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Executive Summary

Alshaya Group Kuwait offers commercial appliances in various industries and furnishings for homes and offices. The firm provide a wide spectrum of bathroom related products, fixtures, accessories as well as building products to public firms, government agencies, private firms as well as the individual owners in Kuwaiti, Qatari as well as the United Arab Emirates. It is as well involved in the designing, supplying, installation, commissioning as well as maintenance of commercial kitchens as well as laundry, bakery appliances, wooden flooring as well as office furniture and delivery of tiles, bathrooms, lighting, cutlery, glassware as well as linen. Additionally, the firm as well provides spare parts as well as light to heavy appliances, refrigeration, shelving, shop fitting, shopping trolleys and carts and industrial shelving as well as warehousing.

Based on the overall internal as well as internal analysis conducted on Alshayaa group Kuwait, this part will provide a strategic plan that will assist the firm to take on strategic direction which will improve its competencies as well as abilities and minimize its chances for risks as well as threats. The various strategies that are effective for this firm include enhancing the distribution network; establishing unique marketing tactics; adapting various cultural aspects of various markets; expanding into new places and enhancing the value network

Analysis

Alshayaa Group Kuwait is the main international franchise operator for more than 70 of the globe's most known retail brand that include Starbucks, H&M, Mothercare, Debenhams, American Eagle Outfitters, P.F. Chang's, the Cheesecake Factory and Victoria's Secret. It is a multinational retail franchise operator whose headquarters are in Kuwait. The firm as well has holdings in real estate, construction, hotels, automotive and general trading, and it is mainly based in Middle Eastern countries.

Vision/mission

The mission of Alshayaa Group Kuwait is "to be recognized as the region's leading retailer, operating international brands to the highest standards. Through a spirit of trust, cooperation and best practice, they aim to build and maintain long lasting, professional and mutually profitable business partnerships". The mission statement clearly shows that the firm aims at being identified as the main retailer that operates international brands in the highest standards.

The mission statement shows that the firm aims at being the leader of quality products, customer services as well as innovation for the future. It clarifies the intentions of the firms. They tend to be a blend of realism and optimism. It however has the ability to have an optimistic spin through it has the ability to serve real purpose. The mission statement, has four main elements which include value, inspiration, plausibility as well as specificity ("M.H. Alshaya Co. W.L.L., n.d."). Using the few sentences, it has the ability to bring out the value of the firm as well as the reason why the brand tends to exist, it inspires and motivate the employees, sounds fully reasonable as well as plausible and tends to be specific and relevant as possible. The

mission statement is as well memorable as well as effective. The firm's mission statement brings out the purpose of the firm as well as reason behind its establishment.

² MH Alshaya vision statement is "Foresight, energy and a passion to be the best drive us to explore new opportunities and to form strong and effective business partnerships built on trust, integrity and mutual benefit." it was an effective way in which the firm has had the capability to describe the desire outcome which involved a major mental picture of the goals of the firm. The vision statement has the ability to inspire as well as energize individuals, their subordinates, colleagues as well as the stakeholders. The statement as well has a summary statement which tends to be memorable and improves the efficiency of the vision statement through acting as a trigger to the rest of the vision in the minds of the persons that read it.

Based on MH Alshaya vision statement, the firm dreams on building trust, integrity as well as mutual benefit in regard to business partnerships. We have the ability to substitute the vision statement for other firms inside and outside the firm. Internally, the firm aims at developing passion as well as energy in order to create new opportunities. Externally the firm aims at creating strong and effective business partnerships. Confidently the firm tends to be so agile as well as flexible in their work, confidently taking bold decisions which are of great advantage to the stakeholders. The firm has provided an assurance on maintaining an effective ⁹ culture, salaries, benefits, work life balance, management, job security and many others.

Alshaya values are "think big, act small, be you". They are committed to acting with trust and integrity. They strive to make the firm the best place to work and invest in people in regard to driving performance as well as supporting their personal development and their well beings. ⁷ As the main international franchise operator, with nearly 90 of the world's most known brands in the portfolio, it has the ability to bring great shopping, dining as well as leisure to many clients

the firm ensures that all the activities delivered are aligned to the vision and values of Alshaya (“alshaya vision and values,” 2021).

They are expected to contribute to the sharing of the most appropriate practices in the team; work cross functionally with other teams and functions to maintain effective implementation of the marketing programs. Their main goal is to deliver quality projects on time. With uncompromising integrity as the foundation they tend to inspire, engage, create as well as deliver. To provide clients with confidence to ship with them, they tend to provide a refund in seven days of purchase using the Alshaya card to the value of the goods returned and as well provides an exchange in 14 days of purchase subject to the below conditions.

Macro Environment

In order to analyze macro environment for Alshayaa group Kuwait, we will mainly make use of PESTEL. Political factors tend to play a big role in identifying the factors which can affect Alshayaa long term profitability in some countries. The firm is operation in retain in many nations and expose itself to various forms of political environment as well as political systems. They achieved success in a dynamic retail sector in several nations is to diversify the systematic risks of political environment. With economic factors, inflation rate, saving rate, interest rate, foreign exchange rate as well as economic cycle identifies the cumulative demand as well as cumulative investment in the economy. Alshayaa tends to use the nation’s economic factor for instance growth rate, inflation and industry’s economic indicators. It is essential for the firm to understand the economic factors for instance interest rate, labor market conditions since they identify the basic economic environment of the nation. The GDP growth rate will identify the firm’s capability to conduct its long term development techniques. High GDP as well signals the consumer’s capability to incur more on offered items.

Organizational culture tends to derive major influence from the societal rules, values as well as trends. It is essential for Alshayaa to comprehend the person's basic attitude on migration since it can impact the company's capability to have international managers to host nations. Alshayaa needs to research on the formerly assigned gender role to be aligned with the marketing as well as communication practices. The firm is required to understand the online shopping trends through putting into perspective the generation differences as young clients are inclined to shop online in comparison to clients.

Some technological factors which can impact Alshayaa group. The firm should effectively consider the concurrent technological innovation in order to be ahead of competition. The firm can maximize the market share by majoring on the technological creativity. The firm has as well considered the investments made by competitors on macro and micro level to understand how technologies impact the company's value chain and existing cost structure (Srdjevic, Bajcetic, Srdjevic, 2012). For the legal factors for Alshayaa group follows the employee health and safety laws as some nations have major regulation to maintain labor safety. Offering a safe work environment for the employees is the ethical as well as the moral role of the firm.

Industry Analysis

Alshayaa is among the leading companies in the retail. The firm has redefines the approaches of doing business in consumer services. In regard to the industry, new entrants do not have a chance to enter a dynamic market in which there is an established such as Alshayaa group Kuwait keep defining the standards consistently. It majorly minimizes the window of extraordinary profits of the new firms thus discouraging new players in the industry. The firm

3 operates in a highly competitive retail industry. The competition tends to take a toll on the basic increased profitability of the firm.

Internal Analysis

The VRIO analysis of the Alshaaya will consider its internal resources. Based on the analysis, the valuable aspect, Alshaaya shows that the financial resources of the firm are essential valuable as these assist in investing in external opportunities which arise. Its patents are essential resources as these enable the firm to sell its items with no competitive interference. The rare aspect of the firm is that the financial resources of the firm tend to be rare. Strong financial resources are only possessed by several firms in the firm. The imitable aspect of the firm is that the firm's employees are not expensive to imitate. Lastly the organization of the firm is based on the fact that the financial resources of the firm are organized to capture value. The distribution network of the firm is planned and it use the network in reaching out to its clients.

10 In regard to resources and competences, Alshayaa group decide the center skills in regard to the resource based view of the company. The firm has the capability to have a competitive differentiation and leadership on the local and the international players in the industry. Alshayaa 1 makes use of its core abilities to improve its worth and continues to provide the promise of continuous quality as well as taste to clients and also guarantees futuristic as well as long term advantages in the sector.

TOWS Summary

The strengths of Alshayaa involves the fact that it is among the most premium, well known as well as the main well-known brands. The firm as well has an international 1 distribution network through directly owned subsidiaries. It as well has a 1 strong investment in research as

well as development and high concentration on creativity. The firm's weaknesses based on the SWOT analysis, the Alshayaa has a premium brand image attaches and therefore all its items in the portfolio are costly. There are various items from Alshayaa that can be imitated. Despite the fact that the quality is unique to Alshayaa, the competing participants have as well established close enough as well as effective items.

In regard to opportunities, Alshayaa can increase its income streams by expanding and developing presence in the emergent market. The business environment as well offers a chance to improve the firm's competencies as well as strengths. The firm as well has the ability to develop new B2B relations as well as contracts with other firms. Threats facing alshanyaa includes the fact that it competes with a wide assortment of companies in the local and the international market. In addition, there is increased as a noteworthy threat against the firm. Saturated market place can as well reduce sales of the firm which aim at duplicating the taste, look and feel of Alshayaa.

Strategic Plan

Based on the overall internal as well as internal analysis conducted on Alshayaa group Kuwait, this part will provide a strategic plan that will assist the firm to take on strategic direction which will improve its competencies as well as abilities and minimize its chances for risks as well as threats. The various strategies that are effective for this firm include enhancing the distribution network; establishing unique marketing tactics; adapting various cultural aspects of various markets; expanding into new places and enhancing the value network (Borsekova, Vanova, and Vitalisova, 2017).

The most effective strategic plan is the development of unique marketing methods. This will aid in maximizing penetration in the market. The strategic recommendation may assist firms to reach a higher number of clients as well as get deeper in the target customers. In addition this technique will enable the firm to maximize trial as well as consumption as well as sales of its items. It as well forms partnership with clients. Unique marketing methods will aid in creating partnerships with clients. Unique marketing methods may involve new as well as informed strategic methods of communicating with clients as well as involving ¹ them with the brand. A technique that can be conducted is through making consumer co-producers for the form. They can as well cobrand with other similar though dissimilar brands as well as firms to enjoy increased market visibility in among the target clients.

A firm with an efficient conceptualized unique marketing technique tends to have its products which aids in giving an edge over the competition. A firm can as well as gets the ability to effectively characterize its items as well as services thus increasing its revenue using a loyal market. It also allows for an effective sales technique and lets the firm to major on the advantages of its products can provide the market. Being a traditional marketing technique, this marketing technique can maximize the use of blogs as well as social media thus enhancing its message to the market.

Conclusion

Alshaya Group tends to be a dynamic family based enterprise in Kuwait. It is among the main brand franchise operator providing an unparalleled option of international firms to clients. Functioning under various sectors involving ⁴ apparel, food, health and beauty, pharmacy, home furnishings as well as ⁴ leisure and entertainment. The firm is united by a commitment to ⁴ authentically provide major client service as well as brand experiences. Alshaya Group are

combined by a commitment to authentically provide major consumer service as well as brand experiences. The firm tends to be constantly evolving which brings out the choices as well as lifestyle of its clients.

The success of the firm is based on the contribution of its skilled employees. The team should create a major customer experience as well as driving the firm's forward. The management team has a major expertise as well as knowledge acquired with some of the main brand names in the industries. The firm works towards making it the most appropriate place to work and consistently invest in individuals in order to enhance performance and support their personal development as well as well-being. In regard to strategic analysis, it essential to identify other effective ways of improving the state of Alshayaa group Kuwait Co. This may aid in increasing the profits of the firm, increasing the number of clients and also maximizing the diversity of the firms.

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