

Marketing Management Assessment 2

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Introduction

This assignment is based on the environmental market analysis of ASOS UK. As the role governed by me as a project team member that is employed by the agent hired by, I have to analyze the importance of environmental marketing analysis by considering the key attributes such as external influencing driver, internal environmental analysis, and role of marketing in the context of ASOS UK

Chosen Organizational Context

In this project, the chosen business organization is ASOS UK. The ASOS UK is the England-based retail business organization which is associated with different types of products as well as services for the wide range of customer segmentation based in UK. ASOS UK organization has been set up to guarantee expected development in the business cycle of the retail business follows. The organization has given different types of clothes which are highlighted in promotional platform such as TV and show projected in the respected countries (Asos.com, 2021). The essential justification for development of the organization namely ASOS UK has centred on the special elements. By the larger timeframe, the organization has gotten potential development in view of the procedures it follows. The management has examined the recent concerns and circumstances this organization is remaining in and the future extent of the organization by moving toward various segments of remarkable systems.

Environmental Market Analysis

Marketing environmental analysis is the specific strategic analysis-based tool that has helped the business organization identify the specific internal as well as external factors for the environment that has affected the business organization's ability for working properly. Also, environmental market analysis has assessed the business organization's external environmental factors for finding out the treats as well as the opportunity for that organization. After the specific evaluation process, decision-makers of the business organization have developed different types of strategy that has responded to the environment. Environmental Market Analysis Process is the four steps based process that has been used by the management of ASOS UK for knowing the external environment

Step 1- Understanding of PESTLE Factors

This is the first step for the environmental market analysis in which I have to scan the entire environment for finding out as many factors and external forces as possible in the context of ASOS UK

	Factors	Effect	Implications for the Marketing in ASOS UK
Political	ASOS UK has maintain each and every political guidelines for delivering their product to end to end customer	This factor has mainly useful to develop the fundamental organizational techniques technique in nations other than the UK	The UK is the specific country which has compelling by prioritize the stable development to the organizations based on various thoughts and perspectives the organization that management of ASOS UK need to follow
Economical	Lower GDP of country UK because of the COVID-19 outbreak	UK has confronted various economical issues which has brought down development for the	The outbreak of COVID-19 has created a negative economical impact to the entire country

		retail organizations	in terms of GDP and Growth rate , also in the sales and marketing process of ASOS UK
Social	Maximized the organizational demand for specific business items which create recognizable improvements in the organization	The impact from the social factors changes the entire business organization's working approach in a more noteworthy way.	This factor is connected with the formative part of the environment. The social factor has developed the promoting systems of the organization.
Technological	The innovation has been drawn nearer to a degree that assists the organization with getting an expected development	Implementation of technological innovation has supported the development of the organization in which more customer segmentation is able to get associated with the business of ASOS UK	Management of ASOS UK has implement the quality assurance techniques that can provide best quality of product to the customer in a more systematic way
Legal	Any legal issues of any country has	Environmental law has created a direct	Due to the radical change in the

	determine with the help of environmental laws of the respective country	impact for the success of any country's business organization by monitoring if the organization has abide by all guideless incorporated by the respective country or not	environmental law at the time of COVID-19 pandemic, it has created a negative impact for ASOS UK business process because of the lack of utilization for raw material supply capability
Environmental	Change for the climate condition because of the manufacturing as well as production of raw materials	Climate change is the most important factor which permits business organization for conducting different types of changes for the manufacturing as well as production process , specifically for the utilization of raw materials	Disposing of the components and approaches that maintain the sustainability of the organization follows the better approach for ASOS UK

Table 1: PESTLE Analysis of ASOS UK

(Source: Self-Created)

Step 2- Identify Opportunity

This is the second step in which I need to monitor, analyze and observe any particular changes that are positive for ASOS UK's business environment with the help of STP analysis. The STP is a technique that is completely based on the process that permits the component that assists with developing. Division, focusing on and situating the circumstance looked by the organizations can be seen in the part that permits the improvement for business organization Ninivaggi et al. (2019). According to, targeting specific customer will always permits manageability supports the possibility of advancement of the organizations that necessities to guarantee likely development of the organizations. Focusing on the purchasers and associations can guarantee the development of the organization in an effective way.

The position is one more part this organization is centred around and following that assists with developing the organization. As stated by Zulfikar and STP (2019), giving better situating is useful to estimate the development of the organization. This organization is expected to move toward the thoughts in regards to the advancement of the business and keeping an ideal situation for the business market is the principle thought that can develop the business thoughts.

Step 3- Identify Threats

In this step, I have to analyze to what extent the change will affect ASOS UK's overall business process. ASOS UK has the ability for keeping up with consistent advancement and it likewise has limits with regards to putting huge sums in innovative work connected with development. Consistently ASOS UK is contributing a generally excellent measure of benefits in getting development in its contributions. However, ASOS UK has not yet had the option to situate itself well inside the US market and this is a genuine shortcoming as the US has the biggest clothing retail market. This is quite difficult for ASOS UK for not having the option to get market of US effectively.

Step 4- Take Action

This is the last step of the market environmental analysis in which businesses need to take advantage of the identified opportunity and then take appropriate measures for minimizing threats.

- ASOS UK should utilize its image name for the age of benefits and for getting a more settled situation inside the market.
- there is a requirement for ASOS UK to acquire more diversification by introducing some unique qualities of the product
- ASOS UK needs to ensure that there is a minimal expense while keeping up with proficiency and need to exclusively zero in on assembling their clothing items inside the US as it were.
- They need to zero in on further developing their nature of items as individuals are presently exceptionally worried about transporting quality items at less expensive rates.
- Cyber Issue is additionally a central issue that is rising and it is expected to tackle the issue of network protection within the next two or three years.
- Net revenues of ASOS UK are low and they should continually zero in on extending their business by adding an ever-increasing number of extraordinary highlights in their items.
- It is recommended for ASOS UK to recognize key regions from where they can produce benefits as they are having very poor amounts for investment



Figure 1: Four-Step Process of Environmental Market Analysis

(Source: Self-Created)

Key External Influencing Drivers

	Factors	Explanation	Implications in ASOS UK
Competitive Rivalry	Because of the complex and effective business process, retail industry has got the highest levels of competition among the others	The entire business process of retail has been saturated because of the competition	ASOS Group management need to change the entire strategy for taking the competitive advantage. The changes has guarantee to provide best technique

			contribution to get more shoppers
Bargaining Power of Buyers	The consumer based has capability for ensuring the sales of qualitative product	The taste as well as preference of the customer has shift from the one particular business organization to the next for making a superior and practical way to deal with assistance the business track down the process of the techniques	ASOS need to present new items that are less expensive and better than the other organization's items
Bargaining Power of Suppliers	This power is just vested in the possession of greater financial backers and producers	The bargaining power of suppliers gets more vulnerable and weaker in a case that a major supplier manages the supply of different raw materials in the company	The organization is needed to move toward the supplier at a high growth
Threat of substitutes	The intensity of the particular force is minimum for ASOS	The threats of the substitute will created a negative	One of the effective of ASOS UK that they are part of the

	UK	impact for ASOS UK's business process if management of ASOS UK increasing the switching cost	sustainable initiative that is sells green products to the wide ranges of customer based
The threat of New Entrants	The organization is greater in terms of size and furthermore reduce complexity for entering the new product as part of business process	Management of ASOS UK provide lower switching rate for their wide range of products	The organization will need to incorporate and supply more sustainable product with the help of social media marketing and digital marketing promotional platform

Table 2: Key External Influencing Drivers of ASOS UK

(Source: Self-Created)

Internal Environment Analysis

Strength	Weakness
Good branding reputation	Limited production with the merge of shows

Opportunity	Threat
Acceptance of new technology	Moderated cost in new companies

Table 3: SWOT Analysis of ASOS UK

(Source: Self-Created)

The requirement of SWOT Analysis should be possible in the part where there are various thoughts and perspectives present that are connected with the improvement of the organization's development. In view of the exploration by Longhurst et al. (2020), a total SWOT is successful for getting a practical strategy in regards to the improvement of the organization matters. For this situation, the SWOT has referenced that the prerequisites of the administrations are continued as a business cycle that follows the part of necessities in each perspective.

Role of Marketing

The marketing mix is given to the possibility of a business strategy by following the creation, value, position, and advancement of the organizations (Gădău ,2017). The objectives of ASOS UK are

- To guarantee more shoppers
- To conform to environmental policies
- To decrease carbon impression
- To expand the sales of green products

Recommendation for Future

This organization needs to centre on various strategies that assist them with developing their business in an alternate class. Nations like the UK are the centred of this organization and moving toward business thoughts can guarantee the business development of the organization. As stated by Dzwigolet al. (2019), for guaranteeing a superior future extent of the organizations,

they need to guarantee better and useful methodologies that can assist them with taking on changes and practice in like manner. In this organization, the strategy can think about the development of the organization.

Conclusion

Based on the above analysis, it can be concluded environmental market analysis has helped ASOS UK to identified internal and external factor that has created a direct impact for their success. External marketing force has evaluated that there are certain types of force that management of ASOS UK need to identify before analyzing the intensity of the product and services

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