

BA (Hons) Leadership and Management Skills for the Workplace

Strategic Management for SMEs

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Strategic Development and Implementation for SMEs

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Strategic Development and Implementation for Unlimited Fashion

Executive Summary

This paper analyses the process of strategic creation and implementation at Unlimited Fashion, a prominent small and medium-sized enterprise (SME) in the garment manufacturing sector in the United Kingdom. Founded in the 1960s, the company has shown remarkable endurance and flexibility, as evidenced by its recent expansion into manufacturing personal protective equipment (PPE) in response to the COVID-19 outbreak. This research employs academic frameworks such as PESTEL, SWOT, and the Ansoff Matrix to examine the company's strategic landscape and provide enduring methods for growth. The report offers suggestions to improve competitiveness and sustainability, with an emphasis on technology innovations, market growth, and sustainable practices.

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Introduction

According to Tucci (2020), strategic management comprises the processes by which organisations establish and maintain a competitive advantage by defining their missions, visions, goals, and objectives and formulating and implementing strategies at multiple levels of their structure. By studying the 'Strategic Management for SMEs' module, we acquired insights into the process by which organizations formulate their strategic pathways in response to internal as well as external factors. By employing analysis and evaluation instruments, including SWOT, PESTLE, Ansoff, and others, it is possible to determine a company's strategic progression, conduct a thorough examination of the internal and external factors influencing an organisation, and develop and validate innovative strategies to ensure the company's continued growth (Tucci, 2020).

SME refers to a small and medium-sized company organisation that often has a limited number of workers and requires a relatively small amount of investment. Strategic management involves the process of creating, executing, and assessing decisions that involve several functions within an organisation, with the aim of achieving its long-term goals (Keskgn, H. et al,2010). This procedure is particularly crucial for small and medium-sized firms (SMEs) such as Unlimited Fashion. Small and medium-sized

enterprises (SMEs) need to be highly skilled in strategic agility in order to quickly adapt to changing market conditions and competitive pressures, given their limited resources. Efficient strategic management in small and medium-sized enterprises (SMEs) requires consistently adjusting business processes to match market conditions, guaranteeing that these companies can stay competitive and adaptable despite their smaller size (Abosede,2016).

Strategic development and implementation in the context of small and medium-sized enterprises (SMEs) diverge substantially from those of larger corporations on account of SMEs' imperative for agility and prompt adjustment (Clampit,2022). Large organisations, by virtue of their intricate operations and ample resources, may find greater advantage in structured strategic processes. Conversely, small and medium-sized enterprises (SMEs) flourish on agility and the capacity to swiftly execute and adjust strategies. SMEs are able to capitalise on niche markets and innovate with greater ease due to this adaptability, both of which are crucial in an unstable global economy.

Company Overview/Background

Established during the 1960s, Unlimited Fashion has undergone a transformation from a tailoring-obsessed family business into a prominent clothing manufacturer in the United Kingdom (About Us - Unlimited Fashion, s.d.). The trajectory of the organisation from its insignificant inception to its current status as a major participant in the fashion sector exemplifies its commitment to excellence, artistry, and customer-focused provisions. This dedication is evident in each article of clothing manufactured, guaranteeing that each item not only fulfils but surpasses the expectations of customers. Unlimited Fashion has cultivated a robust standing in the industry for more

than half a century, owing to its assiduous focus on detail and its ability to adjust to evolving fashion trends and consumer preferences.

Considering Unlimited Fashion's outstanding response during the COVID-19 pandemic when it successfully shifted to create personal protective equipment (PPE) for healthcare professionals, the company was chosen for this strategic analysis. In the middle of a worldwide crisis, this tactical change not only showed the company's adaptability and inventiveness but also its dedication to social responsibility. For studying the strategic development and execution in SMEs, Unlimited Fashion is a model case study because of these qualities. The company's capacity to weather difficult times and grasp new chances is a model of the adaptable skills that SMEs must have to guarantee long-term viability and expansion.

Focusing on future implementations that will exploit the company's historical strengths while addressing the changing problems of the fashion industry, this paper seeks to analyse and suggest strategic advancements for Unlimited Fashion. The intention is to deliver practical information that will help the business to keep its competitive advantage and improve its market position in the more digital and ecologically aware global market.

Current Strategic Direction

Strategic Statements Analysis

Unlimited Fashion's strategic declarations demonstrate its commitment to excellence, client contentment, and flexibility, all of which are essential to its goal and vision. The company's vision prioritises attaining leadership in the fashion sector via a strong emphasis on producing high-quality clothing and providing great client service. The purpose of the company is to uphold this vision by dedicating itself to inventive design

and production methods that guarantee customer contentment and cultivate enduring partnerships (About Us - Unlimited Fashion, s.d.).

Vision

The vision statement of Unlimited Fashion is to be at the forefront of fashion innovation by continually providing garments of exceptional quality and distinctive style that surpasses client expectations. This vision highlights the company's dedication to upholding exceptional standards in fashion design and production, as well as actively working towards establishing new trends in the fashion industry.

Mission

Unlimited Fashion's mission is to create garments with exceptional focus on detail, while integrating sustainable and creative methods in every step to guarantee client happiness and devotion. The mission centres on the fundamental skills of superior craftsmanship and customer-oriented approaches, while also highlighting the need of sustainability in manufacturing procedures.

Principles or values that guide one's behaviour and decision-making.

Unlimited Fashion adheres to multiple fundamental principles:

- Craftsmanship: Every garment is meticulously created with painstaking attention to detail.
- Innovation is essential, as it involves ongoing enhancements and advancements in design and technology.
- Customer Centricity: The organisation places customer pleasure as its top priority in every part of its business (RIVA, C., & VALSECCHI, G.,2020).

- The business concept is built upon a firm dedication to implementing ecologically sustainable methods.

The company's day-to-day operations and strategic decisions are guided by these values, which ensure that all activities are in line with the company's overall ethical and business standards.

Goals

The overall goal of Unlimited Fashion encompass:

- Improving Product Quality and Expanding Design Range: Consistently enhancing the excellence of clothes and broadening the assortment of designs available.
- Market expansion refers to the process of enlarging the company's presence in both domestic and international markets.
- Sustainability Leadership: Achieving a position of authority in implementing sustainable fashion practices within the industry.

The goals are formulated to guide the organisation towards sustained profitability and dominance in the market, while also assuring its ability to adapt and respond to industry developments and difficulties.

The objectives

In order to facilitate the achievement of these aims, Unlimited Fashion establishes precise and defined objectives:

- To increase market share, one can achieve this via entering new markets and enhancing brand visibility on the internet.
- Create sustainable product lines by introducing new product lines that incorporate environmentally friendly materials and methods.
- Enhance Customer Engagement: By implementing advanced marketing strategies and delivering exceptional customer service.

These objectives serve as tactical measures to implement the broader strategic aims, allowing them to be put into action and quantified (Nagle, T. T., & Müller, G.,2017).

Critical Appraisal of Strategic Alignment

The current strategic path of Unlimited Fashion demonstrates a strong alignment with its core statements, while there are certain areas that need to be further developed in order to boost its strategic position.

The organisation demonstrates exceptional proficiency in incorporating advanced technology and inventive design methodologies to fulfil consumer requirements, resulting in high levels of customer satisfaction. Nevertheless, the task persists in continually synchronising these advancements with the ever-changing fashion trends and worldwide client demands (Akhtar, W.,2023).

International expansion and market diversification are crucial for minimising market reliance and capitalising on global growth prospects, given the company's already robust presence in the UK. This entails not just investigating novel markets but also modifying products to align with varied consumer preferences in distinct places.

Sustainability Practices: With the industry increasingly prioritising environmental awareness, Unlimited Fashion must enhance its dedication to sustainability. This encompasses not just the utilisation of sustainable materials, but also the integration

of sustainable practices across the whole supply chain and within the company's culture.

The strategy direction of Unlimited Fashion should prioritise internal team growth and leadership. Establishing a culture that promotes teamwork, improving communication, and creating a collaborative environment are crucial for cultivating creativity and guaranteeing the successful implementation of initiatives. Leadership should strive to empower employees, foster innovation, and facilitate professional development in order to sustain high levels of motivation and productivity (Singha,2024).

Documentation and planning are essential for preserving clarity and direction in strategic implementation. This entails improving technical writing for internal communications and project planning, which will enhance comprehension and coherence within the organisation (Alkhafaji, A., & Nelson, R. A.,2013).

Ensuring security and data protection is crucial as our dependence on digital platforms grows. It is imperative to establish strong cybersecurity procedures to safeguard company and customer data. Implementing this measure will not only ensure the protection of sensitive information but also enhance confidence in the brand.

To summarise, Unlimited Fashion has built a solid strategic base. However, to maintain its competitiveness and relevance in the global market, it should focus on ongoing enhancements in areas such as worldwide growth, sustainability, internal communication, and cybersecurity. By focusing on these specific areas, Unlimited Fashion can enhance its ability to achieve its goals and fulfil its mission, ultimately leading to long-term success in the fashion business.

Environmental Scanning

When evaluating the strategic environment in which Unlimited Fashion operates, it is essential to utilise thorough environmental scanning technologies. These techniques facilitate the recognition of the key factors that impact the strategic choices of the organisation, encompassing both the internal and external surroundings that create its operational framework.

Business environments are typically categorised into two primary classifications: internal and external environments. Every environment has a substantial impact on corporate operations (David,2019). The external environment consists of variables that are outside the organization's control, which frequently bring forth both possibilities and threats. In contrast, the internal environment of an organisation is influenced by elements that are under its control and are typically manifested in its strengths and weaknesses. In order to traverse these settings successfully, firms utilise analytical models such as PESTEL and SWOT. These models are extremely valuable in providing a precise understanding of strategic obstacles and possibilities.

PESTEL

This analysis is a useful technique for examining the external macro-environmental elements that may have a bearing on the company's operations in different ways (Çitilci, T., & Akbalık, M.,2020). Every element of PESTEL offers valuable information about several aspects of the external surroundings:

Political Factors:

The political landscape greatly influences Unlimited Fashion, especially in light of recent events like Brexit. The company's operating strategy is directly impacted by

alterations in trade policy, tariffs, and labour restrictions. For example, Brexit has brought about intricacies in import-export activities, impacting cost frameworks and supply chain logistics. Moreover, the corporation faced immediate repercussions from governmental measures taken in reaction to the COVID-19 epidemic, which had a widespread impact on economic activity. Governmental interventions, like as modifying tax rates and offering subsidies to enterprises, played a crucial role in mitigating the effects of the epidemic and ensuring the stability of operations amidst extraordinary economic disturbances (Handfield et al.,2020).

Economic Factors:

Infinite The fashion industry is heavily influenced by economic conditions, which significantly impact company tactics. The current worldwide economic recession and the COVID-19 pandemic have had a substantial impact on consumer buying habits, resulting in a rapid shift towards online shopping. This transition poses both obstacles and prospects for the company (Valaskova,2021). Although there has been a decrease in sales in physical retail, the adoption of e-commerce has created additional opportunities for generating income. In order to remain competitive, the company needs to adjust to the economic changes by improving its online presence and optimising its pricing methods.

Social factors, such as societal trends, significantly impact consumer behaviour, especially in relation to the increasing knowledge and desire for fashion that is both ecological and ethically created. Unlimited Fashion is adapting to this trend by including a greater number of environmentally friendly materials and processes into their range of products. This societal transformation involves not just addressing consumer demand but also embodying good corporate citizenship by actively

contributing to societal ideals. Comprehending and incorporating these social inclinations into commercial activities are vital for establishing customer loyalty and conforming to consumer anticipations (Carol,1991).

Technological factors play a crucial role in enhancing efficiency and fostering innovation within the fashion sector. Unlimited Fashion has adopted technology innovations in textile manufacturing and online retail to maintain a competitive edge in the market. Employing technologies like as automated sewing and cutting equipment, as well as smart CRM systems, is crucial for improving product quality and ensuring customer happiness (Swift, R. S.,2001). Moreover, the implementation of digital tools for design and virtual fits is revolutionising conventional manufacturing procedures, enabling enhanced adaptability and accuracy.

Environmental factors have a substantial influence on the fashion business, since companies' sustainability strategies are facing growing scrutiny. Unlimited Fashion is dedicated to minimising its impact on the environment by implementing sustainable materials and waste management strategies. Adhering to environmental standards is not just a legal obligation, but also a commercial advantage that improves the company's standing among environmentally aware consumers.

Legal:

Employment, consumer, safety, and intellectual property laws are all part of regulatory compliance. Unlimited Fashion must follow these laws to avoid penalties and run smoothly. Labour regulations, safety and health regulations, and rights of intellectual property must be followed to maintain corporate operations and protect employees and assets.

IP protection is crucial in fashion, where design and brand identity are key. London Fashion Week shows that the fashion industry is dynamic, requiring strong IP protections to protect original ideas and brand identities. Unlimited Fashion must consider these IP issues:

Sketches, garment designs, and advertising content are automatically protected by copyrights. Unlimited Fashion needs this legal right to prohibit unauthorised design replication to stay competitive while upholding its brand (Clelland, 2024).

Design Rights: Unregistered and registered design rights protect fashion's aesthetic and functional qualities. Fast-moving fashion trends benefit from temporary copying protection from unregistered design rights. Unlimited Fashion needs registered design rights for up to 25 years to protect its core designs from competition (Clelland, 2024).

Trade Marks: Unlimited Fashion distinguishes its products from rivals by trademarking its names, emblems, and slogan. Trademarks help establish customer loyalty and enhance marketing initiatives by assuring consumers of source and excellence (Clelland, 2024).

SWOT Analysis for Unlimited Fashion

Strengths:

Unlimited Fashion possesses numerous formidable advantages that give it a competitive edge in the fashion industry:

The company has established a great reputation for producing high-quality items and maintaining a distinct brand identity, which it has developed over many years. The reputation for quality not only maintains customer loyalty but also draws in new clients.

The company's operational agility is shown by its ability to quickly adjust production techniques, as seen in its shift to manufacturing PPE. The company's flexibility allows it to quickly adapt to market needs and regulatory changes.

Unlimited Fashion stands out from its competition by using advanced technology into its production processes, which improves productivity and the quality of its products. This integration encompasses a wide range of innovative textile machinery and sophisticated design tools, resulting in enhanced efficiency throughout the whole manufacturing lifecycle.

The organisation cultivates robust employee relationships by promoting a constructive work atmosphere centred upon collaboration and effective communication, resulting in heightened employee contentment and increased productivity (Dr.M,2022).

Weaknesses:

Unlimited Fashion also encounters specific vulnerabilities that have the potential to impede its expansion and operational effectiveness:

The company's geographic presence is limited to the UK, which makes it vulnerable to local economic volatility and restricts its ability to expand globally.

High dependence on the UK market renders the company susceptible to local economic downturns and shifts in consumer behaviour, potentially resulting in a substantial impact on sales (Jain, Dr. M.,2022).

Possibilities:

Unlimited Fashion has several external aspects that offer substantial prospects for growth.

The company has significant opportunities to develop into worldwide markets, especially in regions where there is a strong demand for British-designed clothing. This expansion has the potential to broaden its sources of income and decrease reliance on a single market.

Unlimited Fashion may take advantage of the increasing demand for sustainability by creating and promoting eco-friendly product lines. This not only fulfils consumer demand but also corresponds with global trends towards environmental accountability.

The growth of e-commerce can be achieved by improving the online buying experience and developing digital sales platforms. This will meet the growing trend of customers shifting towards online purchasing, especially in the aftermath of the pandemic (Corporate Clothing Market Analysis: Future Trends and Growth Developments for 2030, 2023).

Challenges:

Unlimited Fashion has various challenges that have the potential to affect business operations and strategic objectives:

Economic uncertainty and downturns: In 2024, growing inflation and living costs could diminish consumer purchasing power. Unlimited Fashion's sales and profitability may suffer as consumers spend less on non-essentials like fashion (Dlook,2024).

Competitiveness and market saturation: Consumer tastes change and new firms enter the fashion sector frequently. Unlimited Fashion must innovate and use marketing methods to stay ahead.

Regulation and compliance issues: Regulations after Brexit may raise costs and disrupt supply chain logistics. Sustainability in the fashion business is also under examination. The 'Fashion Sustainability and Social Accountability Act' in New York requires fashion corporations to make ongoing changes and invest in environmental and social standards (Dlook,2024)..

Risks in the supply chain The global fashion supply chain is complex, with material shortages, manpower shortages, and logistical delays. These issues can raise manufacturing and delivery costs, hurting fashion businesses' profits.

Fashion brands must innovate their production processes and maintain transparency and accountability as more consumers, especially Millennials and Gen Z, demand higher ethical and sustainability standards. Failure to achieve these expectations can damage client trust and sales.

Cybersecurity dangers and technological changes: Fashion retail's usage of AI and digital fitting tools increases cybersecurity vulnerabilities. As retail becomes data-driven, consumer data security becomes vital. Cybersecurity failures might cost businesses money and tarnish their reputation.

Discussion on Strategic Growth Choices for Unlimited Fashion

This analysis utilises strategy concepts such as the Ansoff Matrix and Porter's Generic Strategies to examine feasible growth opportunities for Unlimited Fashion. These frameworks facilitate the identification of opportunities and strategic approaches that

may be maintained over an extended period, taking into account the company's present market position and industry trends.

Ansoff Matrix for Strategic Growth Choices

The Ansoff Matrix offers a valuable framework for examining alternative growth plans by evaluating the risks linked to different routes of expansion (Tsatsoula, E.,2018).

Unlimited Fashion takes into account four strategic directions:

Market Penetration: Unlimited Fashion should enhance its strategies to expand its market share in current markets. This can be accomplished by implementing improved online sales channels and marketing strategies that prioritise digital interaction and tailored customer experiences. Techniques like as search engine optimisation (SEO), focused social media marketing, and loyalty programmes can be employed to both draw in and maintain customers in the fiercely competitive online retail industry.

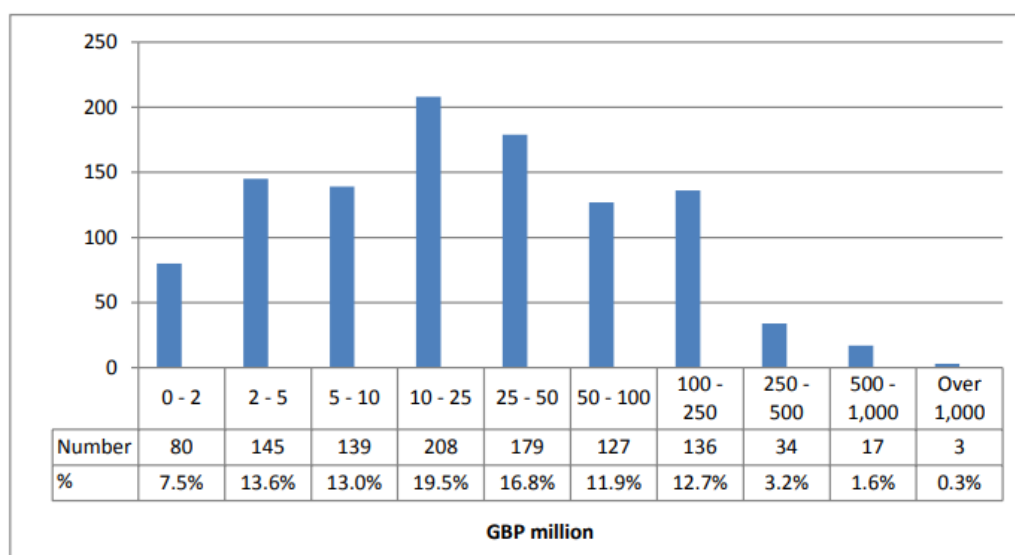
Product Development: Unlimited Fashion can capitalise on the expanding market segment that values both fashion and environmental effect by introducing a range of sustainable clothes. This approach entails implementing novel eco-conscious materials and sustainable manufacturing methods that not only satisfy consumer preferences but also align with worldwide regulatory movements towards sustainability.

Market expansion involves entering new geographical markets, with a particular focus on Europe and North America. This strategy aims to generate additional sources of revenue and decrease dependence on the UK market. This strategy necessitates the implementation of targeted marketing strategies to accommodate the varied interests and preferences of consumers, as well as the establishment of strategic alliances for efficient distribution and logistics (Aaker, D. A., & Moorman, C.,2023).

Unlimited Fashion must examine the financial landscape of SMEs, particularly public equity markets, while developing financial growth and stability strategies. Rapidly developing and creative SMEs rely on specialised exchanges like the Alternative Investment Market (AIM) for funding and IPO exits.

Most AIM businesses have modest market capitalizations, reflecting the financial scale of high-growth SMEs. Like Unlimited Fashion, most AIM companies have a market value under GBP 50 million. This comparison is crucial since it shows Unlimited Fashion that equity markets, normally for larger companies, can provide money. Such a move might boost Unlimited Fashion's finances and fuel its domestic and international expansion goals.(Figure 1)

Figure 1: Market Capitalization Distribution of Companies on the Alternative Investment Market (AIM) as of November 2014"



Source: AIM statistics (<http://www.londonstockexchange.com/statistics/historic/aim/aim.htm>)

Diversification: Unlimited Fashion might avoid risks connected with the garment business by expanding its product offerings to include related items like fashion

accessories. Incorporating accessories such as purses, belts, and jewellery into the current product line can enhance its appeal and appeal to a wider range of customers.

Porter's Five Forces Analysis

Porter's Five Forces analysis offers valuable insights into the competitive landscape of the apparel manufacturing business and aids in assessing the strategic positioning of Unlimited Fashion (Juliana,2019).

Bargaining Power of Suppliers: The suppliers possess a moderate level of power. Although there are many fabric providers available, a smaller number of suppliers offer specialised high-quality materials, which might enhance their ability to negotiate favourable terms (Team, 2023).

The Bargaining Power of Buyers in the fashion business is substantial, as they have a wide range of options to choose from, which makes it difficult for brands to maintain customer loyalty. By improving the distinctiveness of the product and the quality of customer service, it is possible to reduce the impact of this influence to a certain degree.

The fashion sector is characterised by a low barrier to entry, which results in a significant **risk of new competitors entering** the market. Nevertheless, the reputation of a brand and the level of workmanship it offers can act as formidable barriers that safeguard its market share (Adminh et al.,2011).

The fashion sector faces a significant **risk of substitute** products due to consumers' ability to readily switch brands based on trends, price, and quality. Unlimited Fashion may mitigate this threat by highlighting its distinctive designs and environmentally-friendly methods.

Competitive Rivalry: The sector is marked by fierce competition, with multiple participants vying for dominance based on fashion trends, price, quality, and brand reputation. Sustaining a competitive advantage necessitates ongoing innovation and marketing endeavours.

Sustainable Strategy Consideration

The strategies suggested aim to guarantee sustainability by conforming to both customer expectations and industry changes. By prioritising sustainability in both product creation and operational procedures, Unlimited Fashion establishes itself as a progressive leader in the fashion business. Furthermore, the company's development into new areas and diversification of product lines serve to mitigate risk and prevent excessive reliance on a particular market or product category (Mandarić et al., 2022).

Unlimited Fashion can achieve long-term growth by carefully applying these methods to capitalise on its current advantages and seize future prospects. Regularly monitoring market changes and consumer behaviour will be essential to properly adapt these methods over time (Mandarić et al., 2022)..

Stakeholder Analysis

Every single vendor of services Business organisations often have projects that require the involvement of multiple employees, who are referred to as stakeholders. Stakeholders such as these are responsible for managing all project administration and process development efforts (Smith, L. W. ,2000).

This study helps to determine the most appropriate, achievable, and agreeable strategic choices by considering the roles and influences of different stakeholder groups.

Identification of Stakeholders

The primary stakeholders of Unlimited Fashion include:

- Customers: This group is divided into two segments. The first category consists of fashion clients who are drawn to the brand's cutting-edge designs and high quality. The second segment consists of healthcare sector clients who prioritise reliability and adherence to regulations, particularly since the company shifted its focus to producing personal protective equipment (PPE).
- Employees are integral to the organisation, playing a direct role in design, production, sales, and administration (Hoory, 2022).
- Suppliers furnish the essential raw materials required for production, encompassing various items such as fabrics and hardware.
- Shareholders are individuals or entities who provide financial investment to a company with the expectation of receiving a return on their investment in the form of increased profits and a stable business environment.
- Local communities are affected by the company's business operations, particularly in terms of employment and environmental concerns.

Analysis of Expectations and Power:

Customers: Customers of the fashion industry anticipate sustainable, high-quality goods. These clients are in a strong position to exert considerable influence over product development and marketing strategies due to their demand for innovation. Healthcare consumers, whose priorities vary, have an impact on the quality and dependability of products. Both segments wield considerable influence, as their contentment has a direct bearing on both sales and brand reputation.

Employees anticipate equitable compensation, favourable working environments, and prospects for career advancement. Their influence resides in their capacity to impact product quality and innovation via their expertise and commitment (Lemon and Verhoef, 2016). Ensuring optimal employee morale and loyalty is of paramount importance in order to sustain innovation and productivity.

Suppliers demand punctual payment and enduring contractual agreements. Their influence is subject to variation; suppliers of distinctive materials may exert substantial impact on the organization's manufacturing capacities. Establishing robust partnerships with these suppliers guarantees a consistent supply chain and has the potential to impact pricing and quality.

The objectives of shareholders are financial returns and the expansion of the company. By virtue of their governance positions and investment choices, they exert substantial influence over strategic determinations, including resource allocation and expansion.

Local communities hold the company accountable for its operations, with a specific focus on environmental sustainability and the generation of employment opportunities in the area. Although their ability to directly impact business operations may be constrained, their impact on the reputation of a company is substantial, particularly in the age of social media where the views of the community can swiftly sway public opinion (Lemon and Verhoef, 2016).

With the influence and expectations of each stakeholder group in mind, Unlimited Fashion is able to prioritise its strategic options as follows:

Product Development and Diversification: By addressing the high expectations and influencing the influence of both fashion and healthcare consumers, sustainable practices and innovative product design can be utilised to meet their needs.

Market Expansion: When venturing into new markets, it is crucial to balance the need to alter products to meet the diverse expectations of customers in different regions with the interests of shareholders in terms of growth and returns.

Enhanced E-commerce: In accordance with the strategic objective of expanding market penetration, bolstering online sales platforms satisfies the expanding customer inclination towards online purchasing.

Community engagement and sustainability initiatives serve the dual purpose of meeting the demands of the local community and fostering a favourable perception of the brand, thereby providing indirect assistance to marketing endeavours and customer acquisition strategies (Thorisdottir and Johannsdottir, 2020).

Key Strategic Recommendations for Unlimited Fashion

In order to achieve long-term and environmentally-friendly expansion and overcome the inherent obstacles encountered by small and medium-sized enterprises (SMEs) such as Unlimited Fashion in executing strategic plans, the following suggestions are offered:

- *Improve Digital Transformation:* Allocate resources to expand and optimise the online shopping platform in order to take advantage of the increasing popularity of e-commerce. This should encompass the implementation of mobile optimisation, enhancement of user experience, and incorporation of

sophisticated analytics to gain a deeper understanding of client preferences and behaviour.

- *Diversify and broaden the range of sustainable products:* Persist in the ongoing development and promotion of environmentally-friendly apparel collections. This not only conforms to worldwide trends favouring sustainability but also meets the growing customer need for environmentally conscientious products. Obtaining certifications for sustainable operations can bolster credibility and appeal to a wider range of customers (Rupeika-Apoga and Petrovska, 2022).
- *Discover opportunities in global markets:* Conduct market research and develop strategies to enter new geographical regions, with a specific emphasis on North America and Europe where there is already a strong reputation for high-quality British design. Customise marketing techniques based on regional preferences and tastes in order to optimise market penetration.

Plan for Execution:

Market Research: Perform focused research to comprehend consumer behaviour, market magnitude, and competition in significant North American and European territories (Quelch, 2014).

Establish regulatory compliance and optimise logistical operations to facilitate product distribution, which may involve establishing local distribution centres or forming strategic alliances (OECD, 2016).

Regionalized Marketing Strategy: Execute customised digital marketing initiatives that cater to specific regional cultures, engaging local influencers and creating specialised social media content.

Sales Channel Development: Improve the e-commerce infrastructure for these markets and investigate potential physical retail options such as pop-up stores or local retail partnerships (Quelch, 2014).

Surveillance and assessment:

Utilise Key Performance Indicators (KPIs) such as the expansion of market share, sales metrics, and customer happiness to evaluate the achievement of objectives and make necessary adjustments to strategies.

Management of potential risks:

Analyse potential market risks and develop contingency plans, which may involve establishing alternative supply sources and expanding product offers to mitigate any challenges.

- *Expand the range of products* offered by include a variety of fashion accessories that are relevant to the existing line, in order to generate additional sources of income. Implementing this method can also contribute to stabilising revenue by mitigating the impact of volatility in garment sales.
- *Enhance the resilience of the supply chain* by creating a stronger and more adaptable system that minimises reliance on individual suppliers and manages the risks linked to uncertainty in global trade. This entails the identification of alternative suppliers and, if necessary, the relocation of certain production capabilities to improve control and responsiveness (OECD, 2016).
- *Improve community involvement and corporate social responsibility initiatives* by focusing on enhancing local community engagement and promoting environmental sustainability. Implementing this strategy would not only

enhance the brand's reputation and consumer perception, but also cultivate community backing and loyalty.

- *Establish and execute sophisticated training and development initiatives for staff members:* Emphasise the need of ongoing learning and development opportunities for staff to stay up-to-date with industry advances and technology breakthroughs. Implementing this strategy will improve employee happiness and reduce turnover rates, while also promoting a culture of creativity inside the organisation.

Conclusion

We examined Unlimited Fashion's strategic position using PESTEL and SWOT analyses, the Ansoff Matrix, and Porter's Generic Strategies, as well as stakeholder expectations and strategic decision-making. This holistic study yielded key recommendations to help Unlimited Fashion grow sustainably and reduce market dependency.

Unlimited Fashion prioritises quality and innovation. Operations face political, economic, social, technological, environmental, and legal problems and possibilities, according to the environmental scan. The company's success depends on addressing SWOT analysis vulnerabilities and harnessing strengths. Growth tactics included increasing internet presence to penetrate new markets, expanding into new geographic markets, and diversifying product lines to include sustainable solutions and trendy accessories.

Unlimited Fashion can capitalise on market trends while reducing UK market risk by prioritising these strategic areas. These recommendations must be balanced with innovation, market understanding, and stakeholder involvement to line with business

goals and market dynamics (Fobbe and Hilletoft, 2021). Unlimited Fashion's capacity to adapt to a changing fashion market and meaningfully engage with customers, employees, and other stakeholders will determine the success of these efforts. This method will help navigate worldwide expansion and build a resilient and dynamic fashion business.

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Appendices:

 **PESTEL Analysis Table**

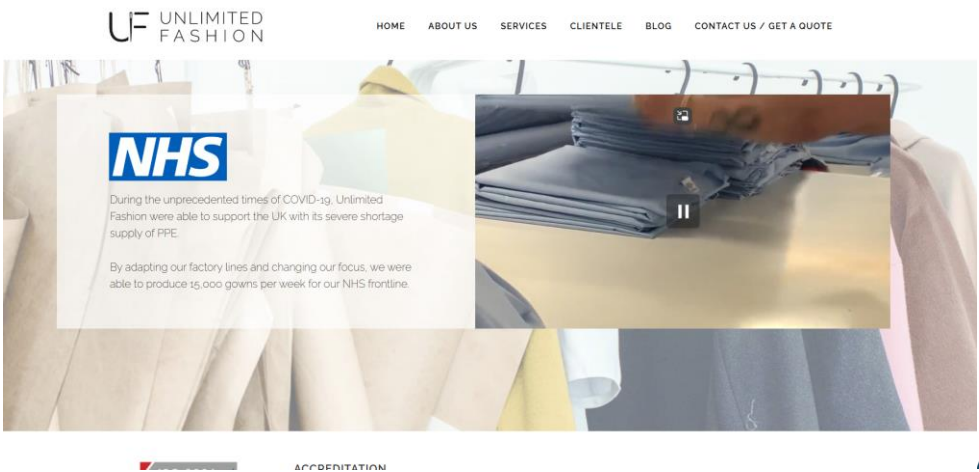
Element	Factors Impacting Unlimited Fashion
Political	Brexit impact, changes in trade policies, government support during COVID-19
Economic	Consumer spending trends, economic slowdown effects, online shopping growth
Social	Increasing consumer awareness towards sustainable fashion, demographic shifts
Technological	Advancements in textile technology, digital marketing tools, e-commerce platforms
Environmental	Compliance with UK and EU environmental regulations, sustainable material use
Legal	Intellectual property rights, compliance with employment and safety laws

Appendix A: PESTEL Analysis

SWOT Analysis Table

Strengths	Weaknesses	Opportunities	Threats
Strong brand reputation	Limited geographic presence outside the UK	Expansion into new markets (Europe, North America)	Economic downturns affecting consumer spending
High-quality product range	Dependence on UK market	Development of sustainable product lines	Intense competition in the fashion industry
Flexibility in production		Enhancing e-commerce presence	Changes in consumer behavior

Appendix B: SWOT Analysis Unlimited Fashion



Appendix

C: Unlimited Fashion Official Website