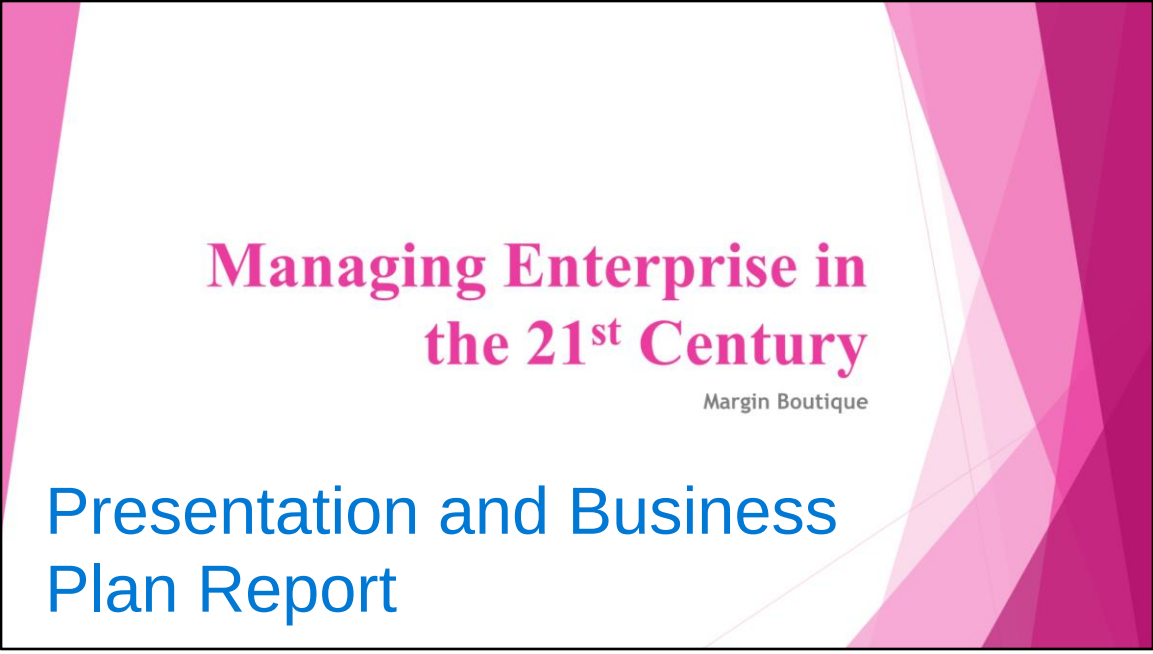


The background of the slide features a complex geometric pattern of overlapping triangles in various shades of pink and magenta, creating a modern, abstract design.

Managing Enterprise in the 21st Century

Margin Boutique

Presentation and Business Plan Report

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Marketing analysis

- ★ Marketing mix tool will be used by Margin Boutique
- ★ Marketing mix of the company-
 - ★ Product- Core products are Asian products and actual items are UK clothing products and hair products.
 - ★ Price- Penetration pricing strategy will be effective for Margin Boutique.



Marketing analysis

Marketers of Margin Boutique will apply marketing mix 4P's to market their new clothing boutique items.

Marketing mix 4Ps

The marketing mix 4Ps is the concept of marketing that summarises about 4 major pillars such as product, place, price, and promotion. The main purpose is to use this concept to generate greater sales and start and expand

their products effectively.

Product

Margin Boutique in the UK will start its business with limited products. Their major core products will be clothing and hair products such as Asian clothing and Asian suits, Miracle Moist, and many more. These are the core products of Margin Boutique because both are operated by selective customers as a limited and selective number of customers will prefer to buy the clothing and hair products that are Asian-based. Therefore, Asian customers in the UK will be the preferable choice. On the other hand, Margin Boutique's actual products will be traditional clothes and hair products like jeans, T-shirts, shampoos, and many more. These products are UK or British customers who often and regularly visit to purchase these products daily. Both these core and actual items will offer varieties to Margin Boutique's products and attract customers more. As it is mainly a clothing

boutique, to keep attracting more customers Margin Boutique will keep some hair products with them. It will give them product differentiation and customers do not have to move to another location to purchase hair products when they come to purchase clothing boutiques (Patel, 2022).

Price

Margin Boutique will start its products in the UK in 2022. For this purpose, the company will focus on its major competitors and their pricing of clothes. Based on that the company will set its price which will be similar to or below the range. Therefore, a **penetration pricing strategy** will be effective for the company to start its product selling. This strategy will help the company to attract their customers to their core products as well as actual products at a discounted rate. Customers will prefer to come to these stores to purchase things at a cheap rate.

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- ★ Place- Urban and rural areas of UK include London, Berkshire.
- ★ Promotion- Digital tools include website and social media platforms.



Place

Margin Boutique will use urban and rural areas in the UK where people prefer quality products at cheap prices. People generally in these areas are low to low-mid-income groups. Therefore, clothing boutique products at a cheap rate will help them to purchase products at a consistent rate from the new business. Margin Boutique will target locations like Uttlesford in Essex, Alresford,

Hampshire, Caversham, Berkshire, London (urban), and many more (Patel, 2022).

Promotion

Margin Boutique will do digital promotion in this COVID-19 time to reach a huge number of customers in a short period. The business will use company websites, and social media platforms such as Facebook, Instagram, Twitter, and many more to promote their clothing boutiques along with side products like hair items. Margin Boutique will create concise content of products with attractive offers and provide prices for those items. It will help the customers to understand and identify the new Asian and UK clothes and tally with other popular boutiques in terms of quality and prices. This will help the company to choose the best prices for them. On Facebook and Instagram, the marketers of Margin Boutique will upload photos, and videos with clear and concise content and price range. On Twitter, the company

can provide brief products with pricing with them. Customers, especially the younger generation, are always active on social media. Therefore, it will be easy for the new business to reach them and showcase their new products (Patel, 2022).

SWOT analysis

- ★ Strength - The United Kingdom is a place where fashion is deal with great priority.
- ★ Weakness - Cost of running business is quite high is the United Kingdom.



SWOT Analysis

An individual's personality can be half defined by his / her clothing sense. Most people are on their Toes about buying new clothing collections and designs. So Boutiques business has gained quite a popularity in the UK fashion industry as it serves customized cloth collections. Boutique serves a competitive advantage to meet the needs of the underserved customer segment.

SWOT analysis of a clothing boutique helps that company to set strategy according to their planning. SWOT analysis will provide helpful information about the current marketing and financial situation of the company.

Strength: the UK is considered one of the topmost fashion centers in the globe. So, opening a clothing Boutique is not going to be in vain in this country. As there are so many clothing Boutiques in the country, some unique designs can attract customers to the respective clothing store which will offer sustainable clothing materials at an affordable price. Exclusive design surely wins the bet if a company gives it financial back support. If Clothing Boutique runs for sale after some time it does not need any surcharge amount to seek its profit through other ways.

Weakness: Entrepreneurs need huge financial support to make their business stand out in the Urban area.

Boutique businesses have their maintenance costs like employee payments, profit management, Tax payments, etc. But sometimes the company faces a downturn because of low market demand. Then the employee absenteeism threat comes true as it hits the employee payment cycle. Rural areas face poor internet facilities to run the business digitally. Besides, this company has to face losses sometimes as in rural areas people cannot afford customized clothing all the time as they are quite expensive.

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- ★ Opportunity - Tourism is quite popular in the UNited Kingdom and new tourist might find interesting to visit new boutiques as the prices might be affordable over there.
- ★ Threats - Cost of raw materials have increased extremely after the pandemic.

SWOT Analysis



Opportunity: The tourism promotion initiative by the local government can open a new business door for the Boutique industry. New tourists will come and get attracted by the unique fashion sense of the boutique. If entrepreneurs have financial problems renting a room in a mega city like London, they can at least open this boutique from home. Store maintenance and technicalities can be judged as two major aspects to

operate a boutique. If supply-delivery maintenance chains are fully under control online Boutique will be a smash hit that provides a huge profit facility even for the small store Owner. Boutique retail stores can be the most profitable business plan. Entrepreneurs also support the idea of opening a clothing store under a reputed brand franchise. Drop shipping can be an opportunity for this business without keeping any inventory.

Threats: In recent times clothing boutiques are facing threats to continue their business as the high cost of raw materials. During the time of the pandemic, people gave the most attention to the food industry. The economic downturn of covid affected society making the fashion industry look like a second choice to them. The manufacturing process is failing to keep reliance on the cheap labor market because consumer purchasing demand is increasing in a changing political climate. If an organizer began to plan for a clothing boutique in London

a high room rate can come as a challenge to them. Sometimes even though the room is available a limited number of rooms can be obtained as getting room rent in London is quite expensive. Nowadays digital business brings a huge profit for any organization. If the company cannot operate a business with a weak online presence, it will be a weakness for that company. Hospitality staff related to a Boutique business often do not have the professional skill to maintain too many customers which creates a limited impact on growth in boutique business.

Pestle analysis

- ★ Political Factor - Political environment of the United Kingdom is quite stable but Brexit has made the internationalization of businesses harder.
- ★ Economic Factor - Inflation rate is quite high and people are only interested in necessity not luxury.



PESTLE Analysis

PESTLE Analysis will help the clothing boutique to identify its threats and opportunities in the external market. The positive and negative aspects of the macroeconomy will help the business to prepare its marketing strategy and operational guideline.

Political Factors: The United Kingdom has a stable political environment and there is no such disturbance in

the life of the people for political reasons. It will help the business to grow as the politics of the UK will not interfere in the operations of the business. A peaceful political environment will also assist the business to run smoothly. After Brexit, the internationalization of businesses based in the United Kingdom has become tougher. Formalities relating to customs and tax payments for exporting and importing goods have become an extra burden for the business. Therefore, it will be hard for the boutique to start an international business for the very first time (David, 2022).

Economic Factors: The inflation rate of the United Kingdom has already increased by 9.4% in June 2022 and it is expected to be 13% in October. After Covid, the economy of the United Kingdom is going through a major crisis. The people of the UK are not in a position to spend money on any luxury items. They have restricted themselves to the necessary only. Clothing boutiques will

serve a fancy purpose for the people and therefore, it will be hard for the business to set a place in the market and create a demand among the customers (CIPD, 2021).

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- ★ Social Factor - Population is quite high and people are liberal for fashionable clothes.
- ★ Technological Factor - Online business is in high demand and social media marketing is very effective for the UK consumers.



Social Factors: The United Kingdom has multiculturalism and the values of the society are nonconservative. It will create a demand for clothing items as the consumers will be interested in fashion products. Both rural and urban areas are filled with people from different cultures and languages. Varieties must be the feature of the boutique that will bring customer satisfaction to it. Besides that, the places like

London, Essex, Hampshire, and Burgshair are highly populated which will help the business to get more customers. Only London has a population of 9.5 million. Besides, the city has a liberal attitude and it is the capital of the United Kingdom. The people of the fashion and glamour world lived mostly in London. The boutique will get a lot of opportunities to introduce itself in the fashion industry (David, 2022).

Technological Factors: London is a tech hub for the United Kingdom. The utilization of modern software will help the business to reach most of the customers. The business must have an online platform as in recent years the United Kingdom is very much influenced by online shopping. During covid, the rate of online shopping has increased remarkably. The online shopping and delivery system will help the boutique to reach the people of Essex, Hampshire, and Berkshire as well. Geography will not be a barrier to the business. Besides that, the

company must have a social media account and digital promotion must be done by the business. It will be a great opportunity for the boutique to create its customer base as the people of the United Kingdom are very fond of social media (CIPD, 2021).

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- ▶ Environmental factor- Greenhouse Gas Emissions and Landfills or Burning.
- ▶ Legal factor- Competition and Markets Authority (CMA) and Strict costs and Rules.



Environmental Factor

Greenhouse Gas Emissions

In the UK, almost all the fashion retail businesses are producing 10% of the international emissions of greenhouse gas. The companies across this sector consume high energy compared to combined global aviation consumption as well as shipping sectors. It is concerning for the UK that nearly 80% of purchasers

purchase clothes that they never wear. Therefore, carbon emission is a huge issue for the company. Therefore, Margin Boutique has to be careful about its boutique products because of greenhouse gas emissions.

Landfills or Burning

The shoppers in the UK buy clothes compared to different countries in Europe. Shoppers are highly responsible to send nearly 300,000 clothes tons the year to landfills or burning. Hence, the campaign teams are urging the UK government to provide pressure on the fashion firms in taking high responsibility as well as contribute to environmental sustainability. Margin Boutique therefore can face similar issues like burning and has to take responsibility to focus on environmental sustainability by reducing the landfills issue.

Legal factor

Competition and Markets Authority (CMA)

The clothing boutique brands in the UK make misleading

claims about environmental credentials that are targeted through CMA or competition and market authority. The major clothing boutique brands were sued because they breached the protection of customer law with false claims about the environment. Margin Boutique needs to follow these CMA regulations to avoid any such misleading claims (Rahman and David, 2022).

Strict costs and Rules

The clothing boutique sector in the UK should adhere to the regulations and rules set for the sector. Because of strict costs and rules, various firms have outsourced various operations abroad. Margin Boutique can collect finished goods by outsourcing their clothing products instead of manufacturing them. It will help the company to save costs and expand the business effectively (Rahman and David, 2022).

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