

## **Embroidery Business**

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STA103IAE Creative thinking for business

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### **Executive Summary**

The development of an embroidery business is the goal of this business plan. The company will offer a wide selection of embroidered goods to clients in its target market. The business is proposed to the embryoid the logos for the companies as per their needs.

The business will provide a wide choice of things that can be embellished using embroidery art, including duffel bags, drinkware items like ceramic mugs, cups and much more. The platform will have an appealing toolset which will make it simple for businesses to produce the designs they want and choose the colors that go best with their company.

The business makes sure that the materials used to create items are of the finest quality and are competitively priced. A unique handmade appearance that many businesses and educational institutions would value is also something the company can give, as embroidered art continues to grow dramatically every day. The business wants to make marketing a brand simpler and more effective by offering businesses a shop to design and buy items.

To safeguard client information and the interests of the company, the company adheres to regulations regarding the property rights, labor, and data protection.

### **Acknowledgement**

The purpose of this documentation is to develop an embroidery business for the implementation of company logos in different products like clothes, caps, cups and many other products. Firstly, I really would like to express my appreciation to Mr. Arun Phuyal for helping me with this assignment. He guided me through every stage of the process and inspired me to finish this task on time.

Secondly, I would want to express my great gratitude to my parents, friends, and all other individuals (stakeholders) who supported me in doing the work.

## Introduction

Using extraordinary decorative stitches, vibrant threads or yarns, and needles, embroidery is the art of creating designs on fabric surfaces. Manual stitching for embroidery is possible (by hand). Additionally, embroidery tools can be employed to portray design in material. Also, with development of technology, users may easily create embroidered patterns using digital software and tools. This method also works with complicated embroidered patterns, such company logos on towels, backpacks, travel mugs, etc. Embroidery stands out among all customization and identification techniques.

Duffle bags, plush animals, drinkware, and other items can all be embroidered. Numerous people, including companies and educational institutions, buy embroidery because of its distinctive handmade appearance. However, this business is growing significantly day after day.

[\*\(Embroidery Business, 2022\)\*](#)

Figure 1:

*Introduction to embroidery*



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## **Creative thinking process**

### **Defining a problem**

#### **Problem Statement**

Numerous businesses all around the world are attempting to promote their brand. One of the popular ways of promoting the organization brand is to embed logos on hats, sweatshirts, face masks, and any other items. Organizations imprint logos in different merch to give away to their customers and clients which helps them to build relationships and associations with the partners.

Although being an effective way to promote a brand, corporates are unable to find the specific design they are looking for. Most people would choose to buy / customize the designs based on their needs. The companies have trouble in finding long-lasting, high-quality goods while searching for the specified designs. They also look for things at reasonable prices in addition to durable and high-quality goods. Finding the appropriate colors to match a company's brand or logo can be challenging when customizing products for businesses.

## Stakeholders

1. Suppliers: Suppliers who provide the equipment and supplies required for the embroidery process are stakeholders since their businesses are impacted by the demand for their goods. The embroidery company couldn't function properly without a consistent supply source.

Figure 2:

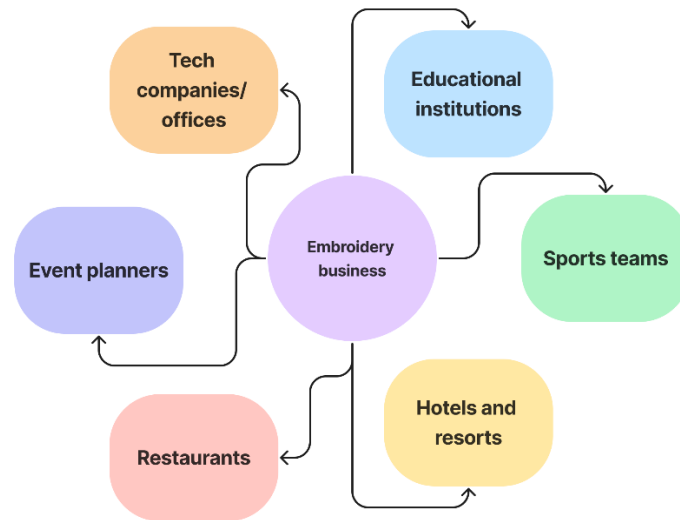
*Suppliers as stakeholder*



2. Corporate Houses: Corporate organizations can buy embroidered goods or services to utilize at their workplaces or to sell their clients.
  - a) Universities and institutes: In order to utilize them on their campus or to sell them to teachers and students, colleges and universities may acquire embroidered goods and services. As they have a financial stake in the dependability and quality of the goods or services, they would be stakeholders in this case. Instead of using the name and logo of the producer, some universities and institutions may embroider their own names and logos on goods or services.
  - b) Sports Team: To make embroidered goods like team jerseys or hats, the sports team might enter into a contract with the business.
  - c) Hotels and Resorts: The hotel and resorts might order embroidered towels, uniforms, or bed linens from the embroidery company.



Figure 3:

*Corporate houses as stakeholders*

### Identified Questions:

#### Existing merchandising service providers

1. What type of product is mostly demanded?
2. What is the product's quality?
3. How to ensure the quality of embroidery work?
4. Has the embroidery business adopted electronic payments?
5. Is there warranties or guarantees on the embroidery work?
6. How to handle the branding?
7. What are the challenges faced in this business?
8. What to do if the specific color thread is not found?
9. Is there a discount offer for regular customers or bulk orders?
10. How should the potential increase in price for embroidery for the end customer be taken into account?
11. How will the project's success be determined?
12. How should embroidered products be maintained and cared for over the long term?
13. What to do when dealing with challenging customers or situations that appear while completing an order?

#### Corporate Houses

14. How does the business obtain its fabrics and threads for embroidery?
15. How should embroidery be included into the style and design of the finished product?
16. What to do if the specific color thread is not found?
17. What are the company's return and exchange policies, as well as how it handles embroidered mistakes or flaws?
18. What embroidery techniques and processes does the business apply, and how do they decide which ones to utilize for a certain project?
19. Can guests bring their own embroidered designs, or is there a catalog from which to choose?
20. Are there any samples of previously produced custom embroidery designs?

Who will benefit from a solution? And how?

Suppliers:

If a solution makes the business more profitable or effective, it can result in a rise in demand for the supplier's goods or products. It may result in more effective communication and more pleasant interactions. Even more efficiency might result, and it might even help the suppliers by making it simpler for them to conduct business with the organization. It might even help the suppliers by giving them a stable, lasting customer.

Corporate houses:

There may be new opportunities for interaction between the business and schools or universities as a result of the solution. Colleges and universities can raise fund by selling branded goods and uniforms to students, alumni, and other supporters or by utilizing them as promotional items for worthy causes. Sports teams can frequently save money compared to buying these things from a third-party vendor by collaborating with an embroidery company to make team uniforms and other branded merchandise.

Hotel or resort linen with unique embroidery might look more sophisticated, stable, and organized. It might provide hotels a better perceived value. An impression of excellent reputation and integrity is created by properties that take extra effort to keep the linen refined.

## **Research Solutions**

### **Review History**

The embroidery business has been used for a very long time to design textiles and fabrics, supporting both the fashion and practical industries. In the current corporate world, embroidery is applied across a variety of sectors, including clothing, home goods, and promotional products. It is commonly utilized to advertise a company or identity or to give something a more unique touch.

Most fiber and needlework arts, including embroidery, are said to have its beginnings in the East and Middle East. In Nepal, there are only a few embroidery businesses that are online based. It is found that only a certain percentage of embroidery businesses have been established till date.

The embroidery industry has experienced numerous difficulties and adjustments over the years. The rising competition from products that are mass-produced and machine-made has been one of the challenges that embroidery businesses have had to deal with over the years. As a result, there has been a trend toward relatively high, more specialized embroidered goods as well as an increase in the usage of advanced technology to boost productivity and quality.

Another challenge in this business is choosing the right colors to match a company's brand or logo. The embroidery business faces additional difficulties with the price and time needed to produce each item. The technique of embroidery can be labor-intensive and requires specialized tools and supplies, especially when it is done by hand. The issue of thread breaks, which affects a large majority of embroidery machines and is a constant blockage in the area of embroidery digitizing, is one of the most frequent issues facing the industry.

## Offered solutions

The solutions that others have come up with previously or in history is mentioned.

People in this industry have increased their businesses through social media because of the fast-growing use of social media. These days, there are a lot of embroidery businesses that can be found in social media.

Some businesses used screen printing on the products, which didn't look well, because the companies were unable to find the proper colors for their logos. But a variety of threads can be found in this industry. So, finding the right colors for companies is simple.

To maintain the embroidery machine operating smoothly and effectively, businesses got maintenance and repair services. Hoops and frames for embroidery work assist in maintaining the fabric's stability and tightness throughout the embroidered process.

As human labor required hard work and took longer time for embroiding products, automated embroidery machines greatly increased manufacturing efficiency and reduced the need for human labor. Also, software for editing and generating creative embroidery designs can be helpful in every sector.

### Identify Assumptions

1. Maybe marketing the business through internets and social medias.
2. Making promotional goods for companies out of embroidered may help them draw in more revenue.
3. Maybe improving the efficiency of production by adopting a more effective embroidery machine.
4. Maybe offering embroidery stabilizers as a product could raise the quality of the manufactured item.
5. Maybe increasing the variety of designs available could be achieved by providing unique threads and fibers.
6. Maybe making an investment in embroidery frames and hoops could raise the quality of the finished output.
7. Maybe offering maintenance and repair services for embroidery machines could improve customers satisfaction.
8. Maybe providing online training, educational resources, and tutorials could draw many customers and boost sales.
9. Maybe expanding the product line to include additional textile-related items could boost sales.
10. Maybe increasing the target market to incorporate more sectors, like fashion or home furnishings, could also boost sales.
11. Maybe building relationships with other companies could widen exposure and attract additional customers.
12. Maybe providing special offers for huge orders could draw in additional merchandises.
13. Maybe offering mobile embroidery services could pull in additional customers.
14. Maybe opening a business website to offer embroidered items could increase sales.
15. Maybe utilizing eco-friendly products and techniques can attract customers who value sustainability.
16. Maybe promoting embroidery workshops and courses might lure customers.
17. Maybe establishing a discount card for devoted vendors could improve customers retention.
18. Maybe providing a rush service for orders that are urgent could bring in more businesses.

19. Maybe developing a subscription service for embroidered goods deliveries on a regular basis could boost revenue.
20. Maybe providing a design advice service could bring in additional business.
21. Maybe using virtual reality technology throughout the design phase could pull in more business.
22. Maybe new opportunities could be opened up by applying 3D printing technology to produce embroidered items.
23. Maybe adding embroidery on products like cups, rugs, and other items could pull in more clients.
24. Making customized gifts with embroidery could interest buyers looking for unique presents.
25. Maybe the theater or film industries would purchase clothes made with needlework.
26. Consumer may physically see the products at the company's showroom or physical store.
27. Maybe the team includes knowledgeable and talented embroidery specialists.
28. Maybe making use of quality material and threads to improve the durability of the embroidered goods
29. Maybe the company offers embroidery services at several grade levels, such as basic or high-quality embroidery.
30. Maybe the company offers a wide range of pricing options to fit various budget.
31. Maybe the company provides a digital design pattern so that consumers can make their own designs.
32. Orders reaching a specified limit may get free shipping from the company.
33. Maybe the company offers a 100 % satisfaction for its goods.
34. Maybe the company offers embroidery on other fabrics like cotton, silk, and denim.
35. Maybe the company offers consumers a large selection of embroidery fonts and thread colors to choose from.
36. Maybe the company provides embroidery services for special events like weddings and business gatherings.
37. Maybe the company has a group of customer service representatives on hand to assist clients and respond to inquiries.

38. Maybe the company has a group of graphic designers on board that can assist consumers with their designs.
39. Maybe the company has a group of quality control experts to guarantee that goods satisfy the highest requirements.
40. Maybe the company has a group of logistics professionals to handle order shipping and delivery.



## Observations of the interview with stakeholders

Based on the observations, it appears that companies have difficulties promoting their brands by customizing products with their logos or designs. Through interaction with the stakeholders, it was discovered that companies are struggling to obtain specialized designs that meet their requirements as well as high-quality, long-lasting products at affordable rates. They often have trouble picking colors that fit well with their brand or logo. Businesses find it challenging to effectively market their brand through product customization and establishing connections with clients and customers as a result of these issues.

The stakeholders have recognized this as a serious issue and see it as a barrier to them successfully promoting their brand and cultivating relationships with clients and customers. In order for them to successfully market their brand and create profitable relationships with their clients and customers, they feel that it is essential to find an effective solution to these problems.

## **Ideate**

### **Brain Storming**

Here are a few different perspectives on potential answers for an issue in the embroidery industry using the Six Thinking Hats method.

#### *Facts:*

Slow net revenue periods for orders are a challenge for the embroidery business. The company receives a significant number of requests but only has a few embroideries equipment. The industry is indeed struggling with a lack of qualified embroidery professionals.

#### *Feelings:*

Due to the slower annual revenue and challenges in satisfying client requests, company owners and staff may feel anxious and disappointed. Having to wait even longer for their orders could also annoy the clients.

#### *Problems:*

Client satisfaction and repeat business may suffer as a result of the year's poor revenue periods. The lack of skilled specialists could result in a reduction in embroidered performance on the items.

#### *Benefits:*

The business can boost client satisfaction and repeat business by improving the turnaround times. The company can improve the items of embroidered products and items performance by bringing on further skilled experts.

#### *Creative Solutions:*

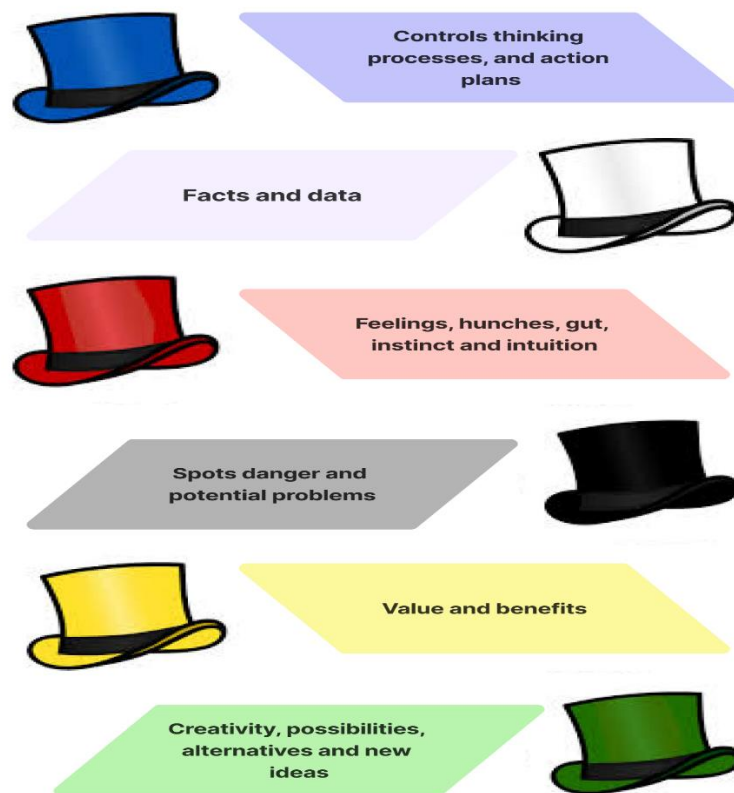
To growth and modernization, the company can buy more embroidery equipment. Likewise, companies can provide digital design techniques so that clients can create their own embroidery designs and contract out a part of the embroidery labor to other businesses. In order to expand the number of qualified technicians, they can also train their staff to become embroiderers. Marketing the business in social media and internet also helps in increasing the clients.

*Big Picture:*

The company should handle the issue of long gross revenue times from all the angles. For making sure companies can fulfill customer needs in a timely and cost-effective manner, this may involve engaging in more resources, putting the new procedures into place, and analyzing their business plan.

Figure 4:

*Six thinking hats in embroidery business*



## PESTLE Analysis

A common strategic methodology for analyzing the business operations in which a company works is the PESTEL analysis. Political, Economic, Social, and Technological (PEST) analysis was indeed the term used in past to represent the concept; more recently, the framework's scope was expanded to include environmental and legal factors. ([PESTEL Analysis, 2022](#))

Providing a platform for businesses to produce and acquire quality, long-lasting goods with particular designs and colors that match up with their brand or identity may be influenced by a variety of aspects, some of which are listed below:

### 1. *Political Factors:*

Political variables are those that are influenced by governmental decisions and plans. Government policies and laws, including labor rules or taxes on goods imported, that have an impact on the textile and garment sector.

For offering a platform for businesses to produce and acquire quality, long-lasting goods with distinctive colors and textures that conforms to their brand or logo some political factors that could have an impact on the business include:

- Trade agreements and tariffs: It may have an impact on the price of resources and the availability of acquiring them from various organizations.
- The expense, affordability, and manufacturing methods of resources can all be impacted by governmental environmental protection rules.

### 2. *Economic Factors:*

Economic factors often have a financial aspect and thus are linked to the overall business. Modifications in the demand from customers for embroidered items or variation in the costs of goods.

- Business expenditures for promotional products may be reduced during a crisis, which might reduce demand.
- The value of the products may raise as a result of growing costs for labor and materials due to inflation.
- Since fewer people have expendable income, an increase in unemployment may reduce demand for customized goods.

### 3. *Social Factors:*

Social aspects are typically harder to measure than economic ones. They relate to modifications or advancements in how stakeholders conduct their life and leisure time, which might have an effect on business activities.

The kinds of goods and patterns that businesses might be interested in designing can indeed be considerably influenced by client interests and social trends.

For instance, businesses might be more focused in customizing goods produced from sustainable materials if there is demand toward eco-friendly products.

### 4. *Technological Factors:*

Technology is prevalent in society and developing rapidly in the commercial world of today. Managers and experts alike must know the potential effects that technology aspects may have on a business or company. Technological advancements, including computerized embroidery equipment or software, that make embroidery activities more efficient or affordable.

Whereas improvements in e-commerce systems can make it simpler for businesses to buy the goods online, advances in embroidery technology and digital development tools can improve the effectiveness and quality of the customized process. This can improve client fulfillment and make the company more successful.

### 5. *Environmental Factors:*

As the business community started to understand that modifications to our external surroundings can create material dangers and possibilities for companies, environmental considerations started to make sense as an addition to the initial PEST framework. Sustainability issues that may have an impact on the sorts of products or manufacturing processes used in the sector, such as the usage of natural fibers or recyclable products.

The manufacturing and distribution of the products can be impacted by environmental factors as pollution, depletion of natural resources and climate change. For instance, a natural disaster might damage the supply chain, making it challenging to find

supplies or transport goods. Environmental laws may also have an impact on the cost, availability, and production method of resources.

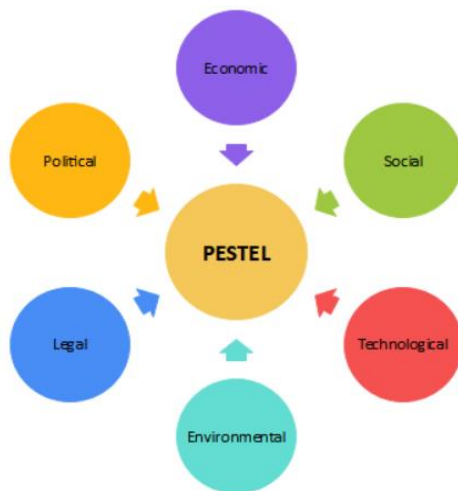
#### 6. *Legal Factors:*

Copyright policy is one example of an intellectual property restriction that may affect the usage of specific designs or branding. A legal factor is one that comes from changes in the digital system and may have impact on the overall economy, a particular industry, or even a single business within a given sector.

The business is required to follow by rules regulating labor, intellectual property, and data security. This can involve making sure that none of the customized designs violate the intellectual property rights of others and that everyone working on the production line is treated fairly and paid fairly. The company must also make sure that it respects with data privacy rules to safeguard customer information.

Figure 5:

#### *PESTLE Analysis*



It is essential to keep in mind that, based on their unique operations and target markets, various embroidery companies may be affected by each of these aspects in different ways.

## **Design Thinking Approach**

Design thinking is a method of problem-solving that can be used in the embroidery industry to develop creative solutions that satisfy clients' expectations and set the company apart from competitors. The following steps are often included in the design thinking process:

### **Empathize:**

Knowing what customers want and need is the first step in the design thinking process. To learn about the problems and preferences of customers, user research can be carried out through techniques including surveys, interviews, and focus groups. The firm can find areas where it can add value and set itself apart from rivals by understanding the needs and wants of its customers.

### **Define:**

The next stage is to clearly characterize the problem that needs to be solved after the customer's demands have been determined. This includes determining the target customer groups and expressing the issue in a way that is clear to all parties engaged in the process and is simple to understand. This stage is essential to ensuring that the solution addresses the actual issue and the client's requirements.

### **Ideate:**

Once the issue has been identified, the following phase is to come up with a wide range of concepts for brand-new goods, services, or procedures that can solve the issue and satisfy consumer demand. This step is carried out by holding brainstorming sessions in which a wide range of people are brought together to produce a lot of ideas. Regardless of how reasonable they initially sound, the goal is to come up with as many ideas as you can.

### **Prototype:**

Making physical or digital prototypes of the concepts with the most promise comes next after a collection of ideas have been developed. This step aids in putting the concepts into action and enables the company to test the concepts with clients in order to get feedback. There are many different ways to prototype, including with sketches, mock-ups, and 3D models.

**Test:**

The prototypes are tested with clients to get feedback after they are built. This step enables the company to test again with customers and modify on the prototypes depending on the input until the problem is solved. This procedure is carried out repeatedly until the customer's needs are satisfied.

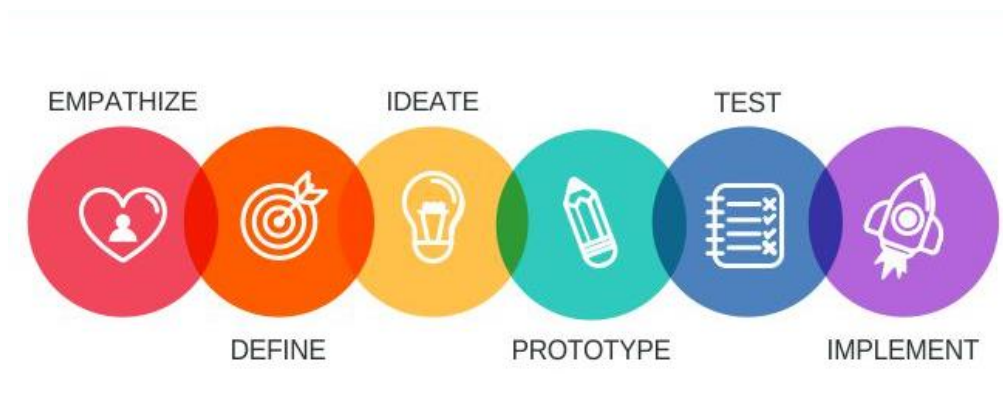
**Implement:**

After the solution has been tested, the embroidery company operations adopt it. This process includes expanding the solution and integrating it into the company's current systems and operations.

Instead of depending on assumptions or previous procedures, an embroidery business can use the design thinking approach to develop solutions that are customized to the unique demands of clients. By using this strategy, the company can produce new goods or services that have a higher chance of being popular with customers and set itself apart from competitors.

Figure 6:

*Design Thinking process in embroidery* ([Design Thinking, 2022](#))



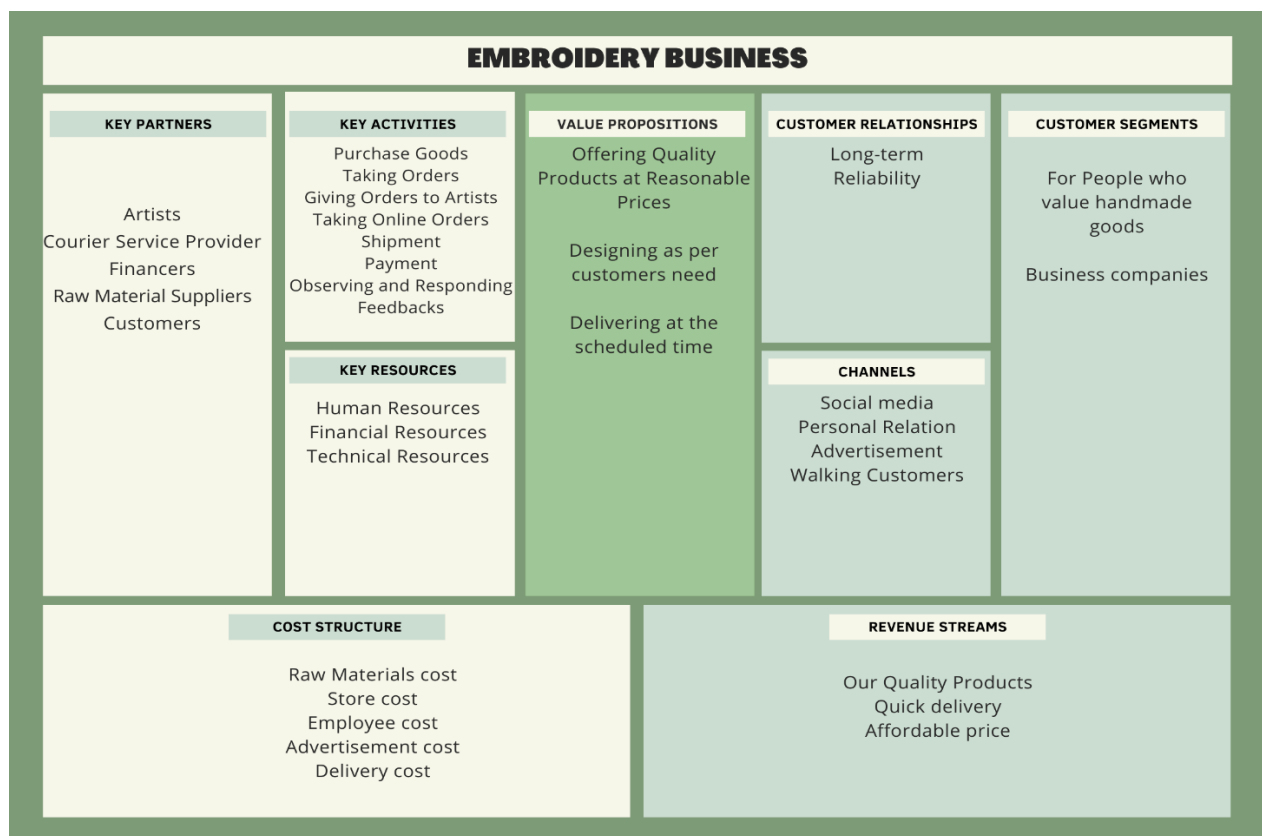


## Business Model Canva

A business model canvas is a diagram that highlights all the essential components of a company model. These canvases give businesses the ability to visualize and assess their strategy in addition to giving a broad description of the company's model. ([Business Model Canvas, 2022](#))

Figure 7:

### *Embroidery Business Model Canva*



#### 1) Key Partners

Artists, service providers, financiers, raw material suppliers, and customers are essential key partners for the embroidery industry.

#### 2) Key Activities

The key activities involved in running this business are purchasing products, taking orders, giving orders to artists, taking online orders, observing feedback, and

responding to it. The business should also take care of other issues like shipment and payment.

### **3) Value Propositions**

The value propositions in embroidery business includes offering quality products at reasonable prices, designing the items that the clients require as per their demand. The business must also deliver the items at the scheduled time.

### **4) Key Resources**

The key resources describe the resources, supplies, or any other things that a business needs to carry out its primary operations, produce, and deliver its goods or services. These sources can be financial, technical or human.

The really effective tools for an embroidery business can be embroidery machines and software, thread and fabric, design and digitization tools, and a website. Similarly, it could require a skilled embroidery expert.

### **5) Customer Relationship**

The term customer relationships describe how a business deals with and helps its clients.

Building a long-term and reliable customer relationship will be facilitated by wants to maintain, reviews, and financial benefits schemes.

### **6) Channels**

Channels means the way used by a business to contact and communicate with its clients.

In this business, the channels would be social media, personal relation, advertisement, walking customers (for physical business). The business can bring a lot of clients from the social medias.

**7) Customer Segments**

The customer segments describe the specific customer groups that a business targets with its goods and services. For this embroidery business it mainly targets the business companies. It includes businesses, schools and universities, teams from different sports, or event organizers etc.

**8) Cost Structures**

The cost structures involve both the expenses related to operating the business and the costs related to producing and delivering a company's goods or services. The business includes raw materials cost, store cost, employee cost, advertisement cost as well as delivery cost.

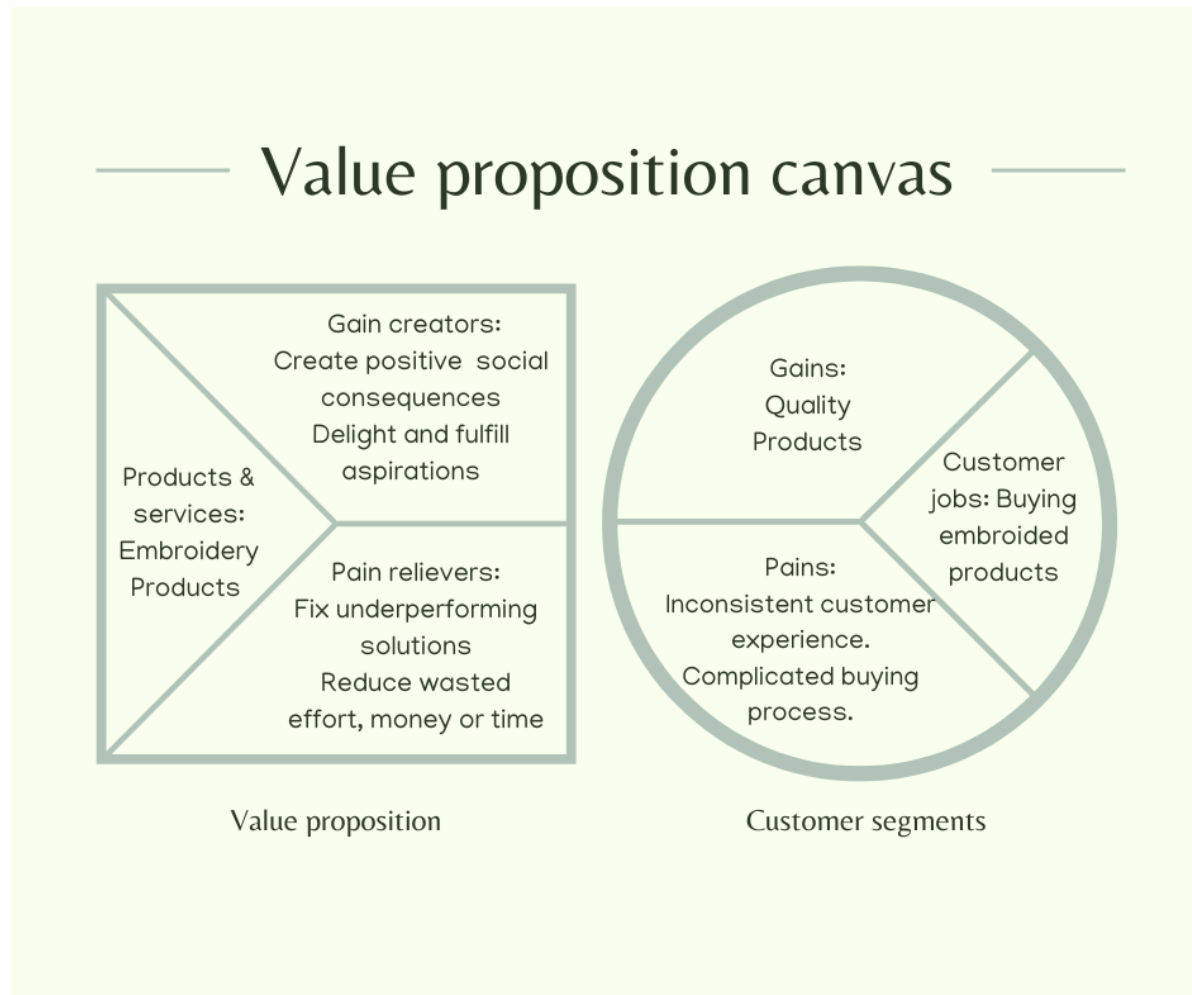
**9) Revenue Streams**

The revenue streams outline the ways in which a business receives money from its clients. The business includes affordable products, quick delivery and quality products.

## Value Proposition Canva

Figure 8:

*Embroidery Business Value Proposition Canvas*



Value Proposition Canvas is indeed a tool for business models that guides in ensuring how a company's product or services is placed around the values and needs of its clients. The model is divided into value proposition and customer segments. ([Value Proposition Canvas, 2021](#))

The customers segments include:

- **Customer jobs**

The customer jobs refer to the particular requirements, desires, or issues that customers may have that the company's goods or services can contribute to resolving or

tackling. For the business the customer jobs would be buying embroidered products. Moreover, a consumer may need to locate a manufacturer who can offer durable and high-quality embroidery, or they may need to find a simple and quick approach to customize things.

- **Customer Gains**

The customer gains are used to describe the advantages or value that customers receive from using the company's goods or services. The customer gains include quality products, durable and many different design choices.

- **Customer Pains**

The customer pains describe the specific issues or difficulties that customers face that the company's goods or services can help to solve. It can include inconsistent customer experience, complicated buying process, little design alternatives, or expensive price.

The value proposition include:

- **Products and services**

The products and services in the business are the particular goods or services that a company provides to its clients and includes embroidered products. It also includes branding on corporate apparel.

- **Gain creators**

The products and services gain are the specific advantages or value that the company's goods or services can provide to the client. Gains of this kind may be of a functional, emotional, or social character. Creating positive social consequences, delighting and fulfilling aspirations are the factors to gain creators.

- **Pain relievers**

The pain relievers are the particular method in which the company's goods or services can reduce or get rid of the problems that customers are having, as defined in the previous stage. The pain relievers can include fixing underperforming solutions, reduce wasted effort, money and time.

## SWOT Analysis

SWOT Analysis is a planning procedure that assists in overcoming obstacles and selecting which potential paths to explore. SWOT stands for strengths, weaknesses, opportunities and threats. The SWOT Analysis of the embroidery business can be discussed below: ([SWOT Analysis, 2022](#))

**Strengths** - the internal components that provide the company an advantage over its opponents.

- Flexible Labor Market
- Worldwide Demand
- Involved industries increasing
- Strong backward linkage facilities

Strengths might also include having a dedicated customer base, a good reputation, and market recognition for the business.

**Weaknesses** - the internal factors that may have a negative impact on the company's performance and capacity to compete.

- Lack of modern machinery
- Unable to go with the flow
- Lack of forecasting

In addition, lacking financial resources, a poor reputation, and having a weak brand in the marketplace can all be seen as weaknesses.

**Opportunities** - external factor that the company can use to its benefit.

- Buyer initiatives for productivity
- Government and non-government programs

The chance to grow the company into new markets, geographic regions, or lines of goods or services can all be viewed as opportunities.

**Threats** - external factors that could harm the company's capacity to compete.

- E- shops and on – demand shops
- Freight on board cost
- High making cost

Threats can also include the effects of global occurrences like pandemics or natural catastrophes, changes in regulations or laws, and the economy.

Figure 9:

*SWOT Analysis for embroidery business*



## Strategic Model

A strategy model for an embroidery business will depend on a variety of elements, including the industry's level of competition, the company's dynamic capabilities, and its objectives. However, the following significant components could be found in a strategic model for an embroidered business:

- **Competitive factor:**

The competitive environment of the embroidery business would be taken into account in this component of the model, such as the number and market share of competitors, the kinds of goods and services they provide, and the prices they charge. Additionally, it would consider any industry trends or modifications that would have an effect on the level of competition, like modifications in customer demand or technology advancements.

- **Investment framework:**

The prospective profits on the investments and how they will support the long-term viability of the company would also be taken into account by the investment framework.

- **Sustainability of competitive advantage:**

This model component would think about how the company might sustain its competitive edge over time. This can entail finding and creating special skills or resources that are difficult for rivals to imitate. In order to keep ahead of market trends, it may also involve investing in research and development as well as fostering strong relationships with partners, suppliers, and clients.

- **Hypercompetition:**

This model component would account for the competition in the embroidered industry. It would take into account the tactics that rivals are doing to obtain an advantage and how the company might react to these tactics in order to stay competitive. This can require making investments in investing technology, growing into new markets, or creating innovative goods or services.



## Business Ethics

Every company must take ethics into account, and the embroidery sector is no exception. In the embroidery industry, some instances of ethical aspects include:

- **Labor practices:** Ensuring that workers are paid a livable wage, receive fair treatment, and work in a safe and healthy environment. This could also entail making sure that the company's suppliers and contractors follow fair labor laws.
- **Environmental impact:** Reducing the company's negative influence on the environment by, for example, utilizing environmentally friendly products and production techniques and cutting back on waste and pollution.
- **Intellectual property:** Observing others' intellectual property rights, for as by avoiding from utilizing brands or designs that are protected by copyright without their consent.
- **Transparency:** Being open and honest with clients and other stakeholders about the company's procedures, such as by disclosing details about the components utilized, the manufacturing process, the locations where the products are created, and any credential the business may have.

The company can follow following suggestions to preserve ethical operations:

- **Establish and communicate a code of ethics:** A code of ethics outlines the values and principles of the company and offers guidelines for how employees should behave.
- **Compliance and supervision:** Putting the code of ethics into practice by implementing policies and processes, and by performing routine audits and reviews to spot and handle any emerging ethical difficulties.
- **Employee training:** Ensuring that all staff members are aware of their responsibilities and get frequent training on ethical matters and the company's code of ethics.
- **Be responsible:** Take responsibility for whatever ethical mistakes you've made, and then do your best to right the wrong and stop it from happening again.

It is essential to be knowledgeable of and to abide by any local laws and regulations relating to ethical business conduct.

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