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Paper Example on New Look Company: Large Fashion Clothing Retailer Essay

Introduction

Retailing is the process of selling consumer goods and services to the final customers through multiple distribution channels with the aim of earning profit. The distribution channels may include the internet, home shopping, door to door shopping and store outlet among others (Cox and Dannehl, 2017). Retail typically involves a service provider filling small orders for a large number of individuals who are the final consumers rather than filling large orders for few individuals in the market such as the government, corporations, and suppliers. In the modern market, retailers come up with the product mix which entails the product, the place, price, personnel, presentation, and promotion (Mayer, Melitz and Ottaviano, 2016). This is done by coming up with a strategic plan and decisions on the type of stores, the optimal product assortment, the market to be served and the overall market position. Besides, retailers in the modern market also offer retail support services to the customers such as advisory services, stylist services and provision of credit. Therefore, the main objective of this report is to analyze the key changes in the UK fashion retail market and how they affect New Look Company's growth and development in the market. The paper will also discuss on the strategies and tactics the company can use to cope up with the changes

New Look Company

The New Look Company is an international company that sells women's wear, teens clothing, and menswear in the United Kingdom. The company was founded in the late 1960s by Tom Singh (Achleitner et al., 2010). Since 2015, the company has been under the ownership of Brait SE, and it has experienced rapid growth and development over the years. The New Look Company has more than 900 stores all over the world including Malta, Russia, Germany, China, Malaysia, South Korea, Singapore, Thailand, Indonesia, and United Arabs among others (Achleitner et al., 2010). However, like any other business organization, New Look has faced many challenges in its development since its success has not just been easy. For example, the company has also closed a total of about 88 stores in the United Kingdom and about ten stores in Indonesia because of poor sales. Despite the challenges the company has gone through over the years, it has been able to flourish till today, and it is recognized as one of the best companies in the fashion industry in the UK and internationally (Achleitner et al., 2010).

Fundamental Relevant Changes within the UK Fashion Retail Market

The modern business environment is dynamic, and any business organization needs to understand that it has to keep updated with the changing climate for it to ensure its survival in the market (Frue, 2017). A macro environment analysis can help show the relevant changes in the UK fashion market and how they affect the New Look Company's operations and performance. A microenvironment is one that influences the entire economy of a business organization. A PESTLE

New Look Company Report

Robert R. Redfield

New Look Company Report:

Retail Product Management Rosemary Varley, 2013-01-11 Providing the opportunity to acquire a deeper knowledge of a key area of retailing management managing the product range this important text is essential reading for those studying retail management or buying and merchandising as part of a degree course Challenging yet clearly presented it links academic theory to the buying and merchandising roles within retail organizations and current operational practice. It covers all retail operations which revolve around the procurement of products including stock level management allocation of outlet space for products store design mail order shopping digital TV shopping With learning objectives boxed features review questions chapter introduction and summaries a glossary of terms and international multi sector case studies including Reebok Benetton and The Body Shop this significant text is a valuable reference for those involved in the retail sector.

Case studies in management issues Ciprian Bădescu, Principles of Retailing Rosemary Varley, Mohammed Rafig, 2014-05-22 Principles of Retailing is a comprehensive academic text on Retail Management which takes a UK and European perspective It is ideal for both undergraduates and postgraduates studying retailing as part of a Retailing Marketing or Business degree Japan Report ,1978 Hearings Before and Special Reports Made by Committee on Armed Services of the House of Representatives on Subjects Affecting the Naval and Military Establishments GCSE Computer Studies for You Stephen Doyle,1990 This second edition of a GCSE computer studies text includes ,1965 chapters on personal computers and desktop publishing spreadsheets and their applications and detailed case studies illustrating how a computer system can revolutionize the working environment The Data Protection Act is also included together with project work an extended section on coursework advice on how to revise and hints on how to pass examinations Key words are explained in the text in context and highlighted with bold type and also explained in an extensive glossary **Health Services Reports** ,1972 Monthly Catalog of United States Government Publications ,1976 Federal Probation, 1973 Biosphere 2000 Donald G. Kaufman, Cecilia M. Franz, 2000

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scholarship that will not only shed greater light on the history of company law but also influence contemporary debates about our ability to return to or learn from the past Historical research has great value here because it not only generates new insights into the evolution of present legal rules but also corrects misunderstandings and misapprehensions about them The book shows how this body of law developed to become the rules with which we are now familiar It showcases antecedents of present debates reveals regulatory lessons from previous legal regimes identifies instances of path dependency unpicks pivotal legal events and explains drivers for legal change The chapters re evaluate the history of company law and the knowledge gathered here will inform the law making and policy making agenda **Marketing Information Guide** ,1957

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