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ABOUT THE COMPANY

Burberry, a worldwide luxury brand with British roots, was founded on innovation. The company's roots, which date back to 1856, are firmly planted in the founder's love of the great outdoors. Ingeniously waterproof gabardine cloth was developed by Thomas Burberry for use by explorers [1]. This laid the groundwork for the now-iconic Burberry trench coat, which is still vital to the company today. The mission is to unleash the power of imagination to break through barriers and usher in a new era of growth for our company, The customers, and the communities in which we live and work. To achieve our mission, we think that diversity, equality, and inclusion are crucial, and as a values-driven company, dedicated to developing the next generation of sustainable luxury [3]. When the work to create a community in which everyone feels safe to express themselves and their unique perspectives, we all benefit. Founded in 1856 by Thomas Burberry, Burberry Group plc is a British luxury fashion brand with headquarters in London. The company presently creates and sells ready-to-wear items including trench coats (its most recognizable product), leather accessories, and footwear [5].

PART 1 ORGANISATIONAL ANALYSIS AND ITS CURRENT DIGITAL STRATEGY

1.1 Business Strategies for Online and Digital Marketing

Because we now live in a digital world, companies need an efficient digital marketing strategy in order to maintain their competitive edge and attract a larger customer base [21]. The article titled "Revisiting International Marketing Strategy in a Digital Era" provides a comprehensive analysis of the challenges and opportunities that are presented to businesses as a result of the rise of digital technology, particularly in the context of international marketing. In the article, it is discussed how essential it is to modify international marketing tactics in order to make the most of the opportunities presented by technologies that are able to connect to the internet [8]. This demonstrates how complex the interaction may be between internal organizational demands, changes in the external environment, selecting a foreign market, marketing mix strategies, putting plans into action, and monitoring their progress [12].

In a world where online resources and capabilities are highly significant, digital technologies provide a method for companies to better their choices regarding international markets, the efficiency of their marketing programs, as well as the execution and management of their entire strategy. This is all made possible via the use of the internet [16]. This demonstrates how vital it is for firms to get an understanding of the ways in which digital technologies may alter the

status quo and use this knowledge into their marketing strategies [18]. The research is groundbreaking due to the fact that it presents in a methodical manner the components that constitute the structure of a digitally-enabled international marketing plan. This conceptual research provides organizations with helpful information and acts as a guide for reconsidering their marketing strategies in light of changing digital models [24]. This comes at a time when firms are attempting to determine how to do business in the digital world.

In addition, the article "Importance of Digital Marketing for Small Business Owners" provides more evidence of the significance of digital marketing methods in a more general sense. It demonstrates how the use of internet platforms may assist small companies in expanding their client base, maintaining their customers' attention, and enhancing their brand recognition. From this vantage point [30], it is abundantly evident that digital marketing is not simply a passing trend, but rather a crucial tool for companies of all types to use in order to remain competitive and develop in today's digitally linked world (The Importance of Digital Marketing for Small Business Owners, 2022).

1.2 PESTLE analysis of the UK market

The Burberry PESTLE (or PESTEL) Analysis evaluates the company's strategies from a number of different angles. The political, economic, social, technological, legal, and environmental (PEST) aspects that affect Burberry's business are analyzed in a PESTLE analysis. The Burberry PESTLE Analysis should begin:

P	E	S	T	L	E
POLITICAL	ECONOMICAL	SOCIAL	TECHNOLOGICAL	LEGAL	ENVIRONMENTAL
Example: • Current tax policy • Brexit • Trade policies • Political stability • Government policy • Climate Change Acts	Example: • Inflation rate • Exchange rates • Economic growth • Interest rates • Disposable income • Unemployment rate	Example: • Lifestyle attitudes • Cultural barriers • Population growth • Population age • Health consciousness • Target demographics	Example: • Level of innovation • Automation • Technological awareness • Cybersecurity • Technological change • Internet availability/speed	Example: • Employment laws • Discrimination laws • Health and safety • Copyright protection • Consumer safety	Example: • Weather • Climate change • Environmental policies • NGO pressure • Recycling • Pollution • Sustainability • Waste disposal • Energy consumption

Figure 1: PESTLE analysis

1.2.1 Political factors

Political variables relate to governance and policy. This section examines political considerations that affect the U.K. Political stability is crucial for every nation. The U.K. has had seamless government transitions since adopting the parliamentary system [12]. Due to political stability, international investors have long sought U.K. investments. Additionally, its currency is steady. Political stability gives the U.K. several advantages.

Additionally, government visa restrictions greatly affect the U.K. Consider a rigorous visa policy that admits visitors, businesspeople, immigrants, and students into the U.K. Tight surveillance may deter visitors to the U.K [14]. This may affect the UK economy. For instance, the U.K. tourist business generates £106 billion. It employs 2.6 million people. Visa restrictions may hurt tourism and cost Britain billions. Additionally, government healthcare policy might affect the U.K. If the government spends more on healthcare, Britons' quality of life will improve.

1.2.2 Economic Factors

Economic considerations affect a nation's economy. Thus, it examines economic conditions and macroeconomic factors. Economic considerations affect the UK. Economic development is a major aspect in the U.K. People will have greater discretionary money and a better living standard if the U.K. has significant economic growth. This would stimulate the economy and keep money flowing. Additionally, interest rates greatly affect a nation's money circulation. Suppose any country's central bank raises interest rates. People in such economy deposit money in banks, which lowers economic activity.

1.2.3 Social Factor

Society considers social elements. They examine how culture and society affect a nation. This section examines U.K. social variables. The UK's senior population is growing. More than 18.6% of its population is 65+. This worries the U.K. because a large senior population would strain the healthcare system.

Besides the elderly, the U.K.'s population grows everyday with immigration. Although immigrants provide variety and teach people about other cultures, they may also increase crime since some come from impoverished nations [7]. British exposure to social media and the Internet is also transforming the U.K. Online crimes include fraud, cyberbullying, etc. Internet crime prevention is an issue for the U.K.

1.2.4 Technology Factor

Technological considerations study national innovation and technology. Technological variables affecting the U.K. will be examined in this PESTLE investigation. The UK has a developed economy. Nearly 98% of individuals are online. Great Internet penetration affects the U.K. because individuals utilize it for many reasons. Internet users make money. This benefits the UK economy. Access to the Internet is also raising Britons' awareness.

Artificial intelligence is also growing internationally, especially in the UK. It increases worker efficiency but creates unemployment. Additionally, A.I. is being misused to create altered visuals and sounds [9].

1.2.5 Legal Factor

Legal aspects relate to the country's legal system. This section explains how the Constitution and laws affect the UK. U.K. labor regulations are important. The UK's labor laws protect workers from exploitation. Tight labor rules would guarantee fair treatment of workers in a company. They would prevent any employment discrimination [17]. Strict labor restrictions may deter employers from employing. This might cause unemployment. Tax rules also heavily affect the U.K. The government may collect vast amounts of revenue and redistribute the economy via stringent tax regulations.

Higher tax rates may lead to wealth concealment and tax evasion. These practises affect the UK. The majority of the UK has Internet connectivity. This is why the UK needs data protection regulations. Data protection regulations should be rigorous [19]. Data breaches must be addressed or firms may leave the U.K.

1.2.6 Environmental Factor

Nature and environment affect many nations. This section examines how environmental issues affect the U.K. Global warming threatens the UK. It had one of the hottest summers ever. British lives were disrupted and visitors were deterred. Thus, global warming cost Britain billions.

Over time, natural calamities have become more frequent. This indicates natural catastrophes might cause greater annual economic loss in the future [25]. The UK economy may incur serious losses. Roadblocks may increase in the U.K. as natural catastrophes increase. This may disrupt commodity and business supply. The U.K. economy will suffer.

1.3 Digital Marketing Tools

1.3.1 RACE Framework

These four online marketing phases help organizations connect clients across the customer lifecycle using the RACE Framework. Smart Insights created RACE as a practical tool to help marketers and business owners plan, manage and optimize their digital marketing using a more strategic, structured, and data-driven approach.

1. REACH: Reach increases website visits and brand exposure on other websites and offline media to drive visitors to your main site, microsites, and social media pages. Maximizing reach over time to establish many engagements utilizing bought, owned, and earned media touchpoints.

2 ACT: Interact is Act. Online marketers struggle to produce leads via website and social media interactions, thus it's a different stage. It's about convincing site visitors or prospects to take the next step on their journey after seeing your site or social media presence. Business-to-Business enterprises generate leads by learning about a company or its goods, looking for a product, or reading a blog post.

3. Convert: This is online or offline sales conversion [6]. It entails convincing your audience to take that crucial next step and become paying clients, whether online or offline.

4. Engage: Long-term engagement involves building a connection with first-time purchasers using site, social, email, and direct interactions to increase client lifetime value. It may be assessed by repeat sales and social media sharing. We need to measure active consumers (or email subscribers), customer happiness, and suggestion utilizing other platforms.

THE SMART INSIGHTS RACE PLANNING FRAMEWORK

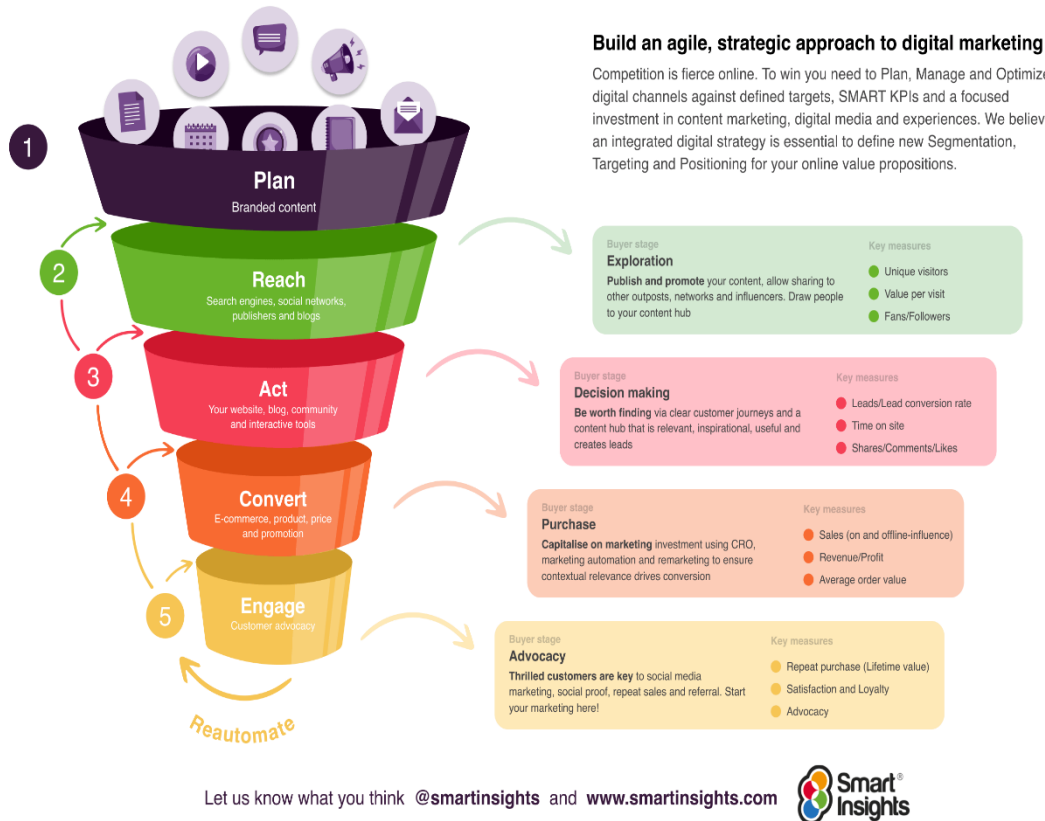


Figure 2: RACE Frame work

1.3.2 Customers lifecycle management (CLM)

Customers lifecycle management (CLM) tracks their route to purchase. Prioritize CLM for customer support and retention. The customer lifecycle illustrates the steps buyers take to buy. Customers follow these phases throughout the lifecycle:

- Awareness
- Engagement
- Conversion
- Retention
- Loyalty

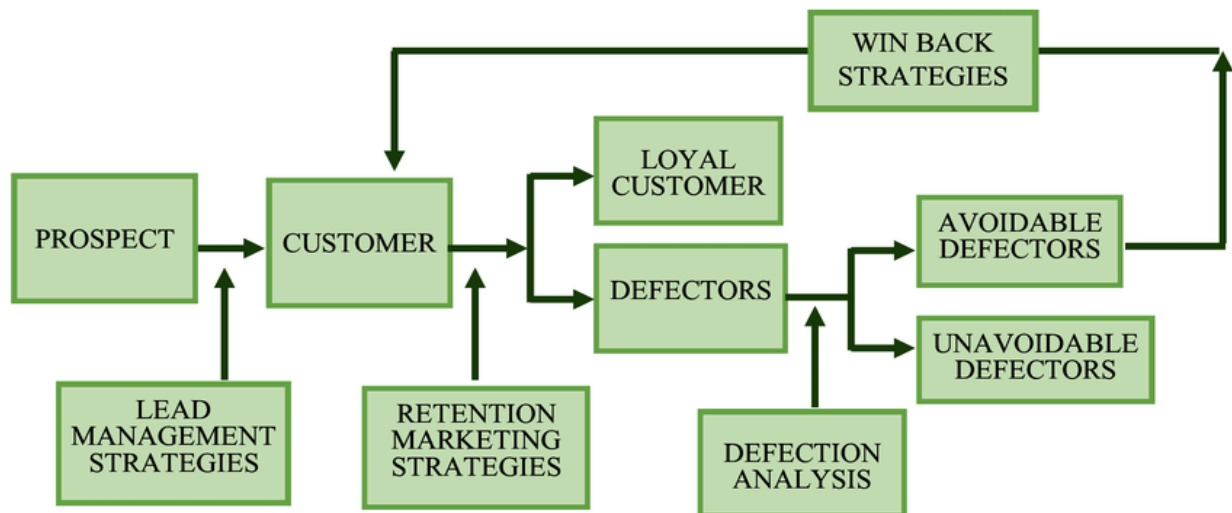


Figure 3: A holistic framework for customer life cycle management Source: Adapted from Nasir, S. (2002). Relationship marketing as a new concept: A case study of an automobile company. Master's thesis, Işık University, Istanbul.

Each step of the customer lifecycle may provide sales and support teams with valuable information and chances to improve the customer experience. Customer relationship management (CRM) and customer lifecycle management (CLM) are intertwined and results from many customer-related variables firms track throughout time [10]. You set metrics to each step of the consumer lifecycle and analyze them to understand performance. The customer lifecycle gives decision-makers a full perspective of an organization's activities, enabling smart business growth and customer care choices. It also helps firms improve customer experience and find areas for development.

1.3.3 POEM model

Digital marketers employ Paid, Owned, and Earned Media (POEM) to create social media marketing strategies. It promotes a product or service by using the correct mix of media channels to attract more consumers, develop and expand customer connections, and drive company growth and success.

Paid Media: The POEM architecture begins with "Paid Media", the most popular marketing channel. Paid media is any medium that costs money. Paid advertising is one of the fastest, most effective, and simplest ways to measure ROI. Pay media is usually controlled by the service provider. Additionally, it is frequently the least reliable tool for interacting with your target consumer.

Paid advertising channels like Google Ads and Facebook Ads may help you develop your audience and client base. Paid media includes magazines, TV advertisements, radio announcements, PPC advertising, search engine marketing, and Instagram and Facebook ads.

Owned Media: The POEM framework's second element is "owned media". Any media channel a brand owns and controls. Company or brand websites, blogs, newsletters, social media pages (Instagram, Facebook, Twitter), and podcasts are popular examples. You may entirely control website content and manage it according to your customers.

Owned media digital marketing tactics include SEO optimization. You may build long-term relationships with your audience via owned media [27]. Owned Media helps you engage with existing customers and build long-term client connections. Brand voice and product communication are the goals of owned media.



Figure 4: POEM Model

Earned Media: Earned media refers to brand exposure and recognition by other people talking about it or organic publicity and awareness. It is the only POEM media vehicle that doesn't need firm investments. Through social media, PR, and referrals, earned media lets you engage with your audience.

Most marketers consider earned media inbound marketing since interaction and recognition are organic [23]. Owned and compensated media operations create earned media. Earned media helps customer acquisition and nurture/retention. Word-of-mouth, press releases, publicity, brand recognition, and viral marketing are earned media.

1.4 Buyer personas to help design customer experience.

The present Burberry clientele consists mostly of the Hollywood elite. And the Burberry trench coat is their bread and butter. The strategy's intended demographic consists of middle-class to

upper-middle-class men and women aged 20 to 45. Burberry is an iconic British brand with deep roots in the country's history and traditions. The product's value proposition (what buyers hope to gain) is based on rational and irrational considerations. The practical advantages include superior quality, a wide selection of product types, and fresh takes on time-honoured themes. Without straying from its essential beliefs and brand history, Burberry was able to raise revenues by switching strategies, unveil a new logo and brand theme, and become known as a creative, confident, and forward-thinking luxury powerhouse in the years that followed. It provides social media support through its @BurberryService Twitter account and provides a 'live chat' and a 'call me back' feature on its website. The Burberry retail chain uses a program called Customer Value Management (CVM) [30]. A lot of individuals have experiences with the Burberry brand at its retail outlets. To ensure that all employees maintain the same level of service quality, the organization has created a company-wide service model. This guarantees that they put their attention where it belongs: on their customers.

1.5 COMPETITOR ANALYSIS

In the early twentieth century, Burberry's groundbreaking styles and impeccable craftsmanship made it a favorite of the British royal family. As a result, the name came to represent quality and reliability. However, the firm encountered a number of strategic and structural problems beginning in the mid-1990s. Although the company was successful, the quality of its earnings was poor. The target demographic began to be seen as more conservative due to the brand's appearance. When CEO Rose Marie Bravo had the vision to change Burberry from a stale outerwear manufacturer into a luxury lifestyle brand that was inspiring, elegant, and inventive, the company underwent a period of rebirth. The following actions were taken:

- By assembling a group of experts in their sector, they were able to become a formidable force in the business world.
- A new logo and updated packaging, as well as a rebranding from Burberry's to just "Burberry," were launched.
- Brand reimagining as a mix of modern trends and timeless staples.
- Burberry was promoted as a desirable and practical brand that stood for affordable luxury.
- In order to better serve its customers, Burberry reorganized its product range into three distinct categories: women's apparel, men's apparel, and accessories.

Burberry's check prints were a signature element of the brand's aesthetic and ultimately generated about 25% of the company's total sales [24]. Burberry Brit, a new fragrance collection, was also introduced, and its bottles are decorated with signature checks. That's how Burberry became a name synonymous with both high fashion and a luxurious way of life. To put it another way, Bravo's group fixed Burberry and propelled it to the top of the fashion world. Because of this, Burberry is in a strong position in the market. Burberry can maintain its current level of competitiveness for the foreseeable future for a number of reasons. Burberry stands out not only because of its unique pricing structures, but also because of the extensive consumer research it conducts. Burberry has always prioritized "remaining true to their core brand values" and the Burberry brand's history.

1.6 MICRO-ENVIRONMENTAL ANALYSIS

In contrast, the micro-environment of a company is made up of the factors that are more local and, thus, more amenable to management. To illustrate, consider the business choice to split up the luxury goods industry into many product lines. The firm's choice of distribution method, for instance, or the target market it serves to maximize efficiency and minimize expenses. The company's branding strategy also contributes to the local context. British and American shoppers began misidentifying Burberry as an Asian brand, decreasing the worth of the company in their views. They thought of it primarily as a manufacturer of raincoats. Customers in the upper middle class started to view Burberry with a certain amount of scorn as the brand's products became more readily available, even to regular customers [16]. Not only that, but over-licensing caused the once-prevalent check brand to become inundated in the market due to poor management of corporate resources and a lack of attention to the firm's image. The Burberry name started popping up on everything from tennis shoes to baby strollers. The corporation has some say over these since they are part of the firm's microenvironment. That gives them hope that they may mitigate the damage to their company. When the corporation reined down its liberal licensing of business partners, it effectively killed two birds with one stone [18]. This has led to a decrease in the availability of Burberry goods on the market. New and old consumers alike began to see it as if it were a luxury brand again. The corporation was also better able to concentrate on product development after resolving the license issues. This helped the company narrow its focus when it chose to divide the market into niches.

PART 2: DEVELOP A DIGITAL MARKETING STRATEGY.

2.1 SMART Objectives

Goals that are not SMART (specific, measurable, attainable, realistic, and timely) are not likely to be met. In today's volatile economy, organizations like Burberry Group confront two major obstacles: The Consumer Cyclical market is notoriously difficult to succeed in, despite the lofty ambitions that companies sometimes set for themselves.

The second is lowering expectations too much, which results in wasting Burberry Group's resources. at Burberry Group use the SMART objectives technique in order to deal with both of these possibilities. Whether or not the Burberry Group's objectives are clear.

What is expected to be completed under the goals, and what steps must be taken to reach the more detailed, micro-level objectives? Take into account the following four objectives:

1. The following three months must be used to boost sales and earnings.
2. Goal: A 30% increase in quarterly revenue compared to the same period last year.
3. Raise revenue by 30% compared to the same period last year by using a larger advertising expenditure.
4. Using the current advertising budget to boost sales at existing shops by 30% over a certain time period.

Despite their commonalities, the aforementioned objectives need quite different sets of resources and expertise from an organization. Having well-defined goals may help an organization make more efficient use of its resources and move forward more quickly. For example, the corporation must decide between boosting advertising spending and expanding distribution channels to accomplish goals 3 and 4 [7]. To be more effective, micro-objectives should have more nuanced targets. Second, it will provide different teams inside the organization a common set of objectives to strive towards.



Figure 5: SMART Goals

2.2 SWOT Analysis of Burberry

SWOT analysis helps companies identify their strengths, weaknesses, opportunities, and threats. Organizations employ SWOT analysis to match development trajectories with success criteria.

1.Strengths of Burberry

The ability of a corporation to operate and compete depends on its strengths. Some of Burberry's best features are listed here.

Burberry only advertises in fashion publications like GQ, Elle, Glamour, and Vogue. Celebrity endorsements helped the brand rebound after it declined between the years 1970 and 2000. Kate Moss, Agyness Deyn, Robert Pattinson, and Rosie Huntington-Whiteley were among celebrities that helped increase the popularity of the brand.

- The management made smart investments in the expansion and modernization of the brand, which allowed the manufacturer to become a lifestyle brand. Along with its classic wares, the firm branched out into selling trendy clothing. The company's aesthetic has come to represent the pinnacle of style, class, history, and wealth.

- Burberry has been able to brag that they supply the royal family because they have been awarded royal warrants not once, but twice, by none other than Queen Elizabeth II and Prince Charles. The value of the brand has increased because to these noteworthy achievements.

Burberry may boost brand image using these attributes. After covering Burberry's strengths.

2. Burberry weaknesses

The entire goal of a company's weaknesses is to harm its brand. This hurts the brand's competitors. The firm must fix its flaws to survive.

- Though pricing denotes quality and attractiveness, the high price range has made it affordable for just a few buyers. Youth who want stylish and luxury lives can't afford expensive things.
- Asian Markets: Asian customers account for most of the group's sales. Thus, changes in Asian consumer preferences or the economic, legal, social, and political environment might harm Asian consumers.

3. Burberry Opportunities

Opportunities are external variables that benefit the organization. Burberry uses its possibilities to boost productivity.

- Collaborations: Burberry may work with other companies to provide inexpensive garments. Effective e-commerce may help the organization contact more customers.
- Expanding into new markets like Thailand, Turkey, Mongolia, Egypt, and others can help you flourish in the future since established economies are already competitive. Europe, Middle East, India, and Africa (EMEIA) and Asia Pacific only increase 17-18% (2014). Entering these markets may boost brand income.
- Expanding its product range will provide new possibilities and set it apart from competition.

Burberry can increase its competitiveness by taking advantage of these chances.

4. Burberry Threats

Threats are external elements that threaten the organization deeply. The company must know its status to combat dangers. Look at Burberry's biggest threats.

- **Extreme Competition:** Global brands like Gucci, Louis Vuitton, and Prada threaten Burberry's survival. All areas are competitive; thus, the corporation must often offer new products.
- **Customer Lifestyle Change:** The corporation panics when customer lifestyles change since it must create new trendy items. Since fad products have the shortest life cycle, fashion houses need constantly release new clothing to stay competitive.
- **Threats from knockoffs and fakes:** Fake goods may erode consumer trust in a well-known label over time. Trademarks and intellectual property rights are critical to the survival, growth, and competitiveness of the organization. To use them unlawfully is detrimental to Burberry.

2.3 THE TACTICS AND THE TOOLS

Burberry's worldwide marketing strategy focuses on leveraging social media, e-commerce, and mobile marketing to reach a large audience. The firm has a solid digital strategy and a presence on all major social media platforms. The brand utilizes these platforms to interact with its consumers in a personal and engaging manner.

2.3.1 Social Media

The brand is noted for its British, elegant, and realistic images. This genuineness is preserved also in Burberry's social media approach. So much so that a social media post of Burberry may be readily detected even when there are no logos or check patterns in visible. In October, Burberry underwent a big makeover as it waved goodbye to Riccardo Tisci's creative leadership and welcomed Daniel Lee. Lee opted to wipe the brand's social media clean to start-off fresh.

The new social approach developed in conjunction with the new Burberry 2023 rebranding embraces a Gen-Z flair. This style stresses relaxed compositions, natural stances, and genuine settings. Overall, Burberry's social media efforts are a good example of how a premium business can utilize social media to reach a broader audience, create connections with consumers, and increase sales.

2.3.2 Promotional Emails

Email marketing is a crucial component of Burberry's entire strategy. The company's annual report stresses the importance of email marketing in generating business and maintaining relationships with existing clients. Existing, prospective, and very important consumers are all

on the list of people the program is aimed at. It sends out a wide range of email messages, including those announcing new products, advertising discounts, and sharing unique information. The survey claims that Burberry's email open and click-through rates are among the highest in the industry at 25% and 10%, respectively. This illustrates how successful their strategy was at drawing in viewers and prompting them to take some kind of action. Burberry's email marketing strategy has received accolades from experts in the field.

2.3.3. Promotional Efforts by Burberry

Burberry's advertising campaigns are known for their innovative spirit and emphasis on high-end products [2]. The diverse array of celebrities and models included in Burberry's advertising campaigns has contributed to the company's success in becoming a household name. It's common knowledge that several Burberry commercial campaigns have caused uproar. However, they have always been effective in making people speak about Burberry.

2.3.4 Digital communication of Burberry

There are 'live chat' and 'call me back' options on the website, and the company's @BurberryService Twitter account [13] is also available for customer service inquiries. The Customer Value Management (CVM) system developed by Burberry is used at all of the chain's stores.

2.4 KEY PERFORMANCE INDICATORS (KPIs).

Six strategy pillars and our Responsibility of key performance indicators (KPIs).

- Increasing Profits*

Medium-term monetary goals: With £4 billion in sales (using exchange rates for FY 2021/22), this equates to high single-digit growth throughout the fiscal year.

Performance: At CER, sales grew by 5% in FY 2022/23.

- Increase in similar-store sales

Existing store productivity is tracked by this metric. It is the percentage rise in revenue seen by shops that have been in operation for more than a year. It takes into account all digital earnings and accounts for permanent closures and refurbishments.

Long-term financial goals: With £4 billion in sales (using exchange rates for FY 2021/22), this equates to high single-digit growth throughout the fiscal year.

Performance: Key leather goods and outerwear categories had significant growth in FY 2022/23, contributing to a 7% rise in comparable sales for the year.

- Profit expansion after adjusting for expenses

This metric demonstrates the synergy between increasing revenues and managing expenses, and it follows our continuing operational profitability.

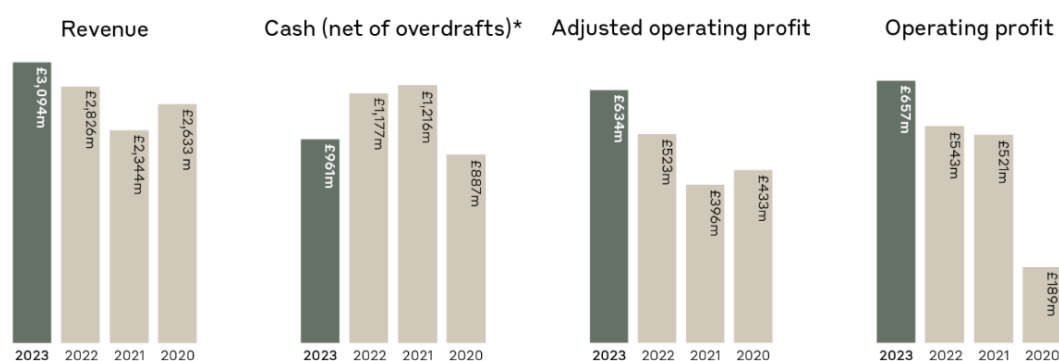
Long-term financial aspirations: Adjusted operating profit growth outpaced sales expansion*.

Performance: CER's adjusted operating profit rose by 8% in FY 2022/23. This was a consequence of both increased revenues and effective cost management that kept adjusted operating cost increases to a minimum.

- Profit Margin from Operations

This metric evaluates our efforts to maximize operational leverage and maintain strict cost discipline, while also investing in the company's long-term growth prospects.

Goal-oriented spending: Advancement to our desired level of more than 20% by FY 2021/22's exchange rates.



Performance: With leverage from revenue growth exceeding operating expense growth and the effect of FX and the 53rd week in FY 2021/22, the adjusted operating profit margin increased by 200 basis points (bps), or 60 basis points at constant exchange rates.

- Rising Diluted EPS after Adjustments

Profitability gains, changes in the tax rate, and accretion from share repurchases all contributed to a rise in adjusted diluted earnings per share.

Long-term financial aspirations: Profit after tax increases faster than sales expansion*

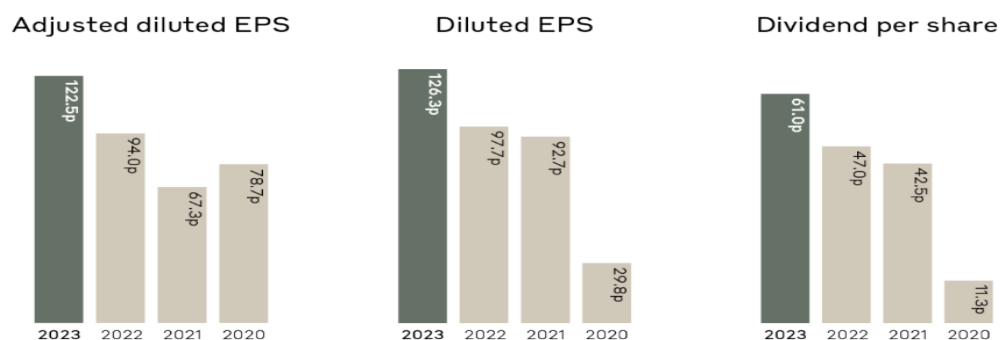
Performance: Gains in adjusted operating profit, lower net finance costs, and accretion from a stock repurchase led to a 30% year-over-year gain in adjusted diluted earnings per share.

- Group Return on Investment Capital

Investment efficiency is quantified by the Adjusted Group ROIC. Group operating profit after taxes divided by average operating assets after taxes for the period yields operational margin.

Long-term financial aspirations: The Return on Invested Capital (ROIC) is higher than the WACC by a wide margin.

Performance: Due mostly to the growth in adjusted operating profit, the adjusted Group ROIC soared to 28.6% in FY 2022/23, well outpacing the Group's WACC. Normal operational assets went raised by 5 percent.



2.5 Strategy for Burberry's Prices

Burberry is renowned for its innovative culture of product creation. It spends a lot of money on R&D, prototypes, and manufacturing to ensure that their clothing is of the highest quality.

All of the goods are high-end and luxury thanks to the superb workmanship and original ideas, thus the company sets their prices accordingly. The corporation knows how to price its goods and services, since it is one of the most costly shops in the world [11]. This is one way that Burberry manipulates its pricing.

Burberry markets their wares with a strategy centered on exorbitant prices. Burberry's goal is to strike a balance between its more affordable offerings and its more luxurious luxury goods. Since it is a high-end label, Burberry does not compete with its rivals on the basis of pricing. Product design, durability, and public opinion are what set the competition apart. Since shifting prices might drive away clients, Burberry has stuck with a very stable pricing approach.

More in-depth analysis of market demand and rivals' prices is used to determine final prices. It sets pricing based on how much customers want and are willing to pay for a product [15]. When developing a price for a product, Burberry also takes into account the advantages it has over the competition. More than \$2 billion in yearly sales may be attributed to the label.

2.5.1 MC KINSEY analysis of burberry

The McKinsey 7S framework is used to examine Burberry's competitive strategy, organizational structure, human resources framework, culture, mission vision and value statements, technology, and management information system. The 7 S framework was first introduced as a strategic tool to examine and assess the complexity of an organization in the best-selling book "In search of excellence" by Tom Peters and Robert Waterman. The McKinsey 7S model provides a comprehensive framework for evaluating an organization's current state and pinpointing problem areas in order to achieve set objectives. The McKinsey 7S model is a strategic planning framework.

An organization's shared values represent its guiding principles and its raison d'etre. Employees are united in their efforts thanks to the declaration of vision, mission, and values. The firm is driven by a set of core values that everyone shares. A company's human resources are only as good as their ability. Answering questions like "Does the organization have the competencies and skills needed to achieve its goals?" and "What new skills are needed and how can they be taught?" are all part of a thorough skills analysis and planning process. How are operations streamlined via the use of technological systems? What formal and informal procedures are in place for things like strategic planning, budgeting, performance evaluation, resource allocation, and management information systems? How has the firm navigated the competitive landscape by making strategic trade-offs? To what extent it is able to define and capitalize on its competitive advantage. Details on the company's employees, including hiring practices, profile requirements, advancement opportunities, and educational programs. Organizational structure includes things like the chain of command, how tasks are assigned, who reports to whom, and how the company coordinates its many operations.

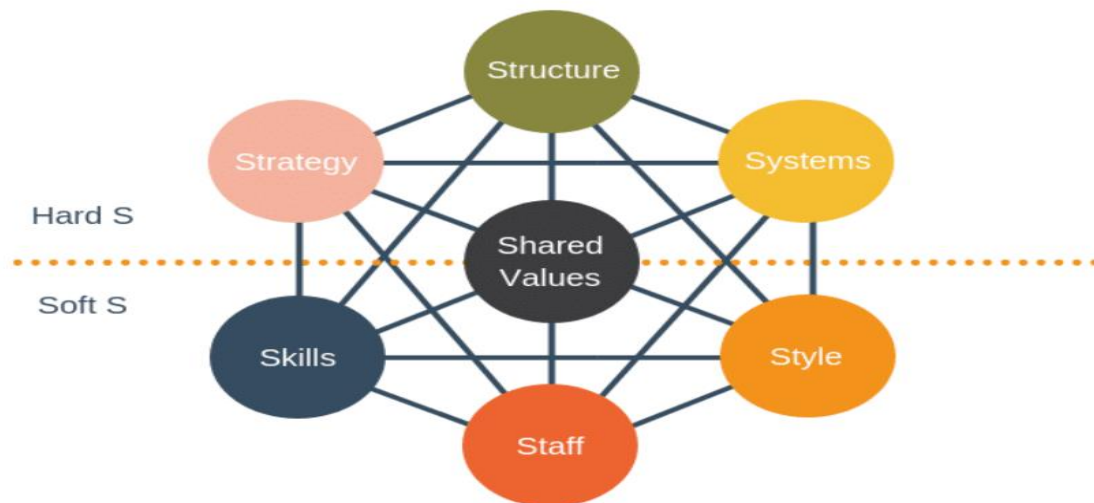


Figure 6: MC Kinsey 7S Framework

CONCLUSIONS

The significance of doing marketing activities over the internet is growing in relevance for the firm. In point of fact, most businesses now place a significant emphasis on internet marketing as they seek to expand their client base via online channels and increase revenue. Burberry is widely recognized as one of the most successful and significant fashion companies in the world. Since the beginning of the firm, it has maintained a strong reputation with both buyers and fashion reviewers, focusing primarily on upscale clients as its target market.

Nevertheless, in this world that is digitizing at an ever-increasing rate, the firm has been trying its best to adapt to newer and newer developments with each passing day. Burberry has all of its ducks in a row, as seen by the fact that the company was only recently featured in the media for opening internet shops and by the fact that it combines creativity with artificial intelligence.

The majority of businesses now include online marketing as an essential component of their overall marketing strategy. And the amount of money firms spend online is growing. According to the U.S. Digital Marketing Spending Report 2017 published by Gartner, digital marketing expenses accounted for an average of 22 percent of marketing budgets in 2017. Additionally, 77 percent of marketers questioned want to raise their digital advertising spending in 2018. They have also claimed in previous studies that their company website, social networking, and digital advertising are the three most important factors in their company's marketing success.

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