, as can exploring fresh outlets for product dispersal (Kotler and Armstrong, 2015). Offering loyal guests discounts and adopting flexible rates based on demand can secure repeat business while attracting newcomers. Finally, joint efforts with online travel agencies can lift brand awareness, inviting an influx of clientele.

To improve marketing mix strategies, Verdant Leisure can consider conducting market research to better understand customer preferences and identify potential new target markets. Verdant Leisure can refine its product offerings for a unique appeal, explore fresh pricing tactics, and broaden channels to tap into a wider market. Interactive material that pulls in users thinking of virtual tours or guest-created content can be the new focus of its marketing efforts. This approach may draw more eyes to what sets them apart (Asqarova et al., 2021). If it teams up with

famed influencers or eco-conscious brands, such moves can expand its reach and hone in on niche markets. On top of that, embracing a system for customer relationship management will likely streamline how client data is used for personal touches and provide better service overall. Verdant Leisure stays ahead by constantly tweaking its marketing mix according to what buyers want and market trends.

Conclusion

In conclusion, the situational analysis of Verdant Leisure reveals that its targeting and positioning strategies are well-aligned with its overall goal of providing a unique and eco-friendly holiday experience. Verdant Leisure can do more to stand out with its products and to carve up the market. A look at how its price and places its offers show where it may get better, even as it sheds light on what is working well for them now. This points out that Verdant Leisure has made a strong name for itself in UK leisure, and still, there is space to fine-tune its methods to boost growth and beat rivals. An outer scan digs into how vital it is to grasp the world outside when plotting a path for business success. It includes all parts of Verdant Leisure's approach, including how it splits up its market, who it aims at, where it stands out, and how it mixes its marketing moves. With deep research on the people who buy from it, Verdant Leisure crafted a unique spot in the market and tailored ways to reach those people just right. By spotting opportunities amidst competitors through an outer scan, firms can keep one step ahead by making fresh changes to their offer. Staying keen-eyed about shifts in taste or trends keeps companies ready to move quickly as tastes, changes, or new fads come around. The drive from Verdant Leisure towards eco-friendly travel matches well with the rising desire for kinder trips to Earth, a trend gaining steam fast these days, setting it apart as a leader in this space.

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