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DEVELOPMENT OF INNOVATIVE PRODUCT OR UNIQUE SERVICE PROPOSITION

Executive Summary

In the business world, innovation is one of the major factors that contribute to a company's success; more specifically, it is viewed as the essential component for achieving customer satisfaction and fulfilling the customers' aspirations. It involves coming up with a fresh concept that can be put into action to provide a company an advantage over its competitors. This report will focus on an in-depth business strategy to develop a company that produces shoe (Sneakers) boxes that are lightweight, long-lasting, and eco-friendly. The report will focus on an in-depth planning process that was undertaken to develop a company that specializes in producing shoe (sneakers) boxes that are lightweight, long-lasting, and eco-friendly. SneakZone is the name of their organization, located in the city of London on Portobello Road. There will be an extensive discussion on SWOT analysis, Pestle analysis, STP analysis, and porter's five of the company.

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A) The innovative product OR unique service proposition

What innovative product will you sell OR what unique service will you provide?

They are planning to build a business of lightweight, durable and sustainable sneaker boxes. These sneaker boxes can be used to keep sneakers into it, to showcase them and protect them from dust, moisture and other pollutants. Actually, there are a lot of sneaker head people who love sneakers, they are always willing to buy many sneakers, keep them protected and to showcase them to their guests in a preferable place in their house. They are here for them with their new innovative product (Knight *et al.* 2020). There is a big issue for them who continuously buy a lot of sneakers but after that they face damage issues, lack of place to keep and showcase their sneakers. Basically, their product is a single box not a self but here is the unique thing that their customers can buy the boxes as much as they want and they themselves can make a self with their boxes keeping them one by one. They may save floor space by constructing a vertical structure, which will also improve the aesthetics of the area.

Who are your customers?

Anyone can buy their product who really need this but they mainly target the sneakerhead customers who already have a lot of sneakers and are always willing to buy new sneakers because they are the people who are going through the storage and showcasing issue.

Where and how will you sell your product or provide your services?

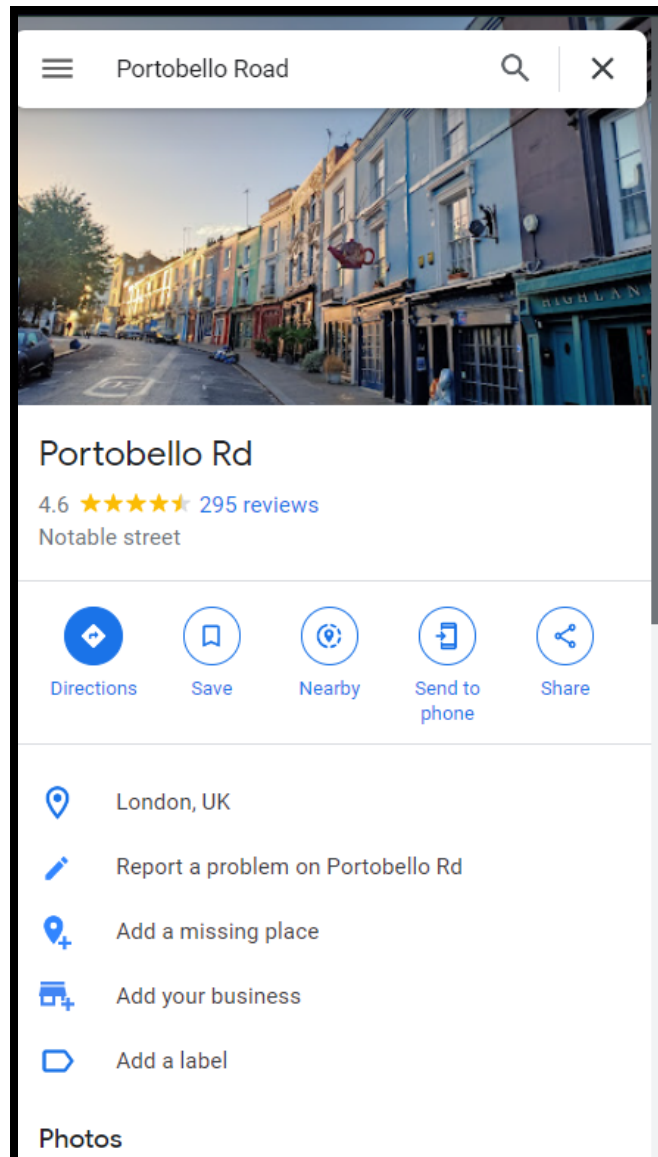




Figure 1: Portobello Road

(Source: 51.51540881936265, -0.2046871547900718)

They have chosen the Portobello Road market at London in the UK for their initial startup of this sneaker box business. They have selected this market because this market is very famous and big. This market is especially known for the antique items but this is not a problem for them and their business because a lot of people visit this market daily and this market supports every kind of businesses and they will surely get their customers here.

Do you have a name for your venture?



Figure 2: SneakZone logo

(Source: Aminova and Marchi, 2021)

They have named their new business SneakZone. They guess this name is perfect and unique. They can use the SneakerZone name but it will portray the sneakers and the place where the sneakers are stored. But here they use the name SneakZone where Sneak is not directly portraying Sneakers, it can be any sneaker related item and the zone is the place where the products are available.

Pestle analysis



Figure 3: Pestle analysis

(Source: Bańka *et al.* 2022)

- ***Political factors***

The British Parliament may be found in London, the nation's capital. It is the biggest city in the nation. There is a widespread perception that many Londoners have left-leaning or liberal political views. They tend to have a fairly optimistic view of immigrants. The results of the mayoral elections show, however, that the two biggest parties in the nation, the Conservative Party and the Labour Party, have greatly dominated political debate. London faces a complex political environment (Bańka *et al.* 2022).

- ***Economic factors***

One-quarter of the United Kingdom's GDP is generated in the capital city of London. As compared to other European cities like Paris and Frankfurt, London's economy is rising at a lightning pace and with remarkable stability. Growth at this rate is predicted to continue for quite some time. Huge expenditures in a variety of areas, particularly public infrastructure, have fueled this expansion.

- ***Social factors***

Growth in London has been phenomenal over the last decade, and it is all because to international trade. In all, more than 9.5 million people call this place home. A melting pot of cultures, it ranks high on the list of the world's most cosmopolitan cities (Aminova and Marchi, 2021). London's thriving economy may thank its diverse population for the most part. One of the world's liveliest cities, London never sleeps. More than 300 different languages are spoken in this metropolis. Opportunities abound for both people and businesses because to the abundance of annual festivals, cultural events, and trade exhibits. The worldwide audience is interested in many different areas, including the visual arts, theatre, sports, and many more. Nonetheless, the city of London has a number of social issues that must be addressed promptly and effectively. As many residents cannot afford to live there, homelessness is a serious problem in the city.

- ***Technological factors***

London's status as one of the world's most technologically sophisticated cities enriches the city's trade and culture. It is a hub for several industries, such as television and music production, video game development, animation, fashion, and commercial art, on a worldwide scale. Thousands of tech employees are employed in London by companies like Facebook, Google, Amazon, Uber, Apple, Microsoft, and Twitter, among many more. Yet many of them say it is tough to locate qualified IT personnel in the area. The city's IT industry has a lot to offer the UK economy, so pressing concerns like fostering new talent and expanding access to high-speed internet are warranted.

- ***Legal factors***

There is no question that the city's operations may be influenced by the law. Several laws and ordinances that are mandatory elsewhere in the United Kingdom also have an impact on London. Conversely, the city itself has its own set of regulations (Bonaventura *et al.* 2020). In the case of downtown London, drivers are required to pay the £15 Congestion Charge.

- ***Environmental factors***

A moderate climate characterizes London and the rest of England, with warm winters and chilly summers. The health of Londoners is threatened by a number of environmental issues that must be addressed immediately, including toxic air, noise pollution, air pollution, food waste, and flooding.

Porter five forces

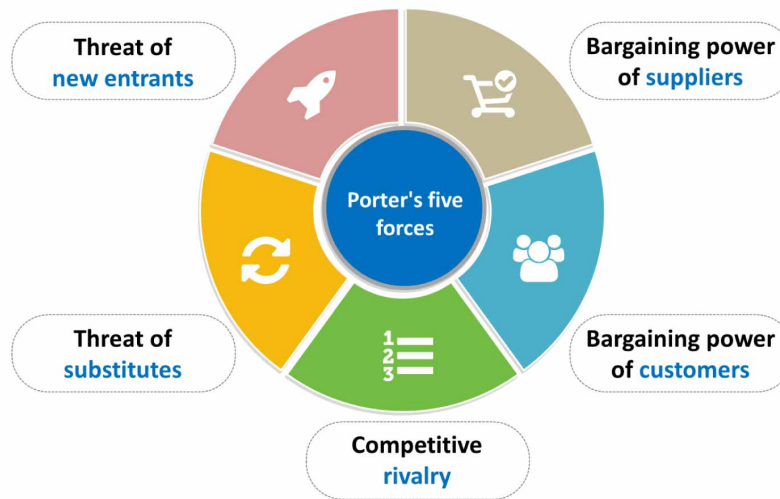


Figure 4: Porter's five forces analysis

(Source: Moisio and Rossi, 2020)

- ***Industry competition***

The competitive landscape, including the size, depth, and quality of the marketplace. With so many brands and retailers to choose from, the trainer market is cutthroat. Extreme rivalry exists in the market, thus SneakZone is working hard to set itself apart. Price, quality, aesthetics, and name recognition all play a role in the fierce market battle.

- ***Threats of new entrants***

The low barriers to entry for new businesses, meaning they can easily compete with established ones. There is a little risk of new entrants in the shoe box market (Moisio and Rossi, 2020). Competition is fierce, and new entrants face significant hurdles. The dominant firms have widespread consumer identification of their well-known brands as well as economies of scale and well-established distribution networks. Because of this, new entrants have a harder time competing successfully.

- ***Bargaining Power of Suppliers***

Suppliers' capacity to increase prices or lower product quality as a result of their negotiation position. The sneaker industry's suppliers are the factories where the shoes are produced. With the abundance of potential alternatives, shoe box producers have little negotiating leverage with

their suppliers. Unfortunately, sneaker box quality and design are subject to manufacturer control, which might reduce their company SneakZone's competitiveness.

- ***Bargaining power of customers***

Customers' capacity to negotiate a better price or terms by choosing an alternative product or service provider. The consumer has a lot of leverage in the shoe box market. If consumers are dissatisfied with a product's quality or price, they have several alternatives to choose from and may quickly move to a different brand (Leendertse *et al.* 2021). Thus, if they want to keep their current clientele happy and coming back to me, they need to prioritize their needs.

- ***Threats of new substitute***

The ease with which competitors' offerings may meet consumers' needs in lieu of the company's own. Substitute goods pose a significant danger in this context. To lessen the risk of alternative items, they need to differentiate and distinguish their offerings.

Swot analysis



Figure 5: SWOT analysis

(Sources: Hoogendoorn *et al.* 2020)

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is a tool for evaluating a company's internal and external environments in order to identify and mitigate dangers to the organisation and capitalize on chances to increase profits. Startups and established businesses alike might benefit from its usage in formulating long-term business plans. The four sorts of tactics that make up the SWOT matrix are: capitalizing on opportunities, reducing threats, making the most of their strengths, and compensating for the weaknesses.

Strength ● Stylish, one-of-a-kind packaging that can be easily distinguished from the competition. ● The durability of the boxes stems from the use of high-grade materials (Hoogendoorn <i>et al.</i> 2020). ● Excellent name awareness and brand prestige. ● Outstanding assistance to customers.	Weakness ● Distribution is very constrained. ● Increased expenses in manufacturing result in a corresponding increase in selling price. ● Limited selection of products available.
Opportunity ● Entering untapped markets and expanding to new areas. ● Collaboration amongst trainer brands to create limited-edition packaging. ● Adding complementary items like laces and maintenance kits to the product catalog.	Threat ● There is a lot of rivalry from other Sneaker box manufacturers. ● When the economy is struggling, people tend to spend less money. ● A shift in the tastes and fashions of consumers (Furr, 2019).

B) e-Commerce

Using SaaS

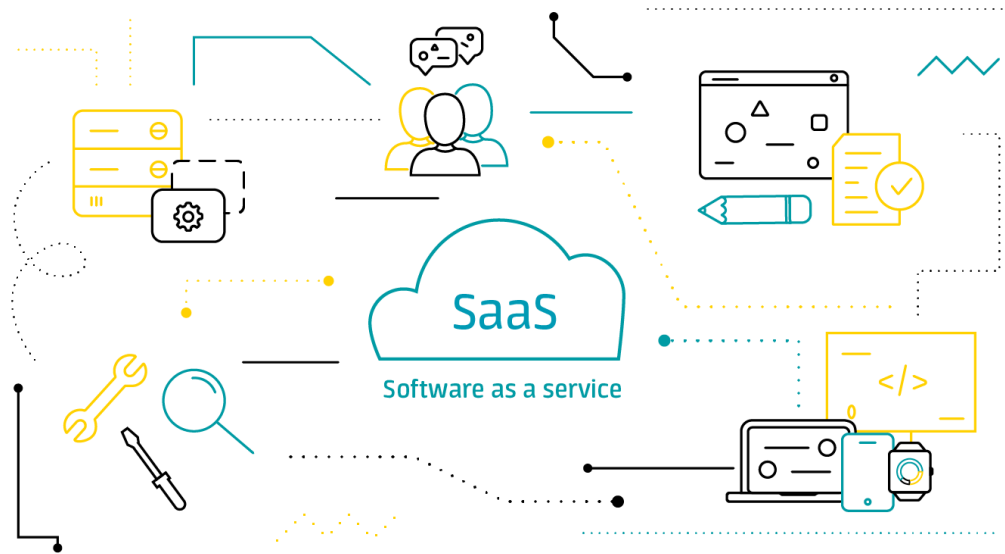


Figure 6: SaaS

(Source: Nikou *et al.* 2019)

Software as a service, often known as SaaS, is a software delivery model that runs in the cloud and enables organizations to access and utilize software over the internet. Online shop creation and product sales are made possible by e-commerce SaaS platforms like Shopify. Companies like SneakZone may utilize Shopify to host their online store. Shopify provides customers with a variety of tools, such as a store name generator, logo creator, and pre-made templates, to help them set up shop online (Nikou *et al.* 2019). Moreover, they may entice buyers to their site by making attention-grabbing product pages complete with high-resolution images and detailed descriptions. Shopify also provides many different payment methods to provide a safe and secure checkout experience for customers.

Self-storage units are a straightforward and inexpensive option for the company to begin storing its products. In the same way that self-storage might be a temporary fix for a booming retail company, it can also be a permanent fix for a growing lifestyle business. Shopify's point-of-sale software allows for streamlined inventory management across both warehouses and stores. Shopify streamlines inventory management by synchronizing stock levels whenever a business receives, sells, returns, or exchanges an item, whether that action takes place online or in-store.

Using a marketplace



Figure 7: Using a marketplace

(Source: Jung and Jeong, 2020)

eBay

The SneakZone company is able to register for an account on eBay and begin selling its products there. eBay is a marketplace where vendors may post their products and get exposure to a massive audience. There is a specific area for sneakers on eBay, which might help the company reach its target market (Jung and Jeong, 2020). To further establish confidence with customers, eBay has teamed up with SneakerCon to verify all sneakers sold for \$100 or more.

Amazon

In order to market their products, all they need to do is sign up as a seller on Amazon. On Amazon, vendors may advertise their products to a potential audience of hundreds of millions of buyers. Fulfilled by Amazon (FBA) is a service offered by Amazon that enables third-party vendors to make use of Amazon's warehouse space to stock and ship their wares. When an item is sold on Amazon, the company handles the picking, packing, and shipping. Since Amazon handles returns and customer service, merchants can concentrate on growing their businesses. Amazon also provides a service called Amazon Prime, through which users may get expedited, cost-free delivery. The SneakZone business may reach more customers using this channel (Hottenrott and Richstein, 2020).

Creating content

Product photography

Professional-grade images of items are required for effective advertising. Hiring a professional photographer or purchasing high-quality cameras and lighting equipment allows SneakZone to take images of their items from a variety of angles, in a variety of locations, and with varying degrees of illumination. Furthermore, they may make lifestyle photographs demonstrating how to utilize their items.

Videos

They may record tutorials on how to use the goods, unboxing films, or footage of the manufacturing process in action. They may also provide instructional films showing consumers how to properly categorize their products and how to choose the most suitable container.

Blog posts

They have a wide range of potential themes to write on, including footwear maintenance, organisational advice, and market trends (Rizvanović *et al.* 2023). They may also include client success stories, product updates, and interviews with industry experts.

Using a Payment Services



Figure 8: Using a Payment Services

(Source: Jones and Schou, 2022)

PayPal is commonly used as a form of payment in the online shopping industry. It is a reliable and hassle-free method of doing online monetary exchanges. One of the major online payment processors, PayPal facilitates online transactions for retailers, auction houses, and other

businesses that accept payments through the Internet. According to Desfiandi *et al.* (2019), the SneakZone company in the UK is able to make use of payment systems like credit cards and PayPal since these two ways of payment are both widely recognized and secure. Customers may use PayPal or their credit card to pay, and the company also accepts payments by Visa, Mastercard, and American Express. The business may choose its preferred payment method in PayPal to be any of the available options.

PCI-DSS compliance issues

There are a number of potential PCI-DSS compliance issues that could affect SneakZone, a UK-based company, such as difficulties in managing performance because of the use of different systems, a lack of qualified cybersecurity professionals, a failure to integrate PCI-DSS requirements into the larger cybersecurity approach, and the risk of incurring fines and penalties from credit card companies (Jones and Schou, 2022). Each business that deals with credit card transactions must agree to the PCI-DSS standard, which serves as a minimum protection level.

C) Marketing

Marketing Mix



Figure 9: 4 Ps of Marketing Mix

(Source: Guo *et al.* 2020)

Product

Our shoe storage containers keep shoes tidy and safe from the elements, dirt, and dust. The sturdy construction of the containers is great for storing shoes, keeping them safe from wear and tear (Guo *et al.* 2020). They are natural, lightweight, and compact, which makes them ideal for travelling or storing. Their modern storage containers can be cleaned quickly and include a ventilation system that prevents musty aromas from developing.

Price

Depending on the material, size, and extras, the cost of a shoe box might range widely. Consumers may be prepared to shell out extra cash for sturdy packaging that safeguards their trainers from damage. The price of the boxes might go up or down depending on a number of factors, including the cost of raw materials and labor. Their package of five storage boxes is priced lower than the cost of purchasing the same number of boxes separately. In light of the low starting pricing of the competition, they want to secure a larger part of the market by attracting more buyers. At busy times like the holidays and the start of the school year, they offer additional savings.

Place

They need to ensure that buyers may readily get their goods. This may be accomplished with either online sales or retail locations. A larger audience might be reached, and consumers' time and effort could be saved, if businesses offered online shopping options. In order to widen its audience and maybe boost sales, they are thinking about teaming up with merchants and distributors. Customers would be able to try on the goods first in retail shops at sneaker conferences, and the companies themselves could be open to partnerships and collaborations as a result. They can target specific regions where demand for sneaker storage solutions is growing such as Portobello Road in the UK (Amorós *et al.* 2021).

Promotion

By highlighting its items and giving discounts and promotions through search engines and social media sites like Instagram, YouTube, and Facebook. To spread the word about how great sneaker storage boxes are and encourage more people to buy them, they work with influencers, well-known shoe companies, and sneaker communities (Fu *et al.* 2020). They also take part in sneaker events and expos to promote their brand and provide information about their goods.

STP analysis



Figure 10: STP analysis

(Source: Hägg *et al.* 2022)

The STP analysis is a method for analyzing and developing marketing strategies for a product or service. Definition: STP refers to the three phases of market analysis: segmentation, targeting, and positioning. Market segmentation entails breaking the whole customer base into subsets defined by shared preferences and behaviours. Targeting entails deciding which market subsets to devote attention to base on factors like profitability and fit with existing infrastructure. Creating a distinct market position for a product or service that sets it apart from the competition and resonates with the target audience is what positioning is all about.

Segmentation

- ***Geographic:*** They choose the Portobello Road Market area since it is frequented by a diverse range of individuals from tourists to native People in London to young working professionals. The market is divided into five unique areas to meet shoppers' varying needs: fresh food, antiques, fashion, new products, and agriculture.
- ***Demographic:*** Their target market consists of young adults who value fashion and are ready to pay more for storage containers that reflect that quality (Hägg *et al.* 2022).
- ***Psychographic:*** They can target customers who are fashion-conscious and value the protection of their sneakers.

- **Behavioral:** They can reach out to people who frequently buy sneakers and are prepared to spend more money on high-quality storage boxes.

Targeting

This segment is made up of young adults who live in cities and are passionate about sneakers and are willing to pay more for good storage boxes. Their primary audience consists of sneakerheads, collectors, and merchants that value the safety and preservation of their sneakers. They also focus on those who are on the lookout for creative sneaker storage options but have limited space. Customers in this demographic are fashion-conscious sneakerheads who understand the importance of preserving their kicks and are ready to spend on posh containers to do so. Their clientele consists of sneakerheads that see their collections as investments or hobbies and are prepared to shell out more money for better packaging and presentation (Brown *et al.* 2019). Portobello Road in the United Kingdom is just one example of a place where they may focus their efforts to meet the rising need for sneaker storage solutions.

Positioning

Our sneaker boxes may be marketed to people as high-quality items that will last a long time and provide enough security and maintenance for people's footwear. Their goods are attractive to people who are concerned about the environment since they are sustainable and easy on the environment. Products that can be tailored to the needs of the buyer and sport novel aesthetics will stand out from the competition and be purchased by more people. A larger audience may be reached and the value of sneaker storage boxes can be better publicized if they promote their goods through social media and work with well-known sneaker companies and influencers. They may market themselves to their target demographic as a source of fashionable storage containers.

Consider the use of social media



Figure 11: Use of social media

(Source: Taylor *et al.* 2019)

The United Kingdom has an exceptionally high rate of social media use. Hence, it is reasonable to assume that SneakZone advertises to its intended demographic through social media platforms (Taylor *et al.* 2019). These are the most widely used social media sites in the UK, and hence they may be the best bet for the company's marketing efforts.

In terms of brand recognition, social media use, and overall popularity, Facebook dominates in the United Kingdom. Establishing a Facebook page for the company would allow them to connect with consumers, promote their goods and services, and share news and updates with them.

In terms of brand recognition, Instagram is second only to Facebook in the United Kingdom. Instagram would be a great platform for them to spread word of their goods, include testimonials from happy customers, and work with influential people to get their name out there.

The video-sharing website YouTube has gathered a massive user base. SneakZone might launch a channel on YouTube to promote and instruct on its products.

Posting on social media on a regular basis helps maintain the company in the minds of its target audience (Hanandeh *et al.* 2021). Building connection with consumers and demonstrating concern for their needs may be aided by a timely response to their comments and communications. Posts that make use of trending hashtags are more likely to be seen by a larger audience. A company's brand recognition and credibility may be boosted by forming partnerships with influential people who already have a lot of sway within the company's target

audience. By monitoring analytics, businesses may learn what kind of material is most well-received by their followers. In sum, the UK-based SneakZone company may use social media to great effect in order to connect with its demographic, advertise its goods, and establish its reputation as an industry leader.

Consider the use of paid search engines



Figure 12: Use of paid search engines

(Source: Guo *et al.* 2022)

Advertising their products through paid search engines like Google, Safari, and Microsoft Bing may reach a wide audience interested in buying them (Guo *et al.* 2022). Advertisers utilizing sponsored search engines may focus on particular customer queries related to their goods and services. Terms like “sneaker storage,” “shoe storage,” “organize trainers,” and “sneaker display” are all potential keywords for SneakZone to rank for. The company’s sponsored search advertising will show up at the top of search results for these terms when used in a Google, Safari, or Bing query. More people will be exposed to the company’s products, and more people will visit the company’s website as a result.

SneakZone may boost their search engine ranks in a number of ways, including via paid search advertising and organic search results. Search engine optimization, or SEO, is the process of enhancing the visibility and relevance of a website in search engine results. The company may increase their search engine ranks and draw in more organic visitors by making use of relevant keywords and phrases, producing high-quality content, and establishing backlinks from other

websites. As opposed to paid search advertising, which costs businesses money for every click, this method of promoting sneaker storage boxes may be more cost-effective.

Overall, sponsored search engines have the potential to be useful for the organisation since they make it possible for the company to bid on relevant keywords and phrases, appear at the top of the search results pages, create quality leads, retarget visitors, and precisely monitor and assess their campaigns. Creating high-quality content and optimizing on-page components for both Google and Microsoft Bing are essential.

Understand the role of customer journeys

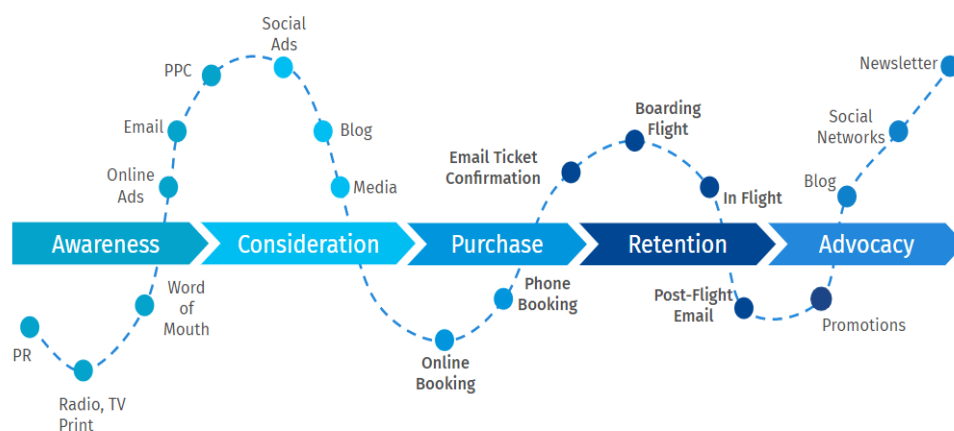


Figure 13: Customer Journey

(Source: Hoogendoorn *et al.* 2020)

The customer's inquiry for a product or service, their evaluation of that product or service, their purchase of that product or service, their use of that product or service, their recommendation of that product or service to others, their subsequent purchase of that product or service, or their decision not to purchase that product or service is an example of the customer's journey. Social or external touchpoints, customer-owned touchpoints, partner-owned touchpoints, and brand-owned touchpoints are all a component of the customer's journey.

When designing a customer journey, a business has to put itself in the customer's shoes and develop adaptable itineraries based on the client's needs rather than the number of times they interact with the business. The goal of the consumer, not the business, is at the center of a customer-centric journey's beginning and finish. With a section of their website dedicated to the various types of projects, displaying various sneaker box designs, listing all of the available products, providing assembly plans with illustrated instructions, and presenting options for

contactless delivery, SneakZone can create a customer-centric journey (Hoogendoorn *et al.* 2020).

Building flexible customer journeys on customer need-points rather than touchpoints is essential if a business is to better serve its customers. In addition, the company should track and enhance the ways in which its customers are served so that it can keep its customers engaged and persuaded all the way through their various journeys until they reach their goals. A customer's journey map may help them learn about the numerous touch points along the way and determine what kind of information, dialogue, or attitude will be most effective at each one.

Companies cannot effectively respond to customers' ever-evolving wants and requirements without first gaining an in-depth familiarity with their customer journey. Working with consumers and prospects to get feedback allows businesses to fill in strategy gaps, determine what works, and adjust future initiatives accordingly. The business might develop a user-friendly website with tools like a chatbot to aid clients with any problems they may have before, during, or after their purchase.

Use of email marketing



Figure 14: Use of Email Marketing

(Source: Audretsch *et al.* 2020)

SneakZone can get more people interested in their new offering by giving away free stuff. That opens the door for SneakZone to communicate with prospective buyers and maybe boost pre-orders. Constructing an optimized landing page prior to a product's release may also be a useful means of collecting email addresses. Having a simple sign-up for further information about the product and launch, as well as a straightforward option to place a pre-order, may be beneficial to their consumers and help them collect contacts and leads.

Effective social media marketing before a product launch is essential (Audretsch *et al.* 2020). They may really get their audience excited about the new items here and build up the anticipation. Video teasers that do not give everything away are one option, as are updates on the product's progress that show off some of its features and explain why they are so fantastic, and profiles of individual team members are another way to introduce the individuals who made the product possible. In the days and weeks preceding up to the launch, it might be helpful to build anticipation by teasing potential customers with tidbits of information. Customers' interest and enthusiasm might be piqued in this way.

Pre-launch campaigns that gather email addresses and build buzz via email marketing are quite successful. Email provides a greater return on investment (ROI) and is preferred by most customers over social media and paid advertising. They may include landing pages meant to attract email subscribers. Sending a welcome series to new subscribers is a great way to get them familiar with their business and get them interested in checking out their website. By collecting email addresses, businesses may promote new offerings and drive sales with targeted campaigns.

D) Privacy and Data Protection

GDPR/Data Protection Act 2018



Data Protection Act 2018

Figure 15: GDPR/Data Protection Act 2018

(Source: Long *et al.* 2020)

The Data Protection Act of 2018 is the UK's implementation of the General Data Protection Regulation (GDPR), a set of data protection legislation that applies throughout the European Union. The legislation regulates the collection, use, and disclosure of individuals' personal data by private entities and public authorities. GDPR has been put into effect in the United Kingdom. The General Data Protection Regulation (GDPR) is an extremely strict data protection regulation (Long *et al.* 2020). As long as the EU is the intended audience or data subject, it imposes duties on companies worldwide. On May 25, 2018, the new rule went into force. If anyone breaks the GDPR's privacy and security rules, they might be looking at fines in the tens of millions of euros. Because of the severe penalties involved, it is imperative that they be familiar with this law in order to safeguard their company's image and future success.

Privacy and Electronic Communication Regulations (PECR)



Figure 16: Privacy and Electronic Communication Regulations (PECR)

(Source: Hillemane *et al.* 2019)

Besides the Data Protection Act and the UK General Data Protection Regulation (GDPR), there is also a set of legislation known as the Privacy and Electronic Communications Regulations (PECR). The UK's Data Protection Act of 2003 (the PECR) is based on the European Union's privacy Directive (Directive 2002/58/EC). The Privacy and Electronic Communications Regulations (PECR) cover a wide range of topics, including electronic marketing, the use of cookies and similar technologies to track information about website visitors, the safety of publicly available electronic communications services, and the privacy of customers who make use of such networks or services, including data on traffic and location, detailed billing, line identification, and directory listings (Hillemane *et al.* 2019).

- ***The need for consent***

The necessity for permission under the PECR is substantial. Customers in the UK must provide their permission before receiving electronic marketing. Under PECR, they are not required to get permission before sending commercial communications such as emails, phone calls, or texts to corporate subscribers (Hampel *et al.* 2020). This includes limited businesses and limited liability partnerships. As such, pre-checked boxes should never be used to solicit anyone's approval; instead, the request should be phrased in an affirmative manner. If they want the permission, they get to be meaningful, they need to provide the person they are asking a lot of background knowledge about the situation. Include a link to their Privacy Policy, details on how to opt out of

receiving further communications from me, and an explanation of why and how they are collecting personal data. Individuals should have the freedom to choose the terms of their consent. Email permission does not extend to telephone interaction.

- ***Provision of facility to “opt out” of marketing communications***

A further crucial requirement under the PECR is the provision of a “opt-out” mechanism for marketing communications. Both at the time of data collection and in subsequent marketing communications, they must make it clear to clients that they may choose not to have their information used in this way. No one is exempt from PECR’s stipulations, not marketers, not service providers, not media outlets.

- ***Need to support rights such as “the right to erasure”***

Moreover, the PECR mandates those rights like “the right to erasure” be upheld. PECR governs the privacy and integrity of advertising messages and related technology like cookies. The PECR includes rules for the conduct of market research using collected data and recommendations for service providers of electronic communication systems (Danarahmanto *et al.* 2020). Since the term “electronic communications” is not defined in PECR, many interpretations of the law may be derived from familiar notions and terminology. Whether it is marketing communications, service providers, or communication providers, everyone must adhere to the same set of guidelines. The ICO takes swift action against anyone who attempt to violate PECR. The term “actions” include audits, non-criminal enforcement, and criminal prosecutions.

Security and the importance of

- ***secure access to your cloud provider***

The cloud service they choose should priorities the safety and confidentiality of their data. The cloud service provider should use security procedures and tools to protect the data and workloads stored there. For instance, IBM Cloud has built-in security features to safeguard information at all stages of its existence (Kitsios and Kamariotou, 2023). IBM Cloud uses security measures including encryption, access control methods, and unique permission management modules to keep their data secure from prying eyes.

- ***sensitivity about default access and frequent changes***

Companies need to exercise caution when making frequent modifications to their cloud infrastructure and relying on default access. Lack of clarity regarding notions like universal accessibility, guaranteed uptime service level agreements (SLAs), and high-speed network

connection means the actual location of data is generally given little consideration when shifting company workloads to the cloud (Konya-Baumbach *et al.* 2019). If they do not pay attention to where their data is stored, they might have sluggish upload and download speeds, unpleasant service delays, less productivity, and even a drop in consumers and revenue. When it comes to privacy and compliance with data protection regulations, the physical location of data storage is critical.

- ***encrypting traffic in transit and at rest***

The cloud relies on the use of physical storage devices and the use of physical networks to store and transfer data. Data in use, such as that utilized by cloud apps, also has to be protected. IBM Cloud has built-in security solutions meant to safeguard information at all stages of its existence. For encrypted data storage in the cloud, IBM provides IBM Key Protect with features like “bring your own keys” (BYOK) and “IBM Cloud Hyper Protect Crypto Services that let them maintain their own keys” (KYOK).

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