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[My chosen company is **Fabindia**]

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Introduction

The current Global Business Environment can be defined through technology description, increasing economic interdependence, and competitive rivalry that is present across the market (Zulkifli-Muhammad et al. 2021). In the following context, the organization will be showing its agility to survive growth and a chief sustainable comparative advantage. Globalization has ensured that there is improvement in the scale and complexity of business, where the strategic decision making encompasses the firm to not only manage through domestic pressure but also achieve diverse international security that is determined by the changing consumer preferences. As expansion becomes an essential strategy for long-term sustainability and growth for organizations, there is a requirement to improve internal capabilities, making sure that strategic choices made are viable and coherent in nature.

The report has provided an organizational expansion plan for the selected company, which should be critically applied using management frameworks such as PESTLE, Porter's 5 forces, and SWOT analysis. This will be done for the purpose of understanding the micro environmental factors, competitive landscape and internal capabilities to determine the strategic position of the firm which is based on the foundation of the report formality a market in the strategy under an international market which will help an organization to increase its business size and match up to the international opportunities of improving business sustainability in financial operational and marketing manners. The identification of appropriate frameworks, like balanced scorecard and Triple bottom line, to create a performance management metric in order to judge and manage the performance of the organization in the international market.

Organization and Target Market

Company Selection and Justification

Fabindia is one of the significant brands in the Indian retail sector, specialising in handcrafted apparel, personal care, home furnishings, and food products. William Bissell is currently the managing director of the firm, the son of John Bissell, the founder of the company. The company is working with over 40,000 artisans in rural India. Founded in 1960, the organization has been growing into a differentiated Lifestyle retailer and its position is served based on Handloom

textile, authenticity, and social Enterprise ethos (FabIndia, 2024). This has contributed to the fast growth of the organization in a highly competitive fashion sector. In the fiscal year 2023, Fabindia stated its revenue would be approximately 1635 crore, reflecting the topline momentum and commercial resilience (MAP Academy, 2025). The vertical model of the organization, such as curating artificial base products in its portfolio, including a parallel home and personal care, gives it a very significant brand proposition of craft provenance and premium essentials rather than being a seasonal fast fashion brand. The supply network of the organization has involved 10 thousands of artisans that partner with the organization in India, supporting the narrative of an inclusive value chain that gives authenticity to the brand in order to communicate in sophisticated markets (SAREEN, 2018).

The selection of Fabindia as the company for international expansion is justified considering the financial, strategic, and mission Grounds of the organization. The brand has been focusing on Heritage textiles and sustainable production, which aligns with the growing consumer demand in the international market. There is high demand for ethically produced, craft-led and value-added products that have a lower charge of getting exposed to price for. Financially, the company has been improving in a multi-category Product portfolio, which includes apparel, home, and FMCG, which will ultimately allow the organization to diversify risk across the product cycles and improve the revenue channels from stores, wholesalers, and digital platforms (Irfan et al. 2021). The brand's social purpose is to improve the livelihood of the partition and revive the Handloom industry, which is a very significant differentiator in developed markets, as the company would be able to trade with authenticity and with the value of sustainability. The organization already has a differentiated business model that would fit in the international market. FabIndia not only brings the value of sustainability but also a social value chain that supports the craftsman and brings them to mainstream demand for ethically produced Lifestyle goods, creating a dual customer base for growth. The company has been operating as a firm believing in supporting locally produced handloom and craft, which can be carried into new markets, creating a global value chain with locally made handicraft, furniture, and fashionwear (Awan et al. 2022). The organization has been operating for a purpose beyond profitability, which is a significant trait that the organization can take into a new market, differentiating itself from other brands.

Target Market selection and justification

The target market selected for the expansion of Fabindia is the United Kingdom. The following market is very attractive strategically for Fabindia because of three principal reasons, which include the large and affluent South Asian population present within the region, the growing ethnic wear and Lifestyle market, as well as a mature retail infrastructure that will support the omnichannel strategy of the company.

The UK has one of the largest Indian diasporas in the world, showing that in the year 22, the UK Census showed 1.9 million people belonging to the Indian ethnicity across the UK, specifically concentrated in Tier 1 cities like London, Leicester, Birmingham, and other urban regions. This would be a very significant chance for the organization to have a substantial core market for authentic Indian apparel and festive wear.

The ethnic wear market in the UK is a very significant market with sizable and expanding businesses. The UK ethnic wear market revenue has been calculated to be about 1.48 billion dollars in the year 2023, with a projected CAGR of 6.3% until 2030 (Grand View Research, 2025). This projects that there will be increasing demand and sales for ethnic wear within the market, making it a favourable country to expand into foreign organizations like Fabindia. The following demand is developed by the South Asia diaspora present within the nation, and the growing mainstream interest present within fusion or ethnic apparel. A robust total addressable market for Fabindia apparel and home categories would be very significant, particularly in the market to offer a premium and sustainable line of products.

The UK retail environment is a mature environment with large retailers present within the fashion and furniture sectors, offering multiple products to customers. It must be considered that the retail sales within Great Britain are estimated to be 517 billion in the year 2024, showing the large size of the retail sector that is associated with the market (Ward, 2025). The high economic value that is helped by the UK retail sector is supported by the infrastructure and directly supports the E-Commerce department, fashion, independent boutiques, and pop-up businesses within the nation. It should be considered that Fabindia in the UK will be leveraged from the current infrastructure and awareness related to the retail sector because it is mature and highly attractive for customers in the organization. There is a high number of competitors present within the market, which not only shaped the perception of the consumer but also created competitive pressure for new entrants (Dolega et al. 2021). Developing a differentiated product and value

chain is very significant for the purpose of operating and entering a market like the UK, which is present in the operations of Fabindia. The combination of an expanding ethnic wear market and adaptable retail and skip for European expansion. There is comparative pressure established from South Asian retailers and value chain players, which leads to high operating costs for the organization and calibration of price positioning (Zhang et al. 2021). Such risk needs to be mitigated by an organization like Fabindia to make sure that it is able to sustain its market entry and establish itself in a new market that is highly competitive.

Comprehensive Strategic Analysis

Analysis of the selected market's macro-environmental factors

PESTEL Analysis

Political Factors- In regard to the political factor, it may be noted that the UK-India trade agreement, which was finalized in the year 2025, is one of the major advantages for the Indian apparel exporters and textiles exporters. This agreement, which has been made between the two countries, lowers the tariffs on various Indian textile lines, along with aiming to increase bilateral trade. Due to this change, Fabindia will be able to import products into the UK at a very low cost, which will improve the cost competitiveness.

Economic Factors- Considering the economic factors, it has been found that the UK still remains a large high-income consumer market which has strong demand, especially in the major urban cities. It has also been found that UK statistics have also shown clearly that online retail is one of the fastest as well as biggest growing parts of the retail sector. In the year 2024, the retail sales volume of the UK rose by 0.3% in September. Additionally, the quarter sales volume also rose by 1.9% in quarter 3, which is from July to September 2024 (Office for National Statistics (ONS), 2024).

Social Factors- The social factors of the UK strongly support the ethical position of lifestyle, along with which branch. In the year 2023, the green fashion of the UK was estimated at around \$173.6 million, and it is expected to grow at a CAGR of 12% by the year 2028 (GlobalData, 2024). The UK, as well as European consumers, maintains a positive attitude towards artisanal and sustainable fashion. Sustainability has become increasingly important for consumers on a daily basis, even in the fashion sector. These insights indicate that the provenance-led proposition

of Fabindia, which is based on artisanal origin, ethical Sourcing, and handloom, also matches the expectations of a receptive consumer segment. However, the actual conversion will depend upon the factors that include convenience, credible sustainability claims, and price.

Technological Factors- The retail environment of the UK is digitally mature and advanced in terms of Technology. Smartphone penetration and internet are high, the marketplace ecosystems are developed well, and the logistics networks are also efficient. Around 88.4 million cellular mobile connections are active in the year 2025 in the UK. This figure is also the equivalent representation of 127% of the entire population (DataReportal, 2025). Fashion also represents a large share of the online sales, purchase of clothing, and also digital channels that dominate the discovery. Therefore, for companies like Fabindia, it is necessary to invest in digital commerce, creating a Local fulfillment system and also establishing a strong marketplace presence in order to reach mainstream customers. This will help to meet the Expectations of UK customers, which will benefit the companies.

Legal Factors- It is necessary for Fabindia to prepare for complying with various rules and regulations of the United Kingdom. These legal factors include Swift Consumer Protection laws, growing regulatory checks on the environmental claims, and also textile labelling requirements because of the increasing concerns regarding greenwashing. In order to avoid the regulation or regulatory problems, it is also necessary for the company to strengthen the supply chain documentation, accurately label the fibre labelling and maintain transparent sustainability reporting.

Environmental Factors- The environmental factors or other expectations in the United Kingdom are essential. The market also rewards brands that show credible sustainability practices that include low-impact production, circulatory, while penalising the unverified or weak claims. The consumer also pays attention to the circular economy messaging, but also looks for trust in what the evidence shows before making any type of purchase. The low Input and artisanal production approach of Fabindia can be considered as a strong advantage if it is being supported by traceable and clear certificates, impact data, and transparent working condition disclosures (Basak, 2018).

Analysis of the selected market's competitive landscape

Porter's Five Forces Analysis

Bargaining Power of Consumers- In the UK market, bargaining power is high as they have various choices across premium Lifestyle brands, specialist home ware retailers, and also fast fashion (Howell, 2021). Transparency has also been strongly emphasized by online fashion, and customers can also switch easily from one brand to another. Due to the high bargaining power of the buyers, it is necessary for Fabindia to reduce price sensitivity through the help of creating strong differentiation through service, provenance and quality.

New Entrants Threat- The threat regarding new entrants is moderate as the digital retail reduces the capital barriers due to the small online store, which can launch quickly without any type of large investment. It is also evident to understand that the trade deal between the UK and India also reduces the import cost barriers for the Indian suppliers, which makes it easy for the new players to enter (Ministry of External Affairs, Government of India, 2025). However, building trust as well as brand recognition in the UK market needs time, especially for the goods that are premium artisanal (Husain, Ahmad and Khan, 2022).

Bargaining Power of Supplier- The supplier's bargaining power for companies like Fabindia is relatively low in terms of the production side. It is necessary to understand that Fabindia has vertically integrated the relationship with the producers of artisan and manufacturing units, which allows strong controls over the quality, materials, and lead times. Once Fabindia searches for operating in the UK, it will depend on the local fulfillment partners, wholesale retailers, and logistics providers.

Threat of Substitutes- The substitute threat is high in both the home and apparel sectors as the UK market has different mainstream brands along with niche brands, European designers, and also private labels that also offer alternatives across convenience, price, and styles. In order to reduce the substitution waste, it is necessary for Fab India to emphasize the product lines where sustainability provides unique value along with artisanal authenticity.

Competitive Rivalry- In regard to the competitive rivalry, it may be stated that it is high in the United Kingdom. The global fast fashion players, omnichannel department stores, and ethical brands together compete strongly in terms of speed, marketing, and price (Yeğın and Ikram, 2022). Since it will be very strong, it is necessary for FabIndia to focus on clear positioning and strict margin discipline. Additionally, the best route for long-term competitiveness is differentiation that is based on sustainability and authenticity, a selective wholesale partnership that builds visibility and also digital-led customer acquisition (Jerab and Mabrouk, 2023).

Critically evaluate the effectiveness and limitations of the analytical tools employed

Porter's Five Forces and PESTLE provide a complementary and clear way for assessing the international market. It has been found that PESTLE highlights exogenous risk as well as opportunities that include the UK-India 2025 trade agreement, changes in the online retail penetration, as well as increasing the regulatory scrutiny of the sustainability claims. It also provides support to scenario-based thinking by outlining how the economic, social, political, environmental, and technological factors shape the market.

Porter's Five Forces Model explains the industry economy, along with identifying the important sources of competitive pressure that include the rivalry and buyer power (Pangarkar and Prabhudesai, 2024). This is effective in guiding the tactical decisions that are related to entry mode, differentiation, and pricing. Using both frameworks together is effective for creating a strong starting point that is strong for the formulation of a strategy. However, each of the models that has been used has its own limitations, as the PESTLE is mostly static and descriptive, since it lists influences without ranking them. Porter's Five Forces, on the other hand, assumes a stable industry structure, and it also does not capture the platform-based competition fully or any marketplace ecosystem (AnalystPrep, 2023). In order to address these issues, it is necessary for the managers to use additional frameworks like the resource-based view and the VRIO Framework, along with dynamic scenario modelling.

Strategy Development and Formulation

SWOT analysis

Strength- The main strength of Fabindia is the unique value proposition that it has, which is based on ethically sourced materials, long-term relationships with the community of partition, and authentic Indian craftsmanship. This supply chain is also integrated vertically as well as rooted socially, which gives FabIndia a strong differentiation advantage that most of the fast-fashion companies are unable to match. Additionally, the UK-India trade agreement of 2025 is necessary as it helps in reducing the tariffs on textile imports, making the Indian apparel competitive in the United Kingdom (BBC News, 2025). In addition, the strong brand equity of Fabindia in India, along with proven operational capabilities, shows that the company is well-prepared for international expansion.

Weaknesses- In the United Kingdom, there is a very low brand recognition of Fabindia, especially among customers who have no exposure to Indian Textiles or Fashion that is based on artisanal. The cost of handcrafted production is reflected in its pricing, which might seem high to the mass-market shoppers of the UK who are used to the options of cheaper fast-fashion (Harris et al. 2021). The company also does not have any direct experience with the regulatory standards of the UK, which include sustainable-claim regulations and consumer protection rules. It may also be stated that the logistical challenges may arise due to the long time for India-Uk Transport, especially for items that are handcrafted it with the slow cycle of production.

Harris, J., Begum, L. and Vecchi, A., 2021. Business of fashion, textiles & technology: Mapping the UK fashion, textiles and technology ecosystem.

Opportunities- In regard to the opportunities, it may be stated that the fashion market of the UK shows an interest that is rising in the sustainable, provenance-driven, and ethically sourced products. The shoppers of the UK also value responsible sourcing, and they are also willing to pay more for any handmade or authentic goods (Consultancy UK, 2025). Additionally, the high rate of adoption of e-commerce products in the UK also creates a low risk of entry route for Fabindia, as lower investment is required for online channels compared to physical retail shops. Multi-cultural cities like Birmingham, Manchester, and London include larger consumer groups that are open to global Lifestyle brands.

Threats- The home and apparel market of the UK is highly competitive with price sensitivity, fast-changing Trends, and strong power of consumers. Major competitors like Zara, Next, John Lewis, and H&M create a strong rivalry along with ethically independent brands. It has also been found that many people prefer sustainable products, but they also choose fast fashion alternatives that are lower in price. This basically means that it can face issues if it does not communicate its values in the UK market (Rashidi-Sabet et al. 2022). The regulators of the UK are also increasing the scrutiny regarding sustainability claims, which will help in identifying any miscommunication that can damage the brand.

International strategies: Integration Responsiveness Framework

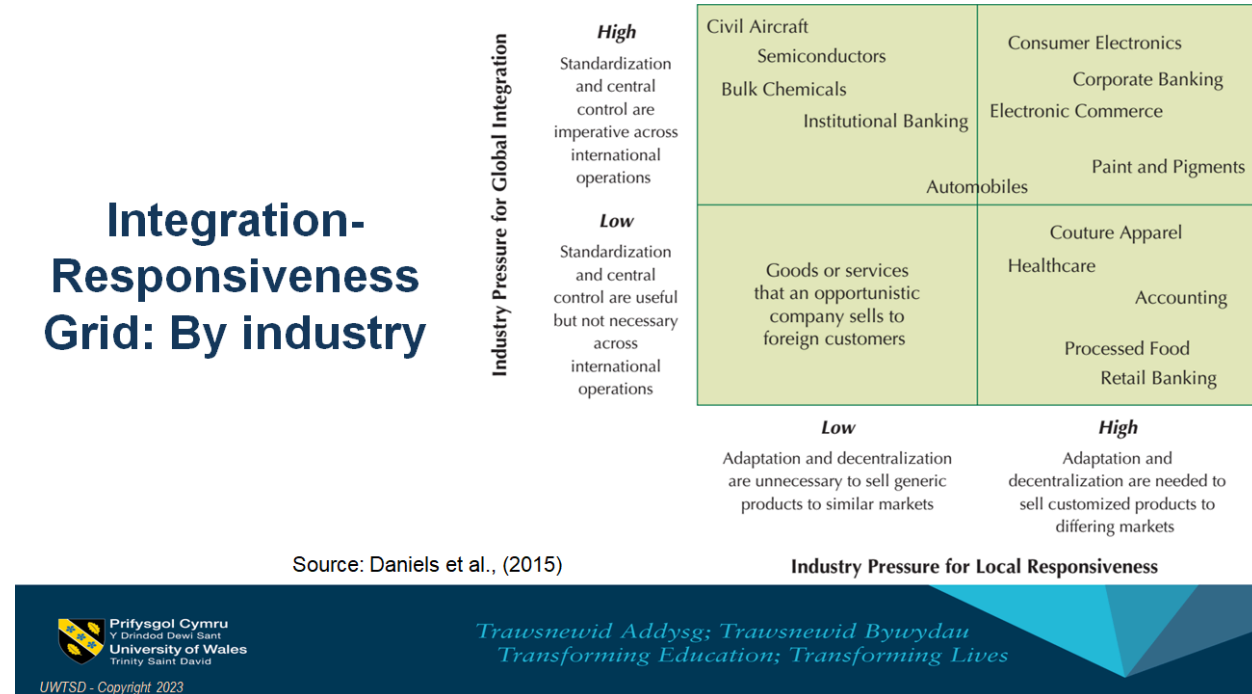


Figure 1: Integration Responsiveness Grid

(Source: Week 7 Lecture Slide)

Global strategy as a high Global integration along with low local responsiveness, as it helps the companies to reduce cost through scale, but also does not match well with FabIndia (Jain, 2024). The handcrafted apparel of Fabindia, along with its home furnishings and Lifestyle goods, requires careful positioning that will fit the design taste of the UK and its seasonal trends (Blind et al., 2024). As these products are linked closely with the Indian craftsmanship, adopting a standardized Global approach will be risky. Fabindia can also use a multi-domestic strategy that focuses on low integration and high local responsiveness. This approach will be effective for the brand for customising its product in the market of the United Kingdom. However, by doing this, the brand can also maintain its strong identity that has been built on the basis of Indian craftsmanship and culture. Additionally, the operations will also become more complicated, along with increasing the overall cost and reducing efficiency (Massa, S., Annosi, M.C., Marchegiani and Petruzzelli, 2023).

In regards to the transnational strategy, it may be stated that it aims for high local responsiveness and high Global integration (Alariss Global, 2024). This is usually suitable for the large multinational companies with Global production networks and Research and Development

(R&D). Fabindia, however, relies on the community of Indian artisans for the production, and due to this dependence, a widely spread production system that is spread will not be suitable for its mission or supply chain. The best fit for Fabindia is the International strategy quadrant, which has low pressure for local responsiveness and low pressure for Global integration (Jayanti and Rajeev Gowda, 2014). This strategy will allow the company to use the strength of its home country, which includes brand heritage, control, and craftsmanship over its supply chain, to serve the international market.

Chosen Strategy (Export Strategy)

The Chosen export strategy is the IR framework, which is the best way for Fabindia to enter the market of the United Kingdom (Sun et al., 2022). This strategy also fits its brand identity, overall cost structure, and production process. The handcrafted items of Fabindia lose their cultural meaning if they are made outside of the home country, that is, India. With the help of export, the company will be able to keep its production within the community of artisans, along with protecting its core value proposition.

It is also necessary to understand that the UK-India trade agreement has reduced the tariffs on Handloom and textile goods (Times of India, 2025). This also improves the pricing power of Fabindia, along with removing the need for local manufacturing in the United Kingdom. Exporting is also a low-cost method for entry as compared to building local operations. The market of UK market holds strong e-commerce, which allows Fabindia to test the customer demands online before introducing of any physical stores.

Outlining how the organization can establish a competitive advantage in the market by leveraging identified opportunities and addressing potential risks

Some of the methods through which Fabindia can establish a competitive advantage in the market while also leveraging the identified opportunities and addressing the potential is areas follow:

- Differentiating through the help of provenance and authenticity, as the biggest strength of the company is its focus on the authentic handcrafted products, along with a social impact model. The consumers of the UK care about honest and clear information, for which Fabindia needs to provide detailed artisan stories, verified certificates like fair trade, and

also sustainability reports that are being designed for the audience of UK (Reputation, 2024).

- Digital-first market penetration is also one method, as online shopping is popular in the UK, Fabindia needs to focus on digital (Levrini et al. 2021). This includes of UK with e-commerce and GBP pricing, partnership with the influencers within the slow fashion and multicultural lifestyle community, and targeting the digital advertisement that aims sustainability-minded consumers (Moore, 2025).
- Another method is comparative pricing, which is being supported by the tariff reductions, as low tariffs from the trade agreements allow the company to price its product in a competitive manner (Kryvovyazyuk et al. 2024). This should include offering affordable apparel at an entry level, using the price anchoring method to help customers to see the worth of handcrafted goods, and also positioning mid and premium tyres as high-value artisanal products.
- The fourth method is local fulfillment and the customer experience, where simple returns and fast delivery are important in the market of the UK market (Ali et al., 2021). The experience of the customer can be improved by Fab India through partnering with the fulfillment centres that are UK-based. Another method is using appealing and strong packaging, which will increase customer satisfaction and experience (Zhu et al. 2022). Offering the low cost and free shipping, along with a 30-day return policy, will also be effective for fulfilling the local requirements and making the customer experience better (Saha, Zhuang and Li, 2020).

Performance Evaluation Framework

Design a Balanced Scorecard to identify key performance indicators (KPIs) and success metrics

Perspective	Objective	KPI	Target	Measure	Key Initiatives

Financial Perspective	The objective of the financial perspective is to increase the revenue from the UK market	Revenue growth rate	12-15% annually	quarterly and monthly sales records	Strengthening the channels of e-commerce along with Marketplace integration in the UK.
	Reducing the operation cost	Cost-to-Serve	Reducing the cost by 5% in the first year	Logistics and the fulfillment of cost analysis	Making a partnership with the UK-based 3PL providers.
	Maintaining profitability	gross profit margin	> 40%	Sales ratio versus COGS	Optimising Logistics and leveraging tariff reductions
Customer Perspective	Improving customer experience	Customer satisfaction score (CSAT)	> 85%	Post-purchase service	Quality packaging and faster delivery, and Returns

	Boosting customer advocacy	Net promoter scores (NPS)	+20%	Customer feedback service	Storytelling around the sustainability and artisanship
	Increasing the visibility of the brand	Brand awareness index	Rise of 20% in 1 year	Search data and digital Impressions	Multicultural campaigns and influencer marketing
Internal Business Processes	Reducing Returns	return rate	<12%	return Analytics	Quality checks and sizing the charts better
	Improving fulfillment speed	Time of order fulfillment	3-5 days of work	Delivery records and order dispatch	Fulfillment of local 3PL centres
	Strengthening Compliance	Compliance accuracy	100%	Regulatory audits and labeling	Adherence to code, CMA green claims, and UK consumer protection
Learning and Growth Perspective	Strengthening the Ecosystem of Artisans	Improving the supplier capability	Increase in annual quality	Artisan assessment reports	Workshops on Skill Building

	Improving the digital capability	Technology adoption index	Annual improvement	Audit for Digital Systems	Implementing Automatic Inventory Tools and Analytics
	Enhancing the capability of the workforce	Training hours of employees	10-15 hours/quarter	Training logs	Training on sustainability, digital systems, and regulations of the UK

Table 1: Balanced Scorecard

(Source: Self-Generated)

A clear and structured system has been provided by the balanced scorecard for Fabindia to monitor its success while expanding in the UK (Intrafocus, 2024). The focus of the financial perspective is on sustainability as well as growth by tracking the profitability, revenue performance, and cost control. This is important because the export model of Fabindia relies on managing the cost of logistics while also maintaining the premium nature of the handcrafted products (Piyush and Nalhe, 2024). The customer perspective is effective for Fabindia to understand about how the UK consumers perceive the brand especially the brand recognition which is outside of diaspora community is low in the current time. KPIs, NPS, and CSAT allow the company to continuously improve the experience of customers, along with building loyalty. The international business process perspective also supports the regulatory compliance along with operations, which are important in the competitive apparel sector of the UK (Chowdhury et al., 2023). Low return rates, accuracy of sustainability, and fast delivery help the brand avoid any types of reputational damage and remain competitive against its competitors. Lastly, the learning and growth perspective also ensures the long-term building of capability. digital adoption, improvement of artisan capability, training, and innovation create a strong foundation for the sustainable International growth. Therefore, these for perspective together ensure that

Fabindia will track the performance holistically and also make an informed decision as it assesses its own presence in the UK market.

Triple Bottom Line for a sustainability performance measurement system

The triple bottom line (TBL) framework consists of people, planet, and profit, and it helps Fabindia connect its social mission with the plans of international expansion. Using the approach of RBL will be effective for allowing Fabindia to measure the financial success, along with the environmental and social impacts of its operation in the United Kingdom. This also ensures that the brand remains transparent, responsible, and aligned with the Global Expectations of sustainability.

People (Social Performance)

The dimension of people focuses on how the actions of Fabindia will affect the artisan communities in India and also the customers in the United Kingdom. While entering the UK market, the company needs to track how the activities of its own protect the workers, promote customer wellbeing, and support artisans (Nogueira et al., 2023). The key metrics include fair trading certifications that show the commitment to transparent Sourcing and ethical production (FAIRTRADE INTERNATIONAL, 2025). Another important metric is the income growth of artisans, which helps in measuring whether the partitions earn more as the increase of demand increases in the United Kingdom. The third important metric is safe working conditions that ensure all the artists are working in a secure and healthy environment (Das et al. 2025). Lastly, Customer safety standards are also an important metric that confirms that the products are meeting the rules of safety and regulations of the UK. These metrics are helpful for Fab India to maintain its social mission along with its expansion globally.

Planet (Environmental Performance)

The planet dimension addresses the environmental footprint of Fabindia since the environmental awareness is very strong in the United Kingdom, for which the company needs to show clear and measurable performance of sustainability (Liute and De Giacomo, 2022). In this context, one of the important metrics is carbon footprint per product, which helps in tracking the emissions from production to delivery. Packaging waste reduction is also important as it reduces plastic usage, along with encouraging recyclable materials (Novakovic et al., 2023). The use of Sustainable raw materials is also essential, which will help in ensuring that inputs and fibres are meeting with

the environmental standards, along with keeping the authenticity. Therefore, these metrics that have been mentioned will allow the company to show environmental responsibility, making a sustainable supply chain and reducing waste without changing the cultural character.

Profit (Economic Performance)

The dimension of profit focuses on the financial health as the strong financial performance helps in ensuring that Fabindia continues supporting the artisans, growing in the UK market, and investing in sustainability. The profit indicators also help the company to balance its environmental and social goals with its financial stability for a long period of time. One of the important metrics in this is profit margins that ensure the business remains healthy financially despite marketing and exporting costs (Santiago et al. 2023). Cost efficiency is also an integral factor that helps track how the company is able to manage production, operational expenses, and logistics well (Oteri et al., 2023). Such Performance measures support the stable global expansion, along with ensuring that the business model of Fabindia remains strong.

Conclusion

The scope and complexity of business have improved as a result of globalization, and strategic decision-making now involves the company managing both local pressures and achieving a variety of international security goals that are dictated by shifting customer preferences. According to Fabindia, its revenue will be roughly 1635 crore, which reflects the company's commercial resiliency and topline progress. According to estimates, the UK ethnic wear market would generate around 1.48 billion dollars in revenue in 2023, with a predicted compound annual growth rate of 6.3% through 2030. For Fabindia to operate and penetrate a market like the UK, creating a unique product and value chain is crucial. Rapid consumer protection legislation, expanding regulatory oversight of environmental claims, and the need for textile labeling due to growing concerns about greenwashing are some of these legal considerations. Fab India must highlight the product categories where artisanal authenticity and sustainability offer distinctive value. Using the internationalisation and entry strategy that has been prescribed above would be very necessary for the organization to expand business in a highly Lucrative UK market. It must be considered that the organization must focus on the effective entry so that it is able to sustain its business in the international market and establish itself using its current value chain and social ethos. Use of a balanced scorecard and triple bottom line can be done for the purpose of

measuring performance associated with the organization, which would ultimately allow for improving the business and measuring the performance, mitigating any weakness or thread that can tag the organization in a negative manner (Benková et al., 2020).

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