



UNIVERSITY OF WALES
Trinity Saint David
London

LEVEL 6 - BA (Hons) LEADERSHIP AND MANAGEMENT SKILLS FOR THE WORKPLACE.

Student name:	Ebitimi B McQuade
Student number:	2112488
Module:	Developing Innovation and Creativity for Business Advantage
Module code:	BMSW6102
Lecture name:	Rexon Nting

I give consent that this work is my work and have provided the relevant references from my reseach.

Executive Summary

My thesis is composed of four themes.

The first section covers the introduction to Innovation and the 21st Century and the need for change, the second part goes over the introduction to Print in Time, the business I and my partner recently acquired in September 2023, and why this SME (small medium enterprise).

The third part covers the main body of my report, how Print in Time goes innovative with the models PESTLE, Market Segmentation -SCAMPER and Market Mix explains how Print in Time enters the online market using the mentioned models.

Lastly the conclusion, reference and attached is my PowerPoint presentation at the end.

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Introduction.

Introduction to Innovation and Creativity for Business Advantage.
 Innovation has to do with creating something new which has Value.
 It also encompasses a process of developing opportunities. It is coming up with new ideas and creating something new from an existing creation. It is also the invention of a new product. (Schumpeter)
 Innovation can happen gradually over time or rapidly.
 There are some factors which drive innovation to take place such as financial pressure, more competition, stricter regulations or needed change to keep pace with growing civilization. As life develops we become more intelligent and want a better life and improved lifestyle.

Innovation has played a major role in the business, organizations and the society at large. It has been the major instrument in creating a better and more effective lifestyle.

In recent years we have seen the creation and production of electric cars. We have huge commercial aeroplanes made of lightweight materials and flying on lighter, cleaner sustainable fuel.

- With regard to the need to tackle climate change, it is innovation that will bring industries to produce their products with less release of CO₂ into the atmosphere.
- With this in mind I will describe the design and the implementation of my innovative on-line service called Print in Time.
- On-line printing services will significantly reduce the use of paper. (Trott & Noble, 2016)



Photo by Timi: online page

Welcome to my Open innovative business-

PRINT IN TIME

Print in Time is a printing and picture-framing business in the heart of East Grinstead, West Sussex. It started in 2016. It is well-located to serve the town. The address is 99 London Road East Grinstead, East Grinstead, West Sussex and is next door to the Post Office. It is thus highly visible. We are a friendly and welcoming shop offering a competitive service to the local population.

In September I and my partner bought this business. Doing my degree programme in business program at UWTSD has given me the knowledge, experience, courage, and confidence to take this challenge. During the pandemic, I moved from one job to the other trying to find that one job which I am happy with. Finally having my own business has solved that quest. The next business goal is to take it online.
(Chesbrough, 2017)

From my research - Office for National Statistics
How our spending has changed since the end of the coronavirus COVID-19 restrictions. 'in May 2022, seasonally adjusted internet sales accounted for 26.6% of all official retail sales, compared with 19.7% in February.

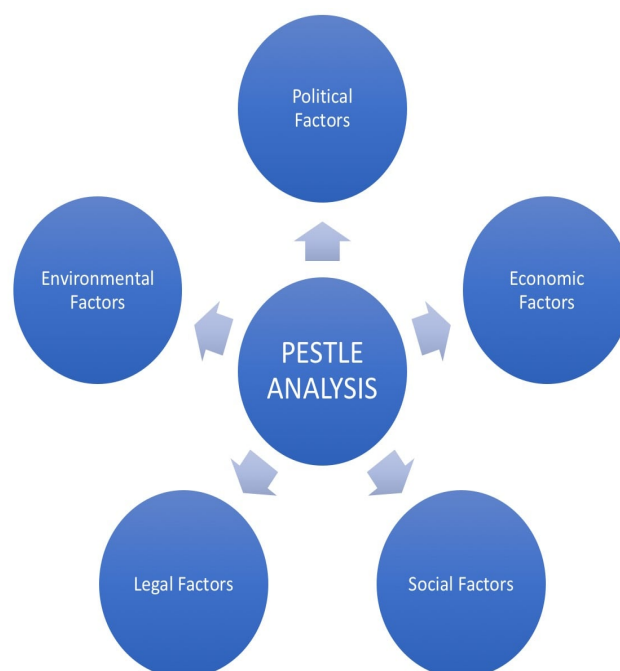
Main Body

Section 1- The innovative product or unique service proposition

Pestel analysis of Printing and framing services:

The printing sector includes the threshold between physical and digital technology, merging the traditional with the new in its pursuit for growth. The advent of green printing has provided an impetus for reduced ecological footprints. At Print in Time we collaborate with Route 1 Print, who use environmentally friendly products. The printing segment is a vital component in the ink market which is poised for potential benefits from this transformation. Higher standards for colour quality are leading to innovations in adaptable printing, meeting the demand for high quality output and environmental responsibility.

The external factors during and post-COVID-19 pandemic changed the business landscape and provided opportunities for one to sell the product online.



PESTEL Analysis:

Political: Political factors play a huge role in the printing and framing industry and in the decisions taken in corporate transactions. Political factors not only impact the cost of operating the business but also long-term sustainability. Print in Time could also be affected by new laws and government rules and regulations.

Economical: Print in Time is a small business. If the employment rate is high it would provide more customers but it is not easy to find talented and skilful printing technicians. We are affected by price fluctuation both locally and internationally. More online orders are placed when the prices are low and fewer when the prices of printing are high.

Social: Social factors that impact Print in Time:- demographic trend is one of the key factors. The ageing population demands less technology in their daily lives. We aim to simplify our products and services for the benefit of the customer. We make sure Health and Safety rules and regulations are followed by those using the cutting machines. We provide and insist upon the use of safety goggles and gloves for protection. (Chowdhury, 2023) (*Pestel analysis of Bentley Manufacturing abridged 2023*)

Level of Social Concerns and Awareness in Society: at Print in Time we are aware and concerned about society and we do what we can to help our customers socially. Sometimes the aged need help and we give them extra care and attention. We respect other people and their culture.

Technological: Research and Development Investment Levels:



Photo by Timi-Print in Time Canon Laser printer



Photo by Timi- Print in Time Laser printer

As a small business, we invest in the minimum amount of technology needed to service our customers. We use Adobe Illustrator, Photoshop and Quark. We have three computers and will get more if needed. We have two big lasers and user-friendly printers. (Rosenberg, 2020)

Empowerment of Supply Chain partners: Print in Time partners with Route 1 Print when we have a high volume of printing jobs. We have a trader's transparent agreement which makes the supply chain more flexible.

E-Commerce and Related Infrastructure Development: We have surveyed the area and there are no other small printing businesses that

do small printing jobs like us. So we are well-suited technologically to enter the e-commerce market.

Environmental: At Print in Time we use environmentally friendly products. We recycle and reuse materials when possible. We conform to sustainability products and Waste Management and adhere to the regulations.

Legal factors:

at Print, in Time we confirm per the GDPR/Data Protection Act 2018, that customers' emails and pieces of information are deleted as soon as their request is done. We only keep the information of regular customers or customers with big orders. For example, one lady came and got some documents printed. She asked that we delete the document which we did. She also wanted it deleted from the deleted file which we did too. Approval and consent are needed before we take pictures of the customer and the product. Computers are passworded and the premises are secured at night.

We apply the Privacy and Electronic Communication Regulations email system. The business abides by the country's Data protection regulations. Whatever happens in the business regarding customers stays within the business. Customers' information is not shared with outsiders.

We have a rule with the staff that as soon as we are done with the customer print job, they must delete the information so that it is not in our system.

For our regular customers, we lock the computer at the end of the day with a password and we have an anti-virus for extra protection.

We do not keep any physical files of customers.

Market Segmentation

This is delineated by applying the SCAMPER Model

The SCAMPER Model

It is one of the direct methods for creative thinking and problem solving through the given techniques, these techniques can be used to explore problems from seven perspectives to rethink innovative products.



Diagram – [pinterest.com](https://www.pinterest.com)

S- Substituted: with the Evolving Consumer Preferences at Print in Time we have more ways to provide the customer with the products they require. When we get the request the operation section works with the inbound section if it is a job we can do in-house or if we have to send it to our partners to do, in so doing we have customer satisfaction.

C- Combine: At present, we do not have a trained artwork designer, so we are combining the use of casual workers (with some artwork and logo design skills) with the things we can do. Another example; is when trying to use a Photoshop app to create a design, one of the designs was very good but the customer did not like the colours in it. With this

app we could not get the colour the customer wanted so we switched to another application which gave the colours needed.

A-Adapt: Moving business online. Everyone in the business is looking to adapt to the digital age. Advanced digital print technology saves some cost on large office space but we still need a space to produce the product to the customers.

M-Modify: Print in Time as a business was slowing down. Customers were getting their services online. We realized we needed to modify our operating basis to an online service to stay on track with the 21st-century lifestyle.

P-Put to another use: Print in Time online store will be set up on Shopify. We will also have links to our website on Facebook Instagram and WhatsApp.

E-Eliminate: There are some products that we will not service online such as the scanning and printing of pictures printing negatives into pictures or fixing broken frames.

R-Reverse: Print in Time going online will make a great difference in the business as we will be able to service more people around our town and the towns around our postcode. (Michalko, 2010)

Section 3.

Marketing strategy Modeling

The marketing mix model is an approach used to quantify the impact of various marketing tactics on sales performance, profitability and return on investment (ROI). It assists businesses in making data-driven decisions optimizing their marketing mix, and allocating budgets across channels and tactics to achieve their desired goals.

Threats.-

As the new owners of Print in Time, we are not fully familiar with the printing business and have encountered various difficulties; for example, we need to improve our working relationship with the technology designer; we have to master the skill of making T-shirts, and we are not yet perfect in the Framing section.

Opportunities:

At Print, in Time we are facing some challenges in some areas but we have taken them on and in the last three months we have been able to turn things around effectively and efficiently.

Future Annual Earnings

2024.	£7053
2025.	£15237
2026	£20357
2027	£35878
2028	£39257



Diagram: created in canva

Customer needs and expectations

Customers need, want, demand and expect professionally executed quality printing services to portray and promote their image and at Print in Time it is our goal to provide the customers with precisely that. (Hart, 2023)

Market Mix Model



Diagram: Brahmachary, A. (ed.) (2018a)

Target market- Our Customers





Pictures taken by Timi McQuade: Print in Time

Families
Churches
Schools
Companies
Shop owners
Estate developers
Hotels and Restaurants owners
Photographers
Walk-in clients
Artist

Product service

Booklets, business cards, flyers and leaflets, posters, stickers and labels, seasonal items, business stationery, framing pictures, sports t-shirt artwork, scans, laminations, and comb binding.

Online printing and framing service. With just a click customers can place an order they require. They enter the required information for the job and make the payment at the other end. If we require more data we email the client. Once we have all the data we need we get on the operation to bring the customer's print to life.

When done, the Outbound logistic section would deliver the product to the customer. Getting customer feedback is vital to the growth of Print in Time. We had a customer who was not happy with his product. We immediately set about replacing the product and the customer was happy with the new product. Brahmachary, A. (ed.) (2018a)

Price:

At Print in Time, we attract a lot of customers because we keep our profit margins as low as we can while delivering a fast quality service. And make our profit from our suppliers.

For example, the cost of black and white plain paper - £0.25, coloured- £0.50.

We also give a sliding scale of £0.22 if the printing is in the 100s.

Black and white example of our price list

	1-100	101-500	500-1000
A4 80gsm	£0.25	£0.22	£0.20
A4 Card	£0.30	£0.28	£0.20
A3 80gsm	£0.80	£0.45	£0.40
A3 Card	£1.50	£0.1.15	£1.05
A2 80 gsm	£3.00		
A1 80 gsm	£5.00		

Coloured paper.

	1-100	101-500	500-1000
A4 80gsm	£0.50	£0.42	£0.40
A4 Card	£0.80	£0.45	£0.40
A3 80gsm	£1.50	£1.10	£1.00

A3 Card	£2.00	£1.15	£1.05
A2 80 gsm	£5.00	£4.50	
A1 80 gsm	£7.00	£6.00	

Diagram: Timi McQuade

Compared to EMS (a big printing service in East Grinstead) our prices are most reasonable. Also, their market segmentation is different so we sometimes refer customers to them and they refer customers to us too.

Payment system

Concerning payments, we offer two options for our customers to choose from - payment via card machine and payment via PayPal. Both options are secure and reliable, ensuring that our customers' financial information remains protected.

When it comes to compliance issues, we take them very seriously. We are committed to meeting all relevant regulations and standards, including those related to data privacy, security, and financial transactions. To ensure compliance, we have implemented various measures such as regular audits, staff training, and proactive monitoring of our systems.

In addition, we work closely with our payment partners to ensure that all transactions are processed securely and in compliance with applicable regulations. We also maintain up-to-date documentation and records to demonstrate our compliance efforts.

Overall, we are dedicated to providing a safe and compliant payment system for our customers and will continue to prioritize compliance as we grow and evolve at Print in Time. Rosenberg, S. (2020)



Print in Time Payment system.

Promotion and place



Photo: from our Facebook page.

We intend to have our online shop on Shopify and put a link on Facebook, and Instagram. We also have a WhatsApp business account. Customer feedback, we work effectively and efficiently so we live up to our name; Print in Time, by delivering customers quality products with no delay. Most of our customers give great feedback. We will be joining the East Grinstead business group.

Continuous Professional Development

Several ways to sustain our business-like Print in Time. One important strategy is to focus on delivering high-quality printing services that meet the needs of our customers. Also, invest in marketing and advertising efforts to increase our customer base and reach new audiences. Additionally, we can explore new technologies and trends in printing, such as 3D printing or eco-friendly printing options, to stay ahead of the competition and offer unique services to our customers. Finally, it's important to manage our finances carefully and make smart investments in equipment, staff, and other resources to ensure the long-term success of our business. (Ansoff, 1968)

Our team



Photo by Timi: Print in Time Team

We believe in continuous development, so every three months, we intend to enrol a staff member in relevant online business courses, such as those offered on LinkedIn.

Conclusion

One of the significant findings of this study is that by applying the tools and models of innovation, one can successfully establish an online small and medium-sized enterprise (SME). The tools used in this program include Open and Close Innovation, Pestel Analysis, the Market Strategy Model, and the Market Mix Tool. These tools help to explain our targeted market, analyse our customers and payment system, and develop strategies to keep the business sustainable. Through this module, we have gained a better understanding of these tools and their applications.

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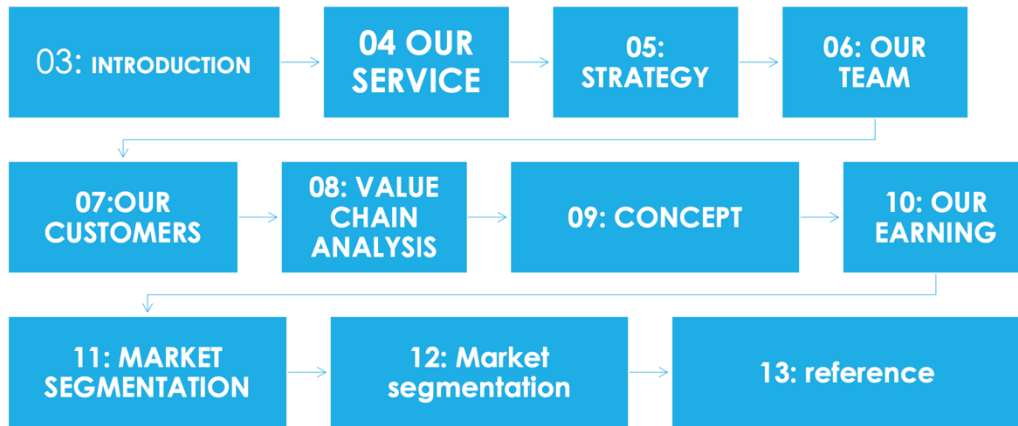


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Module Code:	BMSW6102
Lecturer Name:	Dr Rixon Nting

Attachment: Powerpoint presentation

CONTENT



Welcome to Print Intime



- Brief Background of the Business
- Started in 2016
- Present: Servicing a fraction of East Grinstead population.
- Future: online services - Shopify
- Why Print in Time?

Our Service

- Bring our printing service online to the companies around us, for example, to the builders, estate agents, restaurant owners, gym businesses, the pobs, small café shops, beauty salons and barber parlours.



PRINT IN TIME : 4Ps Service Strategy

Perspective

- By providing an Innovative online printing service
- Ideas for growth

Plan

- Taking our business to the next level

Position

- Providing a unique service

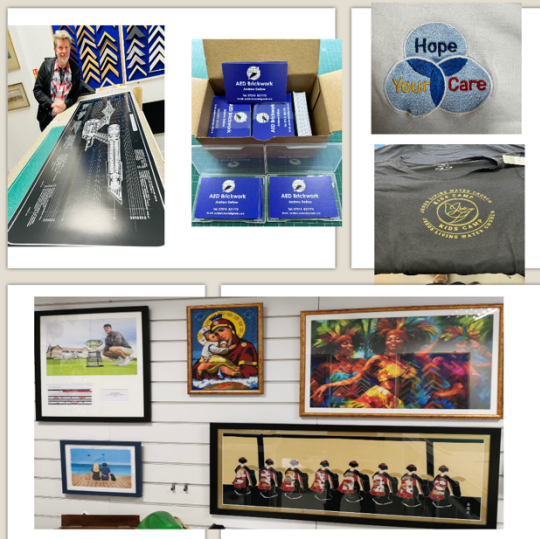
Pattern

- Sustaining the business
- Implement CPT



OUR TEAM

At Print in Time



Our CUSTOMERS

- Families
- Churches
- Schools
- Companies
- Shop owners
- Estate developers
- Restaurants owners

MICHEAL PORTER'S VALUE CHAIN ANALYSIS

Primary and Support Activities

- Inbound logistic
- Operations
- Outbound logistic
- Marketing and sale
- Services
- Firm infrastructure
- Human resources management
- Technology development
- procurement

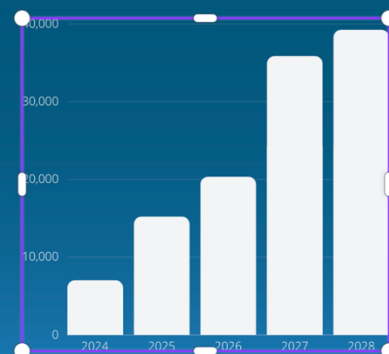
CONCEPT IN BUSINESS: PESTLE ANALYSIS

- Political-Polices, Laws(Tax & Labour, Trade) Stability.
- Economical - A moderate inflation rate is needed in the economy. Unemployment rate
- Social- Demographic, Education, Family size and structure.
- Technological- Strong infrastructure, internet penetration
- Environmental -Recycling, Waste Management
- Legal -Health and Safety Laws, Employment Laws, Anti-discrimination laws, Data protection.

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FUTURE ANNUAL EARNINGS



MARKET SEGMENTATION

THE MARKETING MIX



MARKET SEGMENTATION

Targeted Market:

- **As given in slide 7**

Product:

- **Online printing services**

Price:

- **Make the price as affordable as possible.**

Promotion:

- **Shopify, create a link that would drive customers to us.**

Place:

- **Online printing shop**