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The nature and impact on the company T.M lewin. T.m lewin was having a big decline in purchases because of the pandemic that hit in 2020 because all retail shops were closed due to the covid-19 illness that lead to major restrictions and was forced to be a online only purchase. This therefore impacted the company because it had to close all its stores meaning that they lost one way to promote the business because not everybody knows about T.M lewin and also decline in purchases because not everybody shops online. This impacted the workers because over 600 employees had lost their jobs. This also impacted the company because since many people were working from home and also many other people lost work formal wear wasnt needed as much and people didn't need to buy it.

Due to the cost of living crisis and inflation it has put pressure on every consumer to raise prices of products and this will impact the customers as not everybody would be able to afford it so they might choose a cheaper brand for example, George Asda. This will also impact the companies decline in profit.

Since brevity had been put into place it has made it more difficult for the organisation to be able to import and export goods due to difficulties in the exchange of goods and services it would be harder to ship worldwide and to make purchases from other retailers in order to make the product. It has also lost many customers this was as the online store is targeted at customers in the U.k and since other stores had closed down it is contributing to the decline in profit. This could be avoided if it would do a partnership with a European company such as zolando so it would be easier to sell in other countries which would also increase in profit

T.m lewin changed its policy because of the decline in profits and is now charging U.S 20 percent VAT and this is being disguised as special handling and processing charges.

Aswell as the cost of living crisis and inflation this has affected the customers

Way of living as with other prices increasing the brand would have to have big sales so that purchase would be made as everything has increased and not many people can now afford it.

The company's technology could be improved if there would be more adverse for this brand on other social media websites which would promote the product and lead to an increase of sales. This could also provide more work as online customer support would be needed more since its a online retailer.

Luckily for the brand the weather or climate change doesn't affect the sales as formal wear and shirts are needed all year round because people would need it for work.

The fishbone diagram is to demonstrate the cause and effect certain problems would have on the company. The first cause was the pandemic which forced the company to close all its retailers which reduced the amount of customers its had.

The second cause was of a second kickdown happening meaning that many people were not going back to work so the decline in sales was not improving.

Another cause was the inflation, which made prices of production to increase which then also makes the price of the shirts to increase which could lead to loss of customers.

Another cause would be the cost of living crisis as customers would not be able to afford it as much as because which could also lead to loss of customers.

There are a few solutions to these problems. Some are that to have a sale on a range of shirts as this would attract customers to purchase the products and get a good deal and this would also benefit the company because profits would increase. This could be promoted by getting famous influencers to do a review on the product in exchange of free items as this would also get new customers to purchase the product if they have a high following.