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Module Title: The Global Business Environment

***Assignment Title: ENVIRONMENTAL ANALYSIS OF THE
FASHION INDUSTRY***

Module Code : LCBB4005

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INTRODUCTION

The fashion industry differs from most areas of assembly in that it is handled with a common purpose in mind as the end product changes. Creators, shops, assembly line labourers, sewers, tailors, actually skilled embroiderers, the press, publicity consultants, salespersons, fit models, runway models, couture models, content designers, design manufacturers, and sketch craftsmen are all important parts of the fashion industry. Garments, accessories, sacks, embellishments, lipstick, home stylistic style, and so on are all aspects of fashion. Regardless, the garment industry remains one of the most polluting industries on the planet (Taylor, 2019). It produces a large amount of fossil fuel waste while still contaminating seas with microplastics. The production and dispersion of harvests, filaments, and pieces of garments used in the fashion industry all contribute to air, water, and soil pollution.

How a design firm recognizes commonplace utility in shaping its ideal production network configuration will determine the value of future sales. To accommodate the general market world, the architecture industry's shop network is divided into three categories. Effective store network management, which responds quickly to advertise requests while maintaining ideal stock levels, is preferable to only proficient output network management, which limits stock without responding quickly to shopper interest (Pulker et al., 2018). Marks and Spencer Group PLC will be dissected as part of the task. It is a major British supermarket that provides high-quality, high-value food, clothing, and homeware to a large number of customers all over the world. It has over 1,400 outlets in 57 countries and more than 50 global locations.

BUSINESS MODELS ANALYSIS - PORTER 5 FORCES

Five Forces Analysis of the Fashion Retail Industry

The primary source of considerable influence is purchasers' bartering capacity, which allows them to lower prices by refusing to accept products or switching retailers. Purchaser influence is a moderately tremendous power in the fashion industry (Upadhyay, Kumar and Akter, 2021). Although garment consumers typically have no direct bargaining power, they do have a lot of options when it comes to where they shop for clothes and have no incentive to stick with one company, giving them a lot of backhanded bargaining power. The centralization of purchasers at Marks And Spencer is strong, and as a result, they will guide their standards/tastes. There are several alternatives available, and the cost of trading is minimal. **HIGH**

The second important force is provider power, which is usually small and immaterial. The majority of clothing companies get their products from third-world manufacturers who only get a small portion of the profit. Providers do not influence the fashion industry because, regrettably, they are unimportant and can easily be replaced (Moussa, Kotb and Helfaya, 2021). It's poor as an immense registered company with a monstrous turnover for Marks And Spencer, and suppliers require their merchandise on the retailer's shelves to reach a large customer base. **LOW**

Competitive Rivalry is the third significant force. When it comes to studying the power of serious competition, the fashion industry is interesting. There are a plethora of stores selling somewhat similar products. Since there is no innovation in this room these days, the market is quickly becoming saturated with essentially the same products. Marks and Spencer's is particularly vulnerable to competition because it sells food, clothing, and family items. As a result, it faces competition from two convenience chains, such as Tesco, Asda, and Sainsbury's, as well as clothing retailers such as Topshop, Next, Zara, and John Lewis. **HIGH**

The threat of new passages is the fourth significant influence. In this sector, there is so little that is unique to bring to the table, so this power is likewise restricted. In any case, new passages can discover innovative ways to promote their products, and as a result, form new brands, perhaps through the clever use of online media. Marks And Spencer's is poor because establishing a successful chain of stores necessitates large capital investments. The industry is mature, and a competitor will have to deliver something truly unique, which is difficult in the food and clothing retailing industries. **LOW**

The threat of substitution is the fifth significant force. There isn't anything that can be substituted for clothing in the fashion retail industry. All replacement in the style market is true competition, so this force is virtually irrelevant. This is a high number for Marks and Spencer's because food and clothing can be substituted from various stores. **HIGH**

Although there are few threats and no provider bargaining power, this Five Forces analysis has shown that the industry is dangerously close to saturation. Buyers have a lot of backhanded

abilities to compete with, such as a lot of choices and a lot of competitors, making it impossible to support a place on the lookout.

CHANGES BROUGHT ABOUT IN BUSINESS MODEL OF THE COMPANY OWING TO THE ISSUES RAISED BY THE STAKEHOLDERS

Stakeholder Prioritization and Moral Decision-Making- It's important to understand the inference for the partner right away. An organization should provide a level of satisfaction to both partners. They, for the most part, want to make a high return on their investment in company stock. If they are politicians, on the other hand, they typically look for interesting assignments, a safe workspace, employer security, and competitive pay and benefits. Standing up to an organization's management begins by knowing these many, often conflicting assumptions and morally deciding which partners to focus on and in what order. Partner prioritization is used because not all partners can be attended to at the same time. It aims to efficiently collect data on almost all main partners and their cases (Arustamyan, Al Taj and Nasir, 2020). After ensuring that a key partner group is being handled, the CEO can determine what the company requires from the partner. This pretty much sums up the friendship. Prioritization of partners can also change depending on the timetable and the situation.

Stakeholder Obligations- Furthermore, partners are the individuals or groups to whom a company owes a debt. Staff, customers, the general public, and financial supporters are all partners in a company. The first responsibility of an organization is to assign an assignment to its members. The best thing that company can do for society is to keep people employed and give them the ability to enjoy their compensation for all of their hard work. Aside from this critical responsibility, administrators should have an idea of, a secure workspace that is free of all forms of separation. Organizations can also attempt to ensure their workers' job security. Business is also responsible for the world's delicate ecosystem, both sustaining and improving it. Forests are quickly declining around the world. A football field-sized area is uncovered regularly. Species of plants and animals are vanishing at a rate of 17 per hour. In the world's protective ozone shield, a mainland-sized hole would open up.

The globalization of the economy has transformed the way companies and organizations compete for customers' attention by splitting their products and services. Regardless of the

pressure on the style industry to implement systems addressing environmental and social challenges, the evidence suggests that the business has failed to assume corporate social responsibility (Moazzem et al., 2018). CSR in particular, as only a few companies have hired CSR experts to date. According to the design perspective, low-value approach, it is still possible to produce using the most cost-effective solutions possible, which has resulted in industrialism being a growing concern. This necessitates a more forthright approach to valuing and the production space, as well as increased demand on style organizations, providers, and other stakeholders to produce products that are not harmful to the environment. Via various media platforms, fashion designers have been extremely synonymous with promoting their corporate social responsibility crusades. Purchasers and consumers now, more than ever before, want brands to be socially capable. According to a 2015 Global CSR Report, 90 per cent of buyers would blacklist a company if it used haphazard strategic tactics, and 91 per cent of global buyers believe businesses should work mindfully to solve a wide range of social and environmental concerns.

HOW THE COMPANY HAVE ADAPTED TO THE CHANGES

The construction industry has a surprising impact on the environment. It is the world's second-largest polluter, behind only the oil industry. Furthermore, the natural damage is increasing as the company grows.

Untreated hazardous drainage from material assembly lines is discharged directly into waterways in the vast majority of countries where clothing is shipped. Harmful compounds such as lead, mercury, and arsenic, among others, can be found in wastewater. These are very harmful to amphibian life and the strength of the vast populations of people that live along the shores of such waterways (Palacios-Mateo, van der Meer and Seide, 2021). Marks and Spencer also changed the colours of processed products and used raw, non-toxic materials.

The transformation of a feasible style. The design has for some time been probably the greatest supporter of waste and environmental change, generally given its impractical and non-eco-accommodating creation strategies. However, the tides are changing, and marks are moving towards more feasible textures and assembling techniques. Quick style, which was well known for its capacity to rapidly and economically imitate runway looks, is in decrease for moderate design—pieces that are more eco-accommodating and intended to be enduring. The company has

shifted its focus to information (Leite, 2020). Knowledge is also used by design brands like Marks and Spencer to understand customer preferences, track their buying habits, and create products that solve their problems. The future of fashion is data-driven: by using data on shopper trends, marketers will create items that shoppers are on the verge of purchasing.

COMPETITIVE ADVANTAGE GAINED FROM THE CHANGES

There is no commonly acknowledged and extensive meaning of corporate intensity. Nonetheless, the use of innovation in comprehension and reviewing the style needs of the public will help in drawing in an ever-increasing number of clients which will help in acquiring monetary benefit for the organization. Besides because of the dangers to the climate brought about by the creation of the style processing plant (Bernon, 2018). The organization has moved innovation in which natural and eco-accommodating materials for creation will help in diminishing contamination and it will make mindfulness among the populace. This will pull in more individuals advertisements set rivalry principles.

The utilization of less stock and quick style will help in clearing the stock early which will provoke interest for advancement and pull in more crowd. Using a digital channel for advertising would result in more consumers all around the world. This will generate interest in a new area and aid in the expansion of potential branches (TĂNASE, 2021). The use of new channels tends to reduce the expense of using celebrity models or television media in advertisements.

Every one of these techniques and variations by the organization will expand the interest of the client and make market rivalry for other adversary businesses.

RECOMMENDATIONS

The fashion industry is rapidly evolving, and as a result, fast style and on-demand and personalized attire are needed. Custom garments are the latest fashion trend. Customers are gravitating toward on-request and custom clothing because it is exclusive, redesigned, elegant, and has beautiful fits. To use a theme that is both realistic and spiritual. Brands are designing clothing with their customers' preferences in mind. Brands are moving towards a veggie-friendly and realistic approach with a rational and moral style. In the world of fashion, customers are opting for a realistic and moral look. Fair and moral styles are inextricably linked. Worst of all, the fashion industry has always been bad for animals.

The fashion industry has always been bad for animals, workers, and the environment.

Or use a fix-it, overhaul-it, or upcycle-it style. Fixing and upgrading is the most common style in a market flooded with options. enhancing Unfixable garments should be repurposed or overhauled. This method of doing business is to save money on raw materials and common properties.

To use a minimalist and environmentally friendly design. Style is one of the dirtiest industries on the planet. The importance of maintainability is placed on the future. Green architecture contributes to keeping the earth clean and a better place to live. Customers adore eco-friendly clothing that does not affect the environment.

CONCLUSION

Finally, the initiative provides insights into how it has responded to business dynamics to compete while still protecting the atmosphere by pollution-free management. It has also introduced Corporate Social Responsibility (CSR) and urged customers to do the same. The fashion sector contributes almost 55% of the total economy, and adjust to recent developments in environmental patterns. The importance of potential sales can be determined by how a design company understands commonplace usefulness in shaping its optimal production network setup. Porter's five powers in the project by Marks and Spencer Group PLC demonstrate the places that it wants to develop and operate. Also, several suggestions for bettering the fashion industry's prospects are made.

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