

Report

By Daniel Genev

Student ID- 2030037

Module- Developing Innovation and Creativity
for Business Advantages

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Lecturer- Ejiro Esowode

INTRODUCTION

In the present scenario of highly competitive and globalised world, it becomes essential for the variety of business organisations to maintain and implement effective practices of innovation and creativity while serving the customers with uniqueness in products and services. Introduction of innovation and creativity into practices helps the business organisations to find and develop unique solutions for different types of the issues and problems (Lee and et.al., 2020). Adaptations of creativity and innovation in product and service helps the companies to differentiate their offerings from the competitors. The following report is based on new business plan “No dirt,” which is located in UK. The business will mainly deal in providence of variety of apparels including t shirt, pant, shirt, dresses etc. the report is aimed towards focusing on innovation and creativeness which is “Dirt resistant fabric” which will be used in the manufacturing of business products. The report will involve discussion for the descriptive details of the product and creation of online website in order to promote and perform marketing of the product.

MAIN BODY

Task 1

A. The innovative product OR unique service proposition

The innovative product and unique service to be sold and provided

The new product offering will be made from dirt resistant fabric of clothing. With persistent improvement and enhanced implementations for the fabric products, the market audiences are increasingly looking towards better quality and dirt resistant material of fabric to be used. Considering the customer's preferences and needs, the “no dirt” is coming with an idea for offering dirt resistant fabrics (Acar, Tarakci and Van Knippenberg, 2019). The dirt repellent aspect is beneficial for the customers as if they will not wash their clothes more frequently than their clothes will be prevented from fraying and fading. The innovation will also benefit the customers to prevent and protect the fabric of their apparels for longer period of time. With the help of this, the durability and life of products will be maintained along with the quality standards (Sawyer and Henriksen, 2023).

Who are the customers?

The targeted market segment or audience of the product will be the individuals belonging from the age group of 12 to 50 years. The product will offer to both the genders female and male. Of UK as well as across the borders. The targeted customers of this new product will involve bot

the individuals with average and higher-level income as the costs and prices of products will be ranged from low and average to high.

Where and how the providence of products and services will be facilitated?

The product has been planned to be sold in UK as well as across the boundaries of UK in different countries. The physical appearance of the stores of business will also be operated to sell the products within the market of UK. Also, the use and implementations of the online channels will also be utilised for making the sale at some other locations (Ogbeibu and et.al., 020). Additionally, the different types of channels for promotion and marketing will be utilised in order to sell the products as it will be essential for the business to spread awareness and inform the customers about the product offerings of business with an aim to develop the sales.

Naming the venture

The “No dirt” has been decided to take as the decided name of the venture. The location of this venture is said to be within UK, also the venture has planned to employ highly skilled, experienced, and knowledgeable workforce. The hired employees will play a responsive role for welcoming and serving the customers at the stores in a proper manner as well facilitating them with effective and satisfactory service during the purchase (Carayannis, 2020). The main focus of business will be on enhancement of the product sales with the help of its physical availability on stores and allowing the customers to visit the stores as well as online website of the brand in order to complete their purchases.

Innovative business proposition

The product offerings of “No dirt” company will ensure providence of superior quality with affordable prices. The providence of these products in affordable prices will play a beneficial role for the business to attract and engage increased number of the customers towards the brand and it will also help to decrease the shifting costs of customers in competition with the available competitors of the business. Additionally, the business will adapt the utilisation of renewable resources like use of ecofriendly packaging which will also help to maintain the practices of loyalty towards the customers of business.

Competitors analysis

There are numerous competitors available to the business in this industry who are working to sell some of the fabrics like dust proof and stain proof fabrics. The available competitors and business organisations in the industry are making their products sell with the help of both offline and online channels (Awan, Sroufe and Kraslawski, 2019). The business is facilitating its

customers with that are available 24*7 which benefits the business as it helps the customers to differentiate the brand from the others.

B. ecommerce (propose to setup an online website)

With an aim to attain the high market share, it is essential for the business to maintain strong presence over its platform of e commerce including its website and other social media platforms. Setting up of the website will benefit the business as it will acknowledge the customers about the business, its values, achievements, performances, product and service offerings and other important aspects. The new business has planned to set the website by considering the implementation of various tools and techniques of technology (Shafi and et.al., 2020). The following description involves relevancy with the variety of ways which will be beneficial for the setting of an online website of the business:

Saas: software as a service will allow the targeted audience of business to access the products offered by business over a unique online application. This will decrease the informational technology budget of the new company by reducing the upfront cost for the it resources and maintaining the overall costs. For instance, shopify can be considered as a suitable tool which will allow the company to make the sale of its products possible. The business will be able to mitigate the hassle for creating a website and make the possibility of quick sales.

Utilisation of a marketplace: The “No dirt” company can sell its products while using the online platforms. This implementation will allow the business organisation to attract large number of customers without having to put great or higher level of efforts and making heavy financial investments. For instance, the applications or platforms like amazon, will enable the business to make the sale of its products on the online platform in order to attract and engage a large base of the customers (Gaskins, 2021). With the help of platforms like amazon, it will be helpful and convenient for the business to increase its performance and attain higher level of profitability. Additionally, E bay is the other online platform which can be utilised by the business to make its selling possible to the customers.

The website of business will include the overall relevant and required information of the brand involving the domain, homepage,, design, page of shopping, a section of about us, value, aims, objectives, details of the products, contributions towards sustainability etc. the suitable implementation of these practices will play a beneficial role in the development of a greater level brand image in the mindset of customers. The quality specialists of the business will play a responsible role for checking on the availability of the products over the website of business this

also includes keeping on a track of the needs, demands and preferences of the customers. In addition, the option of chat with us will guide the customers towards resolving of their issues and queries (Vincent-Lancrin and et.al., 2019). Additionally, the payment services will be considered as an add on for the website which will allow the customers with ease to make online payments and experience ease in making their orders. The workforce of the business will be provided with suitable training and development sessions in relevance with PCIDSS compliance problems in situations of cases like failure of card payments.

C. Marketing

Promotion of the product

with an aim to attain high market share, it is essential for the business to engage and attract the targeted audience towards the business on initial basis. The business will opt for variety of promotional tactics with an aim to create a strong presence within the market of UK. Following are the implementations which will be used for promotion:

- Direct marketing: the business can reach to its targeted audience and inform them about the new innovative introduction of the product offered by the business. The business will utilise phone calls, emails, direct mailing, and flyers to inform the customers and can facilitate them with the details and information of the product and their purchases.
- Sales promotion: the sales promotion tactics will be utilised by the business in form of a short-term initiative which will allow the brand to provide coupons, discounts loyalty rewards, giveaways, etc. to the customers. This will allow the brand to engage more set of customers.
- Digital marketing: this is considered as one of the most effective tactics of promotion which includes the implementations of social media marketing, affiliate marketing, content marketing etc. the use of this tool will allow the business to reach increased set of customers and to maintain efficient practices on global level (Fischer, Malycha and Schafmann, 2019).

Use of social media

In order to attain an effective and greater position in the market and industry, the business is needed to inform its targeted set of customers about the launch of new products and services offered by the business, this will allow the customers to make purchase decisions as social media majorly influences the individuals it will help to attract and engage wider range of customers (Haefner and et.al., 2021). For instance, platforms like Instagram and Facebook are considered

as most accessible and useful platform which can facilitate the business with an increase in its number of customers and sales enhancement.

Using the paid search engines

In order to market the product offerings, the business will use the option of paid promotion at the search engines like Google. This will enable the business to develop its advertisements and promote the website and product offerings as well as the brand in easy manner. The company will be able to develop ads relevant with the customers who are interested in the offerings of business.

Role of customer journey

This is an important tool which can help the company to acknowledge the experience and interactions with the brand of customers. This helps to know about the viewpoint of customers. The customers journey plays an essential role for improving the overall relations with the customers and attain increased profitability for the business. With the help of customer journey, the company will be able to know about the tastes, preferences, behaviour, likes, of the customers. This will help the business to update and modify its offerings as per the needs of customers.

D. Privacy and Data Protection

GDPR/Data Protection Act 2018

The company will implement practices which will abide by the general data protection act 2018, this will help to prevent the informational data of customers. This makes sure that the customers data will not be shared with any other entity. This helps to secure the data like email address, contact details, addresses and other information (Ozodovich and Maribovich, 2022). The data prevention of customers will be beneficial to attain customer loyalty.

Privacy and Electronic Communication Regulations (PECR)

In accordance with this act, the numerous factors like consent, provision of facility to "opt out" of marketing communication and "the right to erasure" will be taken into the business practices. The company will facilitate its customers with certain rights in relevance with the electronic communication. The implementation of these practices will be beneficial to develop a greater brand image in the market and for the customers.

Security and the importance

The kind of practices maintained by new company will be safe and secure enough while performing compilation with legal frameworks. The service providences will include identity security platform offering secure and native access to the cloud consoles. Additionally, the

encrypted data will be secured from the unauthorised users. The business will use secure protocols for the communication. The company will make use of the secure communication protocol that will help in ensuring the authenticity and integrity in the business practices. In addition to this, the company will take proper account of the any changes in the market and security in their business practices.

CONCLUSION

From the above report, it can be concluded that it is essential for the company to an impactful and strong business plan as it is necessary to act on the planning and create a plan which will act as a guide for the further proceedings of business. The practices of innovation and creativity can be considered as an essential factor as it specifically helps the company to facilitate the market with differentiation and uniqueness. The implementation of innovation and creativity allows the business organisations to attain greater level of success as they act as beneficial success factors for the businesses. They also help the company to introduce unique and different products and services to the market, industry and targeted audience. The better implementation of promotional tactics and marketing strategies is important as it includes variety of effective and beneficial outcomes. The report also concludes that the provided products and services of brand must be introduced and developed in relevance with the market needs and preferences of the customers. Lastly, the report has discussed legislation and security measures of the business which will be maintained by the business.

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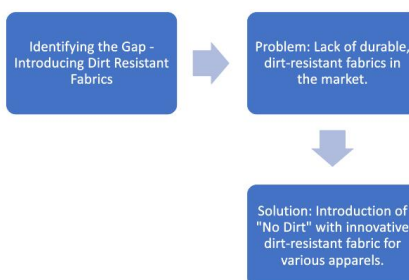
Appendix with the presentation slides:

Daniel Genev (2030037)
Module: Developing Innovation and
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Module code: BMSW6102
Lecturer: Ejiro Esohwode

Introduction

- Unveiling "No Dirt" - Innovating Fabrics for a Cleaner Future
- Brief overview of the importance of innovation and creativity in today's competitive business environment.

Market Gap and Proposed Solution





Highlights of Market and Competitive Analysis

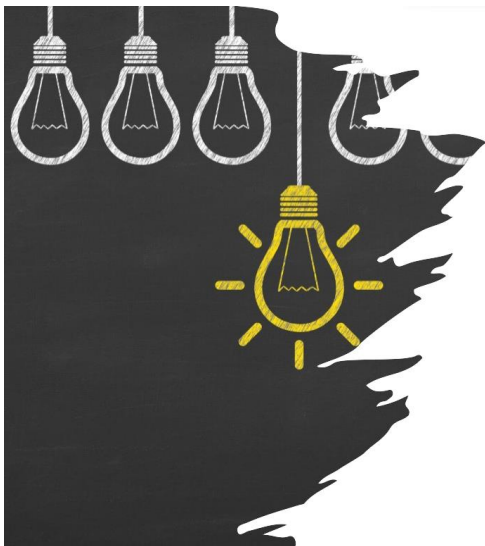
Market Landscape and Competitor Overview

Overview of competitors in the fabric industry.

Differentiating factor: "No Dirt" offering 24/7 availability and dirt-resistant innovation.

Summary Business Concept and Model

- "No Dirt" Business Concept
- Products: Apparels made from dirt-resistant fabric.
- Target Customers: Ages 12 to 50, both genders, UK and international market.
- Sales Channels: Physical stores in the UK, online presence through the website, Amazon, and eBay.



• Competition and Differentiation Strategy

Staying Ahead - Competition and Differentiation

Differentiation: Dirt-resistant fabric, affordability, eco-friendly practices.

Strategy: 24/7 availability, direct marketing, and sales promotions.

• E-commerce and Online Website

- Navigating the Digital Realm - Setting Up "No Dirt" Online
- SaaS Implementation: Utilizing Shopify for a user-friendly e-commerce platform.
- Marketplace: Expanding reach through Amazon and eBay.
- Website Features: User-friendly interface, about us section, product details, and secure payment options.



Marketing Strategy

- Spreading the Word - "No Dirt" Marketing Plan
- Direct Marketing: Phone calls, emails, flyers.
- Sales Promotion: Coupons, discounts, loyalty rewards.
- Digital Marketing: Social media, affiliate marketing, content marketing.



• Privacy and Data Protection

Safeguarding Customer Information

GDPR/Data Protection Act 2018: Ensuring customer data security and privacy.

Privacy and Electronic Communication Regulations (PECR): Respecting customer communication preferences.

Security Measures: Encrypted data, secure communication protocols.



• Lessons Learned

- Key Takeaways
- Importance of innovation, customer-focused strategies, and the role of effective marketing.



• Future Benefits

- Shaping the Future - Leveraging Insights
- Adapting strategies for future projects, maintaining customer-centric approaches, and ensuring sustained success.



• Conclusion

- Wrapping Up "No Dirt" Journey
- Summary of the business plan and its potential impact on the fabric industry.