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THE FASHION INDUSTRY INFLUENCED BY COVID-19

1. INTRODUCTION

This report will focus on the recognition of the global business management in terms of the changing global trends in the UK fashion industry concerning the organisation of Matalan. The study will critically evaluate and identify the factors influencing the changing trend of the UK fashion industry at a global level and highlight the affect of Covid-19. It will emphasise market actions in terms of assessing micro-economic foundations concerning varying market structures in the international changing trends.

It will use a framework called Porter's Diamond Model to understand the competitive advantage of the company within the fashion industry.

2. MATALAN ORGANIZATION

Matalan is a UK and international omni-channel retail company. It was founded in 1985 by John Hargreave. The headquarter of the organization is in Liverpool in the United Kingdom. Matalan's mission is to sell good range and style of quality products such as womenwear, menswear, homewear and furniture for the cheapest price on the market (Matalan, 2021). The annual profit generated by the organisation tends to involve an amount around 1.12 million pounds along with its dealing with around 13,000 number of employees (Retailgazette, 2021).

By April 2019 there are 230 UK Matalan stores and 30 international franchise in the Middle East and in Europe with an increasing online platform (Matalan, 2021).

3. COVID-19 INFLUENCE ON THE FASHION INDUSTRY

Fashion cannot be regarded as a basic essential in terms of determining continuous market supply. The changing trends of the UK fashion industry due to the impacts of Covid-19 pandemic are mainly associated with a huge economic loss in terms of reduced fashion consciousness within the target market audiences (Just-style, 2021). Along with the absence

of back planning concerning the unprecedented issue of the Covid-19 pandemic, the retailers tend to experience bankruptcy in terms of seizing its business growth opportunities.

The organisation of Matalan must improve its customer management via several adoptions of technological inferences concerning Omni-channel references. It should also adopt a tailoring of supply chains in terms of incorporating sustainable management of its supply-side activities (Jll.co, 2020). The inventory was backed up because of the Covid-19 pandemic in terms of surplus clothing and fashion accessories. It must adopt the effective strategies of overcoming the market risks in terms of maintaining effective communication with its customers and suppliers concerning an overall improvement of its organisational activities. It will emphasise market actions in terms of assessing the micro-environmental determinants of the company concerning the changing trends in the UK fashion industry.

4. MAJOR FORCES SHAPING THE GLOBAL BUSINESS ENVIRONMENT

Target supply chains: Matalan must adopt the effective strategies of overcoming the market risks in terms of maintaining effective communication with its customers and suppliers concerning an overall improvement of its organisational activities. The UK fashion industry must focus on emphasising its competitive advantages concerning effective management of customers. In the Global place of market, the British fashion industry must include schedules of production and strategic designs to obtain successful marketing and promotional activities.

Effective customer management: The effective management of customers is very significant in terms of extending its marketing operations. The UK fashion industry must focus on retail store sales concerning online purchasing and an overall increase of profitability. It also must enhance its operational effectiveness involving social media handling and networking capabilities. The business models of fashion industry are mainly concerned with dynamic processes along with the changing trends of fashion. It must adopt the effective strategies of overcoming the market risks in terms of maintaining effective communication with its customers and suppliers concerning an overall improvement of its organisational activities.

Global fashion industry: Matalan should incorporate realistic business strategies to combat the situation caused by the Covid-19 pandemic. It should incorporate fast fashion models in terms of responding to differing fashion trends and changes. The changing fashion industry of the United Kingdom tends to emphasize quality of its products and services. The sustainable management must focus on general illustration of digital business models. The marketing

environmental factors associated with the changing trends in the global fashion industry tend to involve internal as well as external environmental factors. It must focus on establishing an integrated as well as communicative approach within its employees, investors, customers, and suppliers. It should also tend to incorporate strategies for motivating the employees in order to increase the levels of productivity in manufacturing a fashion item.

The fashion industry of the United Kingdom tends to control the management procedures after the huge loss due to the Covid-19 scenario. It must implement strategic innovation procedures in terms of increasing its product quality to entice a huge customer base. Moreover, it must understand the market trends before executing any strategic conquest. It should focus on establishing an integrated communication within its operation management along with the obtaining of feedback from its customers concerning improvement of its existing products as per the demands and requirements of its customers (Oghazi and Mostaghel, 2018). Matalan must focus on utilising the strategic objectives concerning the enhancement of the company's strengths in terms of dealing with its competitive advantages. The organisation of Matalan must utilise digital modes of business to obtain necessary feedback from its customers through Omni-channel inferences. It must adopt strategies for obtaining maximum customer experiences along with an effective coordination between the customers and the management of the organisation. It also must focus on creating values for its customers in terms of adopting with the changing market.

5. PORTER'S DIAMOND STRATEGIC ECONOMIC MODEL

Porter's Diamond model is strategic economic model which is used to analyse the competitive advantages of one company to another within the same industry. (EPM, 2018.)

The organisation of Matalan representing the fashion industry in the United Kingdom must involve competitive advantages in terms of determining its market capabilities concerning maximum profitability. It should adopt the Porter Diamond model in terms of explain the factors in terms of driving competitive advantages for specific national market place or other economic conditions concerning effective global expansion. It can be utilised in terms of describing the sources of the nation's competitive advantages along with its path in obtaining the competitive advantages. It will support the business procedures of Matalan in terms of guiding and restructuring the required strategies in approaching the operations and investments across various national markets.

Market dynamics: The organisation of Matalan representing the UK fashion industry must focus on driving its sales margin in terms of attracting and retaining its customers. It will influence the consumer behaviour along with the prices of the products inducing competitive forces to which the sustainable management structure can be embedded. It is mainly associated with the reduction of excessive expenses in its production procedures along with the expectations of increase return of investments (Lee et al., 2018). It is concerned with the supply and demand procedures concerning a given service or product in terms of influencing the market acquisitions. In order to retain customers and attract potential clients, the organisation of Matalan must focus on cutting down its price levels through establishing an influence of the demand-side economy.

Competing the associated risks: The UK fashion industry of Matalan must emphasize the planning of its strategic growth concerning all the associated risks. It will act as the most vital factor in terms of determining the growth of economy within the country in terms of the changing trends in the fashion industry. It must focus on creating value for its customers in terms of innovating its products and services for attracting a huge base of target market. Moreover, it should identify the capturing of economic models concerning an increase in the market volatility like human emotions. The company must engage into strategic activities to expand its market growth concerning international expansion.

Significant conditions of varying market factors: The key attributes of marketing within the fashion industry of the country of United Kingdom must constitute an overall developed coherent networking along with fair trade policies and inherent resources. It must maintain its digital inferences concerning a major driver of technological innovation. It must improve the quality of products, employee skills and training management, capital, and infrastructure (Dewi and Darma, 2019). The UK fashion industry must focus on retail store sales concerning online purchasing and an overall increase of profitability. It is mainly based upon the economy of the United Kingdom in terms of influencing customer decisions by enabling effective market research procedures. The key role of the British government in considering the market dynamics of the fashion industry is to drive the nation's economy concerning an encouragement of business procedures in terms of creating an overall improvement for the associated factors.

Value network

Value network can be defined as a certain set of coherent networking within the organisation of Matalan in terms of identifying and incorporating several communicative channels. It should involve effective communication procedures with multiple Omni-channel inferences

determining business strategies (Chen and Lin, 2019). It must focus on establishing the customer relationship management procedures concerning effective as well as integrated communication. It must adopt the effective strategies of overcoming the market risks in terms of maintaining effective communication with its customers and suppliers concerning an overall improvement of its organisational activities.

6. EVALUATION OF THE REASONS OF THE ORGANIZATION IN TERMS OF ENGAGING INTO INTERNATIONAL TRADE

It should incorporate fast fashion models in terms of responding to differing fashion trends and changes. The changing fashion industry of the United Kingdom tends to emphasize quality of its products and services. The sustainable management must focus on general illustration of digital business models. The marketing environmental factors associated with the changing trends in the global fashion industry tend to involve internal as well as external environmental factors. It must focus on establishing an integrated as well as communicative approach within its employees, investors, customers, and suppliers. It should also tend to incorporate strategies for motivating the employees in order to increase the levels of productivity in manufacturing a fashion item.

The fashion industry of the United Kingdom tends to control the management procedures after the huge loss due to the Covid-19 scenario. It must implement strategic innovation procedures in terms of increasing its product quality to entice a huge customer base. Moreover, it must understand the market trends before executing any strategic conquest (Yadav and Rahman, 2017). It should focus on establishing an integrated communication within its operation management along with the obtaining of feedback from its customers concerning improvement of its existing products as per the demands and requirements of its customers. Matalan must focus on utilising the strategic objectives concerning the enhancement of the company's strengths in terms of dealing with its competitive advantages. The organisation of Matalan must utilise digital modes of business to obtain necessary feedback from its customers through Omni-channel inferences. It must adopt strategies for obtaining maximum customer experiences along with an effective coordination between the customers and the management of the organisation. It also must focus on creating values for its customers in terms of adopting with the changing market (Haseeb et al., 2019).

It will influence the consumer behaviour along with the prices of the products inducing competitive forces to which the sustainable management structure can be embedded. It is mainly associated with the reduction of excessive expenses in its production procedures along with the expectations of increase return of investments. It is concerned with the supply and demand procedures concerning a given service or product in terms of influencing the market acquisitions. In order to retain customers and attract potential clients, the organisation of Matalan must focus on cutting down its price levels through establishing an influence of the demand-side economy. The organisation of Matalan must utilise digital modes of business to obtain necessary feedback from its customers through Omni-channel inferences. It must adopt strategies for obtaining maximum customer experiences along with an effective coordination between the customers and the management of the organisation.

7. CONCLUSION

The study tends to demonstrate the changing trends within the UK fashion industry concerning Matalan. It is mainly associated with the identification and recognition of several changing trends within the international business pattern concerning effective strategies and associated factors. It should improvise the aspects concerning fair trade means and its impacts on the UK fashion industry in terms of micro-environmental analysis. It also must involve short-run changes concerning assessment of the markets in action to recognise the major determinants of the UK fashion industry. Moreover, in the light of the pandemic of Covid-19, the UK fashion industry must be analysed according to the changing international trends concerning competitive advantages and market solution strategies. The study tends to identify the several attributes of the UK fashion industry concerning impacts of the pandemic and combating strategies in overcoming the impacts.

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