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(Ted Baker Plc.)

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Introduction

In this report assignment, I would like to describe about the company of Ted Baker Plc. and also discuss about the strategies implemented by the organisation through plethora of frameworks in an analytical views. Addition to this, I will take into consideration several constituents which are specific to the management, industry as well as country. To elucidate these elements I would also use various illustrations. Despite this, by reviewing the annual reports of the past three years of the company Ted Baker identification will be done in respect to the resources used by the company with in the organisation and what are the abilities of the organisation to perform their operations in an effective and efficient way. Moreover, the available alternative to enter into the host country that is the Turkey will also be analyzed and appropriate mode of the entry will be selected for the home country to host country by the organisation.

Moving further, we will frame the large and wider pattern to accomplish the set objectives the cause behind this is only the factors relating to industry, country as well as management are enough to attain our vision and mission established by the company. In spite of this, ample number of the moves will be taken by ted baker to get the benefit of the available opportunities to reduce the risks or to tackle the uncertainties may arised with in the organisation.

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Body Paragraph

Company Overview

Ted baker plc. Is a British company in the Apparel industry which deals with clothing retails and listed on London stock exchange. The founder of the company is Rey Kelvin and headquarters of the company are in London, England. The primary products of the company are Men's clothing's, Women's Clothing's, and children's Clothing's. The key people of the company are Rachel Osborne who is the Chief executive officers of Ted Baker plc. The interim chairperson presently is Helena Felltham with wider experience in the Human resource field. (Ted baker plc., 2022).

Historical Background of Ted Baker Plc.

If we look at the historical background of the company, the founder of the company was an all-round sportsperson who had started the first store of the company in the year 1988 in the Glasgow. Afterwards, the other stores were opened in the Manchester, and Nottingham. In the year 1990, company had opened the store in the Lovent Garden. In the year 1991, company had launched oxfords collection. In the year 1993, company had started its stores in the SoHo, London, Leeds Victoria Quarter, Bridle smith Gate. The company was became as the private owned company. In 1994, company's wholesale business was established in the U.K. (FIV Magazine, 2020).

Afterwards, in the year 1995, a new range, ted baker women launched the company. In the year 1997, company of Ted baker became Public company with the name "Ted Baker Plc" and several stores of the company were expanded. In the year 1998, company opened store in the New York and launched underwear as well as skin wears. In the year 1999, company had launched legendary Endurance suit and online store was started. In the year 2000, company started to deal with Footwear collections. In the year 2001, company had started and launched eye wear collection and sun glasses in which

Ted Baker Plc.



a agreement for the license has been signed by the company. In the year 2011, a new store was opened in New Zealand, and San Diego and the headquarters of the company was purchased in the city of London in the year 2017 with near about 60 million pounds. In the year 2019, company entered into the agreement with the Shanghai Long Shang trading company for the purpose of creation of the joint venture for the operations in the China, Hong Kong, Macau and others. Despite this, in the year company had appointed Helena Feltham as a non executive director. In the year 2020, company entered into arrangement of the Sales and leaseback and a appointment of the senior officer in the management team was made as Jennifer Roebuck in the position of leadership role of the chief customer officer.

In spite of this, permanent CEO is appointed to the Rachel Osborne and permanent CFO is appointed to the David Wolffe. In the year 2021, due to the influence of the Covid Pandemic, whole sector is impacted but still the progress of the company of Ted baker was not stopped. The company was initiated to set up more sustainable business. This company is ranked as Second as a most popular luxury brand and near about 90% customer are aware in respect to the ted baker product. (Ted Baker Plc, 2022)

Number of Employees

The number of employees in the year 2019 was near about three thousand five Hundred employees but after this in the year 2020 it was increased to approximate 3600 employees. In the year 2021, the number of employees has been decreased due to Covid Pandemic. Hence, it is near about 2600 employees. (Macro trends, 2022).

Operations of Ted Baker Plc.

The company operates with the three segments such as Retail, wholesale, and licensing. In the operations of the retail company the channels of the company covers several stores, Concessions, and e-commerce. Presently company have near about 380

stores. The key operations of the company are in the countries like United Kingdom, Europe, North America, Middle East, Africa, Asia, and Australia. (Financial Times, 2022).

As per the data review in respect to the financial statements the revenues of the company are in GBP as 381.86m and Net income of the company is in negative 32.96m.(Financial times, 2022).

Analysis of Financial Statements

With the analysis of the previous five years financial statements i.e. Income statement and Balance Sheet of the company the given data is in the form of GBP it can be concluded that in year 2017, company have near about 500m and in the year 2018, 2019 and 2020 in between the 500m – 750 m. It shows that these are normal revenues for company in ordinary form. Afterwards, in the year 2021 company had faced the tremendous fall in the revenues as decreased from the 630.48m to 351.98m. This reveals that company have rise in the selling, administrative and general costs which had lead the reduction in the revenues of the company. The Balance sheet of the company represents fall in Assets from the 73.04 to 52.98%. (Financial times, 2022).

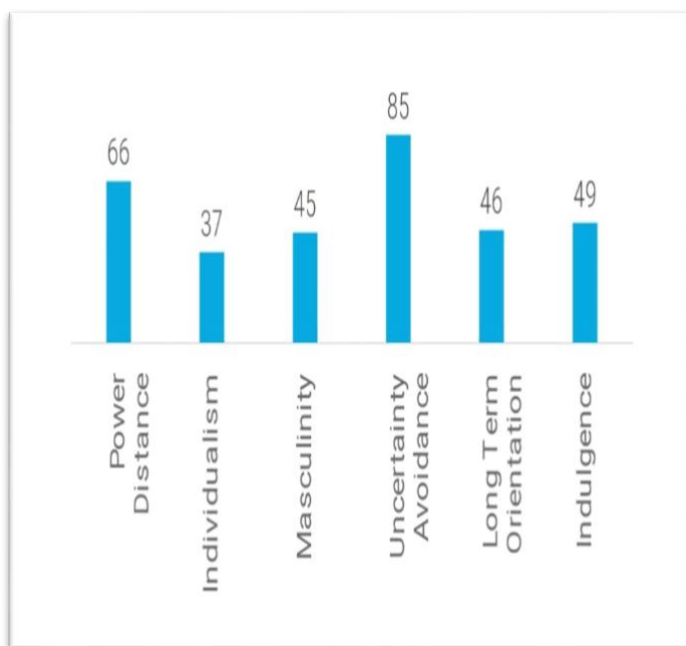
Specific Information about Host country i.e. Turkey

As the Host country is the Turkey, so the concentration should be given at the specific information of turkey nation in respect to the Apparel Industry. On the basis of the distinct article reviews and information's it shows that textile and Apparel industry have pivotal role in the contribution of the economy of Turkey. But in past three year this nation is facing complexities in this sector. At present there are near about 42,000 firms dealing in which 500 are the largest companies. This shows that there will be more competition for the Ted Baker to enter into this market company have requirement to utilize its unique strengths to gain access and competitive advantage in the host country. Despite this, company have to look at the trends of the country which would have influence like this nation have 9th Rank in synthetic fiber, 8th in wool and 3rd in Mohair.

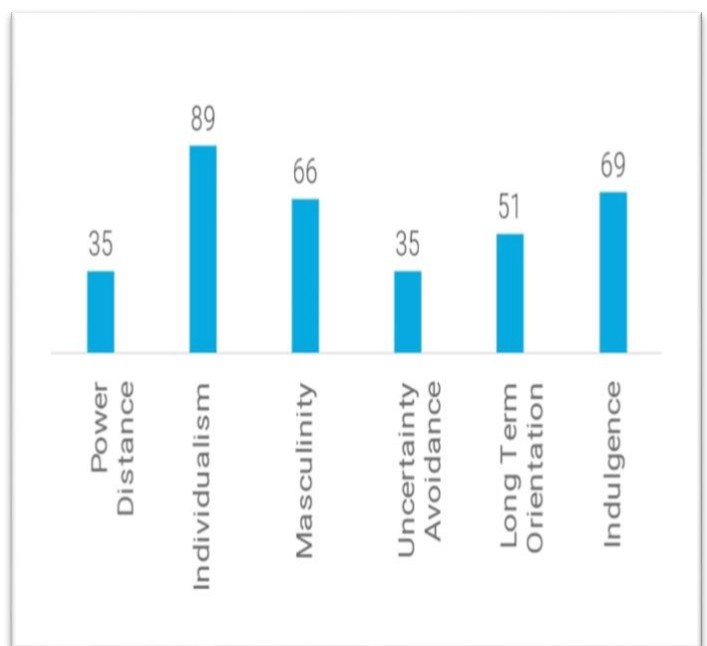
Company should look all these aspects before setting the approaches or entry modes in the nation of Turkey. (Fiber Fashion, 2022).

Hofstede's Insights compare two countries Home and Host country Markets (U.K and Turkey).

The U.K and Turkey have distinct specifications on the basis of the culture variations, taste and preference of the countries people. For this purpose, to mitigate the intercultural and organizational culture challenges the Hofstede insights can be used it will help to curb up these issues. On the basis of the Hofstede insights there are following key drivers are found in respect to the culture of the Turkish nation.



Scores of the Host country Turkey



Scores of the Home Country U.K.

Analysis, compare and contrast (Hofstede's Insights, 2022).

Host country (Turkey)	Home Country (U.K)
POWER DISTANCE	
The distribution of the Power states that in the Turkish nation all individuals living in the society are different from each other. This also represents about the inequalities found in between the populace. On the basis of the dimension the nation have highest score in respect to the power distance. It reveals that the main feature of the style of Turkish are as follows:- ❖ Turkish is a kind of Patriarch. ❖ Ideal boss is considered as the managers in the companies are mainly dependent on the Bosses. ❖ Formal control. ❖ Indirect communications.	With the score of 35 the country of the UK is considered with low scores which shows there are more inequalities in between the individuals in the nation of the U.K. These inequalities should be reduced by doing efforts because these have inverse influence. Moreover, on the basis of the research studies we get to know that in the upper class the index of the power distance is lower. This index reveals the tensions relating to the significance of the ranking of the birth rates.
INDIVIDUALISM	
This defines the interdependency in between the members which a society maintains as I or we Approach. In this case turkey have 37 scores which shows that the nation have we approach. The task priority as well as the moral base is taken into consideration. Nepotism is found in this country.	In case of individualism the U.K country have 89 scores these type of the high scores in the individualism is found only in the limited countries. From this scores, it can be said the populace of the U.K country i.e. Britishers are persons which remains private. In this nations the children think about themselves in the starting age means children's become independent at the early age. The income of this nation is increasing with the expansions.
MASCULINITY	
If there is high score it shows more competition in the society but if there is less score it shows less competition in the society and it is considered more dominant values.	At 66, Britain is a Masculine society, with a strong focus on success. It is a primary source of bewilderment for foreigners. Understanding the British requires the ability to "read between the lines." People

The turkey have 45 score we can say that turkey have softer aspects relating to culture and conflicts are avoided in the work life. They Considered time importance and shows their status more.	in the UK live in order to work and have a definite performance ambition, in contrast to Feminine cultures such as the Scandinavian countries.
UNCERTAINTY AVOIDANCE	
The country have 85 scores which represents that there is huge requirement for the laws and rules. For the reduction in the anxiety of the individuals of this nation requires various rituals.	The uncertainties are found less in the country of U.K. The score in the avoidance is 35 which shows that United Kingdom nation have requirement to stand and wake up because there are limited rules in the British countries which are followed strictly.
LONG TERM ORIENTATION	
With the 46 score middle scale should be maintained and in the host country dominant culture preference is not required.	A dominant preference in British culture cannot be determined with an intermediate score of 51 in this factor.
INDULGENCE	
Turkey does not have a characteristic that corresponds to this dimension because of its intermediate score of 49.	The united kingdom have 69 score in the indulgence which indicates that the culture of the British country is indulgent more. This means that individuals live in the communities have more desire to enjoy their life and to do fun with the enjoy mood and positive thinking. Moreover, they found optimistic which considers the value of time and they spend money as well.

External Analysis

Comparative PESTEL Analysis

Ted Baker Plc PESTEL Analysis will assist the organisation in making the best strategic decisions possible while keeping external trends and considerations in mind.

Ted Baker Plc's PESTEL Analysis will consider the most relevant aspects of the external environment that affect the company.

The operations of the Ted baker organisation have impact from several constituents like advancements in the technologies, procedures and policies

made by the government, behavior of the customers in respect to the consumers and various other factors.

Extra In-depth Comparative PESTEL Analysis to Selected Market in Turkey

Source of Material: (Rahman, 2022) and Fern fort University, (2021).

External Drivers			
Political	Positive		
		✦ Operates in Large number of countries. ✦ More market volatility. ✦ No threat from terrorist and political instabilities. ✦ Efficient government systems.	✦ Powerful transitional country. ✦ Important members of the biggest institution like IMF, World Bank.
	Negative	✦ More regulations of the regulatory authorities. ✦ Tax rates are high. ✦ Risk from military invasions. ✦ Changing policies with new administrations.	✦ Political Instability of neighbouring countries. ✦ Disputes of EU and Turkey.
	Economic Positive	✦ Workforce skill level in the economy. ✦ Availability of core infrastructure in U.K. ✦ Economic performance of U.K.	✦ Regional power. ✦ Impressive developments as middle income country. ✦ Biggest exporters. ✦ Impressive infrastructure developments.

		Negative	✦ Obstacles regarding the prospects of the growth. ✦ Inflations rates impact. ✦ Economic cyclical fluctuations. ✦ More dependency on the economy of U.K.	✦ Lockdown impact. ✦ Productivity issues ✦ Low diversification ✦ High tax rates.
Social	Positive	✦ Power structure have increasing trend. ✦ Growing and young country. ✦ Higher educational level. ✦ Intellectual property Rights and patent protections.	✦ High standard of living ✦ Secular state. ✦ Multiculturalism. ✦ Young, dynamic, well educated population. ✦ International mind-set.	
	Negative	✦ Different societal norms. ✦ Traditional value propositions. ✦ Inequality is more. ✦ Healthcare issues.	✦ Aging population ✦ Poverty. ✦ Declining liberalism.	
Technology	Positive	Cutting productions costs. Technology is still in its Infancy Stage.	✦ Technology advancements. ✦ Massive business opportunities. Vision to become under top 10 by 2023.	
	Negative	✦ No strong technology structure. ✦ Less spending's on R and D	▪ Slowdown in innovation due to regulations Infrastructure obstacles.	
Environmental	Positive	✦ Paris climate agreement lead to more scrutiny. ✦ Subsidies to encourage people to invest in renewable energy sources.	✦ Great place to visit friendly people. ✦ Beautiful country. ✦ Heritage sites.	
	Negative	✦ Increase in operating costs. ✦ Expectations of the customers , more activism .	✦ Water scarcity. ✦ Risks to environment. ✦ Degradations, water pollutions etcetera.	

Legal			
	Positive	✦ Business laws. ✦ Data protection laws. ✦ Environmental rules and regulations.	✦ Constitution 1982. ✦ Equal treatment. ✦ Independent judiciary system.
Negative		✦ More restrictions. ✦ Overburden rules and regulations for the companies.	✦ Discrimination with employees. ✦ Overwork burden. ✦ Prohibitions with Turkish laws.

Industry five forces

There are primary five constituents which have impact upon growth and development of the industry as well as the profitability of the organisation. These identified components are considered as the Porter five forces analysis.

Michael Porter's Five Forces Framework



Source: (Fern Fort University, 2022)

Threats of new Entrants

Entrants put pressure on the corporation to build up a low-cost approach and assign value to new ideas. Companies must employ the following methods to achieve this goal:

- Product and service innovations.
- Create a scalability economy.
- Increase the amount of money spent on research and development.
- Profits that are exceptional should be reduced.

Bargaining power of Suppliers

Suppliers' market power is resulting in a drop in the company's machines, and they are negotiating higher costs for delivering materials.

Ways to tackle:

Supply chain that is effective and efficient.

Experiment with product designs to see what works.

To assemble a group of loyal providers.

Buyers' bargaining strength

Buyers are constantly making efforts to obtain the greatest items and offers at the lowest possible prices, which has an impact on the company's profitability. Customers remain loyal and take advantage of greater deals, therefore this power has more clout.

Ways to tackle:

Increasing the number of clients in a larger area leads in a larger base.

Products are being innovated, and new products are being offered at a bargain.

Substitute Products or Services Threats

The profitability of the industry is decreased when the products fulfil the demands of the customers which are desired by them in a varied forms. When the products which are

substitute products provides the proposition value and distinct from the offers given by the industry then it have major threats to the industry.

Ted Baker Plc's Approach to the Problem of Substitute Products/Services

- For the issue of the substitute products company have approach to concentrate upon the services rather focusing on sale of the products.
- The primary concentration is given to accomplish the basic requirements of the clients.
- The costs of the switching from one product to another is increased.

Rivalry between Current Competitors

- Due to increase in the cut throat competitions the prices of the products and services would be decline which would impact the entire profitability of the business concern. The increase in the competition have inverse impact upon the profitability of the concern.

Ways to tackle

There are multifarious ways to curb up these issues.

- Firstly, for dealing the competition a sustainable differentiator may be created
- To gain competitive advantage as well as to grow the scale of the business can be enhanced.
- The collaboration can be initiated with the competitors for the exploration and expansion of the business.(Fern fort university, 2022).

Market Analysis

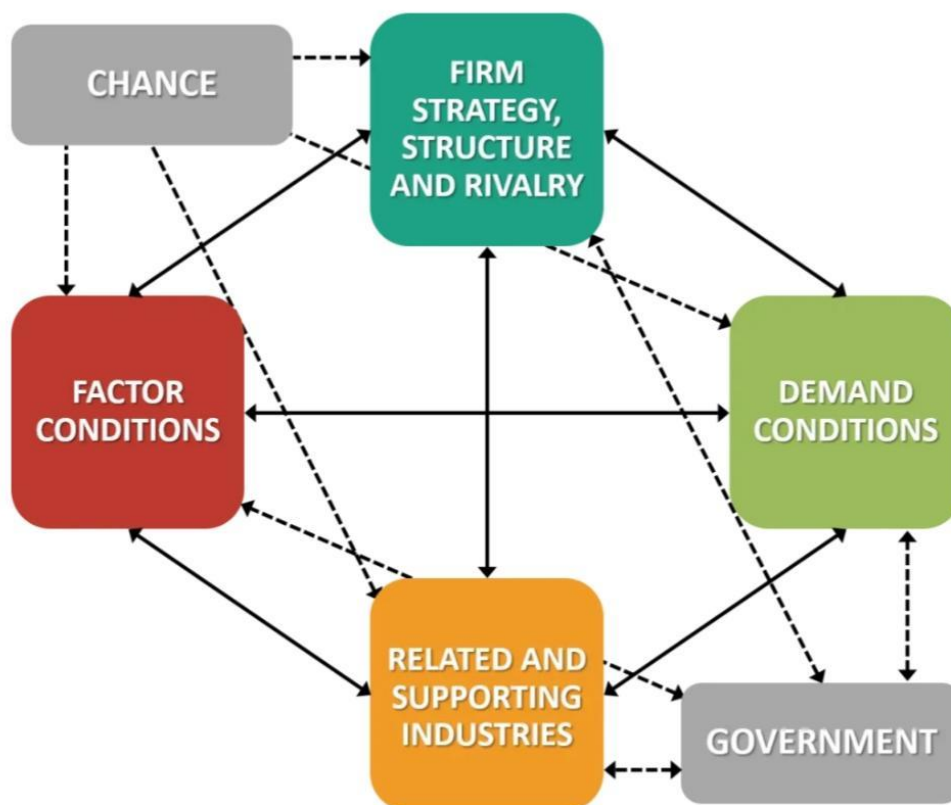
According to Ted Baker's market analysis, the company is ranked 18070 in the world. In the United Kingdom, company 1096 is ranked 10th. Furthermore, the company is ranked 61st in its sector. If we look at the competitors, the firm at the top is Karen Millen, which is part of the Fashion and Apparel industry and has a rank of 908 in the United Kingdom and a category rank of 51. River Island is the company's second competitor, with a

national score of 200 and a global ranking of 4644, and a focus on the latest fashion apparel for ladies, men, and children.

Following that, the French connect UK limited company is listed among ted baker plc's competitors, with a country rank of 5674 in the UK and a global rank of 89674, and is considered for women's wear, men's wear, homeware, and so on.

Ted Baker plc's next opponent is Asos, which is ranked 89th in the country and 442nd globally. This brand is known for its cutting-edge fashion trends in apparel, footwear, accessories, and cosmetics. (Similar web, 2022).

Host Country Analysis (Turkey)



PORTER DIAMOND MODEL OF TURKEY NATION.

Factor conditions

The host country is ranked third in the apparel segment of the retail business. Women make up about half of the workforce in this industry. The company's productivity is 75, compared to 20 and 103 in India and the United States, respectively.

Demand Conditions

According to the statistics, the population of Turkey is 740,00,000. The data is broken down by age groups, and it shows that the 15-60 age group consumes more apparel than the other age groups. Turkish expenditures are estimated to be around 110TL, indicating that demand in the apparel business is considerable.

Related and supporting industries

This relates to whether the supplier industry and its connected industries are there or not. The host country is primarily concerned with product production. As a result, our country has begun to spend in infrastructure, security, and other areas.

Firm strategy, structure and Rivalry

These are the circumstances surrounding the company's formation, organisation, and management. This section covers both traditional and organised activities. In 2009, the corporation established 13 outlets in a single day after investing 100-120 million dollars on a monthly basis.

Chance

Retailers of fashion goods are considered at the product group level. Turkey was also classified as a developing market, which prompted the country to increase its payments in the garment business. Foreign investments are sparked by the young population's interest in fashion and technology.

Government

The government has put in place proper proceedings for shopping centers, which are crucial distribution channels for entrepreneurs. Despite this, the state supports local investors to construct retail centers in order to boost brand activities.

SWOT ANALYSIS

The SWOT refers to the analysis and evaluation of the positive and negative of the industry and company it provides the information regarding the strengths, weaknesses, opportunities and threats in respect to the company of the Ted Baker.

- Strengths
- Weaknesses
- Opportunities
- Threats

TED BAKER UNIQUE STRENGTHS – Internal strategic Factors

Brand of Ted baker

The company brand is build over 30 years till now company have strong image of the brand. The company on daily basis creates something new and distinct which is unexpected by the customers. The primary approach of the company is to design, cut, color, and deliver the products in spaces and these deliveries are supported by the gleaming details and to engage customers with love as a parts of the company.

Strength in Numbers

The other strength of the company is the refinancing done by the company as company was able to manage the cash and attained the goal to enhance the equities. The liquidity of the company is near about 200 millions in which the cash as well as bank balance bith are included.

Our People

Ted Baker Plc.



The populace with in the company are strongest part for the company who are backbone. Despite this, the commitment done by the team member exist with in the company and their passion is also have pivotal role for the strength of the Ted Baker. Moreover, company had initiated various values of the company with proper coverage as well as kindness through which the efficient environment is developed within the organisation.

Transparency and fair supply chain

For the targets of the sustainability company is working on the track and leather will be sourced 100% by the year 2025.

Varied distribution and partnerships

The company have strong mix for the distribution of their products and services through the stores, retail stores as well as product license. It allows the organisation to provide the products to the customers of the organisation with the variety of ways or channels. (Ted baker, 2022).

Ted Baker Plc's Weaknesses- Internal Strategic Factors

The shortcomings or weaknesses of the Ted Baker can be sorted by taking steps the primary weaknesses of the company are:

- In the technology which is innovative and creative the more investments are required.
- The money invested in the advanced technology dies not lead to fulfilment or accomplish the aims set up by the company.
- The company is not gaining success in the integrations of the work cultures involved with in the organisation.
- The ted baker company had faced several complicities or failures when this organisation had started to integrate it self with wide variety of the cultures.

- The product line of the company has faced several gaps and cut throat competition is growing at the faster pace.

External Strategic Factors- Opportunities for Ted Baker Plc.

Every company have several opportunities are available if they are evaluated on the right time then companies can grow itself at the peak positions which would benefit the organizations for the longer period of time. There are several opportunities available to the organization of the Ted Baker Plc. as:

The policy relating to the tax systems have larger influence over the companies the cause behind this is this policy provides the opportunity to the company to enhance their profitability.

Presently, after the several years company had got the opportunity to take the benefit from large number of available clients and can boost the share of the market which would result into the increase in the economic development.

The company found the opportunity to diversity its products and services at the global scale by entering into the variety of the markets and to harmonize with other markets to grow more.

With the initiation of the new markets company had opportunity to implement the new and updated technology and several new standards are formed in respect to the technologies which result into the free trade agreements by the regulatory authorities.

With the development of the markets various benefits has been seen by the Ted Baker to strong the competition and to gain competitive advantage in comparison to other companies.

External Strategic Factors Threatening Ted Baker Plc.

The company have mainly threat from increasing the costs of the raw material. Despite this the companies are posing threat from the changing behavior of the customers such

as using the ways of the internet. Moreover, due to the enhancement of the isolationism also have influence over the ted baker company which is increasing competition for the ted baker. Moving further, due to increase in the competition from the last two years company is facing down trend in the profitability and even sales of the company is also impacted.

Corporate Social Responsibility

Ted Baker company have taken into consideration the social responsibility in which company have main focus to reduce the wastage of the landfill in all whether it is offices of the company or warehouses. The company would ensure that the products of the company which will be consumers should be used in the ethical way and recycling should be done of the products by implementing ethical standards.

For this purpose, in the united kingdom company had formed the scheme of the 'distribution take back' in which a commitment is done with the directives of the U.K and Europe for the improvement in the facilities of the recycling of the products. Moreover, company had use a system in which wheelie is cross which demonstrates that the goods should not be disposed off but the recycling can be done of the household goods. Some of the aims set by the company for the CSR are as follows

Environment

In the Green ranking organisation of the Ted Baker have 500th rank. The company had attained the award of platinum.

Sustainability

The ted baker classic wears are sustainable fibers which have main objective to improve the quantity of the fiber.

Animal welfare

The company of the ted baker have participation in the trade fairly and the products sold by the company come from the animals which are treated as the highest standard. The company follows the rules and regulations of the OIE's animal health codes.

Charity

The company of the Ted Baker donates in the form of funds, gifts, as the thousands of pounds to the variety of groups which have requirement. (Fibre Fashion, 2022).

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Conclusion