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THE GLOBAL BUSINESS ENVIRONMENT

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INTRODUCTION

Global Business Environment is referred as the environment in which the businesses operate globally. This environment includes the external as well as internal forces affecting internal trades of businesses across the globe (Felbab-Brown, 2021). These factors are comprised of various elements such as availability of raw material, reliability over supply chain, availability of manpower, government policies, and other contexts. The chosen company “*Jaguar*” is a Auto mobile manufacturer headquartered in Coventry, United Kingdom. Jaguar deals in manufacturing of cars of Luxury segment. The company was founded in 1922 in Blackpool, United Kingdom. This report will further explore the internal and external factors pre performed in Assessment 1. The report covers the analysis of impact of Pandemic Covid-19 over the chosen company and various strategies to overcome the impact. Pandemic covid-19 phase has highly affected business around the globe. This report will address those effects of pandemic over Jaguar Cars and the strategies to be applied by the company to a take rebound from those effects.

MAIN BODY

Overview of the Company

Jaguar Cars was established in 1922 by, William Lyons and Wiliam Walmsley in United Kingdom. The company was formerly known as Swallow Sidecar Company until Jaguar firstly came to the light on a model name SS Jaguar 100. Jaguar is known for the comfort and Luxury cars manufacturing. With a worldwide presence and expensive cars Jaguar is considered as one of the leading companies in auto-mobile manufacturing industry. The price ranges from 45 Lac and goes up to 2.5 crores. Major competitors of Jaguar in Auto-mobile industry are Mercedes, BMW, Audi, Porsche, etc. These brands have a competitive environment on the basis of luxury and quality offered. The rising phase for the company has been considered year 2016-17, which reported highest sales of 39,886 Jaguar Cars in a calendar year. Jaguar's target audience is the rich section of society which has the affordability and seeking for Luxury and comfort. The F-Pace model of jaguar has been the highest sold car of the company with a sale of over 49,000 units globally.

Aims and Objectives:

- **Aim for higher standards:** One of the major objectives of the company is to attain highest possible standards in the auto-mobile industry. There is a huge competition in the

auto mobile industry which forces Jaguar to design new and efficient strategies to hold a good market position.

- **Aim of zero emissions, accidents and congestion:** The company aims to maintain a healthy record track of least pollution by the car, least accidents of Jaguar cars and minimizing congestion on the roads to enhance free flow of vehicles.
- **Aim for adapting electric vehicle technology:** Company has claimed to adapt their vehicles into Electric vehicles by the year 2025. This is a positive effort by the company for a healthy atmosphere and lesser air pollution. Jaguar is about to convert all its existing as well as upcoming models in electric segments.
- **Customer Satisfaction:** Jaguar has always kept their customers in priority, as the company has been innovating new products and services for their customer satisfaction. Customer Satisfaction lies in many factors such as Value for money, Comfort, Latest Technology, Luxury features etc.

Impact of pandemic on organisation

Coronavirus disease is a communicable disease caused by SARS-CoV-2 virus. This virus has impacted not only people but also many businesses across the world (Manhas and Kumar, 2021). In context of Jaguar this pandemic has impacted business of company in both negative and positive aspects. Determining impacts of this pandemic in aspect of Jaguar is evaluated as below:

Positive impact:

- **Digital access:** This pandemic has pushed button of fast forward to access digital platforms in order to carry operations of businesses. In context to Jaguar, company had to operate its business activities on digital sites. From internal communication with its employees to clients to its customers, management of Jaguar has to adopt digital platforms like zoom call, skype etc. This made company to expand use of digital landscape for its business operations (*Jaguar. 2021*).
- **Opportunities to innovate:** This pandemic has created a period of understanding between customers and suppliers (Huang and Liu, 2020). This created an opportunity for organisations to develop its business by diversifying its products, innovating new products and expanding its market share with a low resistance

risk. In aspect of Jaguar, company has started looking for measures to diversify its list of products by introducing new products in market. Company also looked to expand its business globally by adapting digital marketing platforms, setting up new projects in new different countries. This instantaneously period of change helped Jaguar to invest in innovation activities more fearlessly and boldly.

Negative impacts:

- **Financial Fragility:** Coronavirus pandemic has made many businesses to suffer from financial fragility (Code, Ralph and Forde, 2020). In financial fragility, companies faces a state of financial crisis from a well financed state. Automobile industry has suffered a huge loss as compared to other industries in market. This industry has experience a decline in its turnover as they were unable to supply products in market as Lockdown was implemented in various countries which made people to stay at their respective homes while following government regulations with regards of coronavirus pandemic. In context to Jaguar, company has suffered a huge loss caused by this pandemic. With decrease in sales to paying fixed expenses as well as salaries to employees has impacted in a huge decrease in turnover of this company.
- **Temporary closing:** Many companies has to shut its premises and operational activities because of this pandemic (International Labour Organisation (ILO), 2020). This has impacted in reduction of revenue as well as affected human resources of businesses. Automobile has to stop its operational as well as production activities while following social distancing regulations. In context to Jaguar, company has to close its premises across the world (*Jaguar. 2021*). This impacted in huge loss for company as company was unable to increase its sales proportion as compared to previous years. This pandemic has also impacted in loss of human resources for this company as company has started paying half salaries to its employees in order to cover or bear less loss which resulted in shortage of employees to work under company.

Strategies to overcome pandemic

It was essential for companies to adopt necessary strategies in order to overcome coronavirus pandemic with objective to survive in market place (Mariano, 2021). Businesses has

implemented various strategies in order to cope in this pandemic. In context to Jaguar, management of company has implemented various strategies to thrive and survive under this pandemic. Management of Jaguar has implemented various strategies which are evaluated as below:

- **Adapting online practises:** This pandemic has moved companies to adapt online practises with motive to operate its business activities. In context to Jaguar company has switched its maximum activities from offline to online. Company has started allotting work from home opportunities to its employees in order to follow safety norms of pandemic (*Jaguar. 2021*). This help company in carrying out its operational activities in pandemic zones. Company has provided electric devices with internet connections to its employees to work from a safe place by staying at their respective home. This switch between techniques helped company to interact with its customers through digital sites. Adapting online platform helped employees of Jaguar to acquire knowledge about digital world. This developed continuous learning attitude among employees of company. Company has provided necessary software to its employees to work effectively and efficiently.
- **Digital marketing:** Digital marketing is a process of marketing consists of digital platforms (*Vahdat, 2021*). Many businesses has switched its marketing processes from traditional marketing to digital marketing practises. In aspect of Jaguar, management has switched its marketing practises from offline to online process. Company has taken a fast forward push while adapting this marketing technique. Company has developed its website while using innovations in technologies. Company has started all of its trading operations online by providing its products on its website as well as in search engine optimisation. This made company to interact and exchange its products with its suppliers and customers.
- **Pivot new opportunities:** Coronavirus outbreak has created high stress period for individuals and businesses. However, some businesses took it as an advantage to gain sustainability in long term by innovating new products. Auto-mobile industries were looking forward to innovate new products in market while utilizing this period. This industry was looking to innovate new vehicles by

upgrading new technologies in them. In context to Jaguar, research and development department of company was looking forward to innovate new products in market with sake of surviving in this tough time as well as thriving later.

- **Safety measures:** Coronavirus has affected numerous number of people around world (Caldeira and Pinto, 2021). Many people has also lost their lives as well as dear ones because of this pandemic. This created a stress for auto-mobile industry in order to continue its operational activities. In context to Jaguar, management has assured necessary measures to provide safety to its employees (*Jaguar. 2021*). Company has provided vaccination to its overall staff including leaders, managers, employees, workers, etc. Company has also installed sanitizer stand at every door steps, scanners at each check points, masks along with PPE kit to its workers working under company.

Recommendations

It is primarily necessary for companies to take new initiative in order to survive as well as thrive its business operations in this pandemic (Viglia and Et. Al., 2021). In order to cope and thrive business under consideration of coronavirus pandemic below are the recommendation that are suggested to Jaguar and they are as follows:

- **Increase use of technologies:** Technology is the greatest saviour for businesses to cope in this pandemic. Technology has helped companies to execute its operational activities in this period of stress. In context of Jaguar it is recommended to management of this company to increase use of technologies for its business activities. For example, allotting more work from home process to its employees.
- **Improve cleanliness:** Providing proper cleanliness in office area along with proper sanitizing process can help businesses to work safely in this period. Management of Jaguar should be more cautious in establishing cleanliness inside work place. Management should look after availability of all safety necessities under office which includes hand sanitizers on every row, proper use of mask and PPE kit for its employees, every employee should be fully vaccinated, etc.

- **Social distancing:** Following social measurement effectively can help organisations to deal efficiently with this coronavirus pandemic. Management of Jaguar should make assure that proper guidance of social distancing are being followed under organisation. Management of company is recommended to make six feet distance between employees working under premises.
- **Use of digital marketing techniques:** Enhancing use of digital media for promoting and distributing its goods and services can help companies to gain profit in this pandemic scenario (Meyer, Glas and Eßig, 2021). It is recommended to management of Jaguar to increase its promotional activities on digital sites by publishing advertisements on social media sites, search engine optimisation, websites, etc. This measure will help company to reach its customers more effectively and safely under this period of coronavirus outbreak.
- **Online distribution:** This pandemic has showed increase in using online delivery options by customers worldwide. Management of Jaguar is recommended to provide home delivery services of its products to its customers in order to sustain and thrive in this pandemic.

CONCLUSION

From the above discussion it is concluded that coronavirus outbreak has created stress for businesses worldwide. It has impacted in both in terms of positive as well as negative ways in companies. Positive impact caused by this pandemics were increase use of technologies by companies. While its negative impact on businesses were that most business suffered from financial fragility. The given report determines key strategies adapted by company to overcome this pandemic such as use of digital platforms for its operational processes, adapting work from home process , etc. as well as recommendation has been given to company to cope and thrive business in this period of stress along with measuring safeties of its human resource.

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