

Evaluation of business environment of Matalan

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Introduction

This presentation is going to represent opportunities and challenges of Matalan in the selected country that is India. India is a developing country located in the South Asia that has lucrative retail clothing market. So, considering the overall business environment and available potentiality in this sector. The positive impacts of the opportunities and the negative impacts of challenges or barriers will be assessed and analyzed in the case of the required strategies.

Opportunities in the retail clothing sector of Matalan in India

**The government
support and friendly
environment**

**The change in
demography and in
social and cultural
value**

**Relief from import
quotas**

The government support and friendly business environment for Matalan

- Government provides support to the local retail businesses
- All the support from the government and non-government organizations and authorities has made the entire retail clothing sector friendly
- The government always provides its helpful hands to the sector so that it can move on and make the country's economy productive



The change in demography, social and cultural issues

- Global or multinational businesses can utilize this issue because there will be lots of employment opportunities.
- It is expected that India will be the country with the most population by 2050.
- There is a population explosion in India and many global businesses are trying to utilize this changing demographic issue.
- In India is quite less than in those countries where Matalan has several retail clothing stores
- The employees can be hired at a lower cost than in other countries.
- The labor cost in the UK and also in the middle-east countries are not the same as in India.

Challenges in the retail clothing sector in India

Economic crisis

Environmental issues



Economic crisis

Inflation rate

**Demand and
supply**

**Purchasing
power**

**Tariff and tax
policies**

Conclusion

This presentation has represented opportunities and challenges which are available for Matalan in India. Opportunities, like the government support, friendly environment, the change in demographic, social, and cultural values, and relief from import quotas have significant impacts on the business performance. Challenges include economic crisis of the country and environmental factors that have negative effects on the business performance.

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