

**TED BAKER**

# EXECUTIVE SUMMARY

**Ted Baker, founded in 1988, is a British lifestyle brand known for its mid-premium fashion (Ted Baker, 2022).**

**In FY2022, the firm reported £428.2m in revenue but an operating loss of £34.6m (-8.1%) and a pre-tax loss of £44.1m (-10.3%) (Ted Baker, 2022).**

**Inventory days were 182–213 versus an industry average of 100–140, and in March 2024 the UK trading arm entered administration, closing 31 stores (BBC News, 2024).**

**The key issues are excessive stock, delayed digital adoption, and reliance on physical retail.**

**Our proposal focuses on inventory optimisation, accelerated e-commerce, and asset-light licensing under Authentic Brands Group (Authentic Brands Group, 2024).**

T E D   B A K E R  
L O N D O N

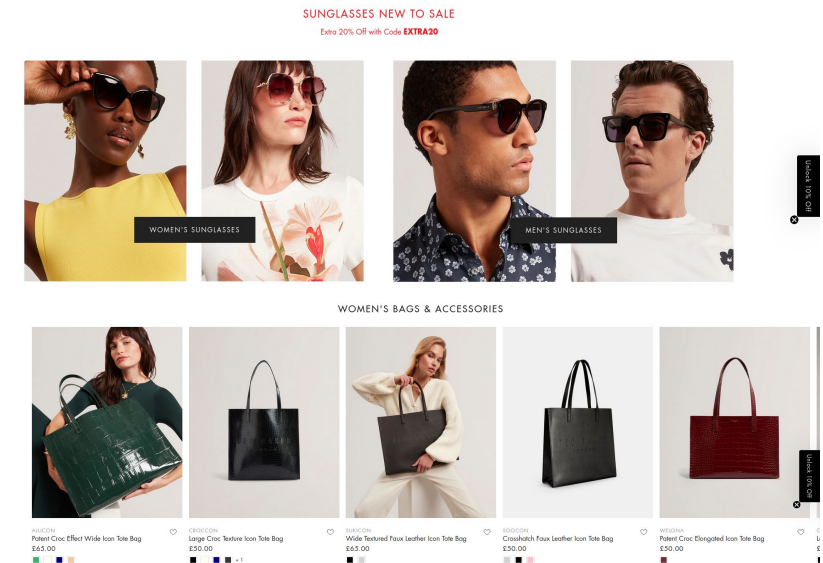
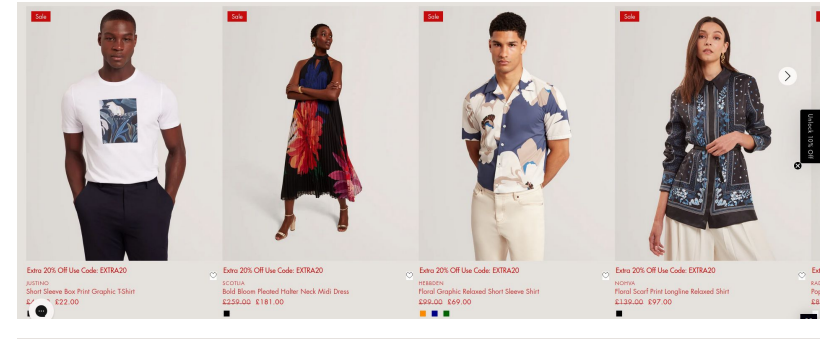
# Products & Services

**Ted Baker is a British lifestyle brand offering menswear, womenswear, footwear, and accessories, positioned in the mid-premium segment (Retail Gazette, 2022).**

**The brand differentiates itself through a unique British design personality and attention to quality, combining style with practicality (Ted Baker, 2022).**

**Licensing agreements secured after the 2022 acquisition by Authentic Brands Group allow the brand to expand internationally across Europe, North America, Asia, and the Middle East (Authentic Brands Group, 2024).**

**Pricing is mid-premium, below luxury competitors like Burberry but above fast-fashion players such as ASOS and Boohoo, balancing aspiration and accessibility (BBC News, 2024).**



# Marketing Plan

The global premium fashion industry was valued at approximately \$74 billion in 2023, with steady growth driven by sustainability and digitalisation (Statista, 2023).

Ted Baker targets urban professionals aged 25–45 with middle-to-high incomes who seek affordable luxury and authenticity (Neha, Joshi & Kumar, 2024).

Key competitors include Burberry, Reiss, ASOS, and Boohoo, all of whom compete on brand strength, speed, or price (Reuters, 2023).

Marketing strategy has shifted towards digital-first engagement, omnichannel retailing, and sustainability-focused storytelling to build consumer loyalty and international reach (Bulović & Čović, 2020).



REISS

asos

boohoo

# Financial Analysis

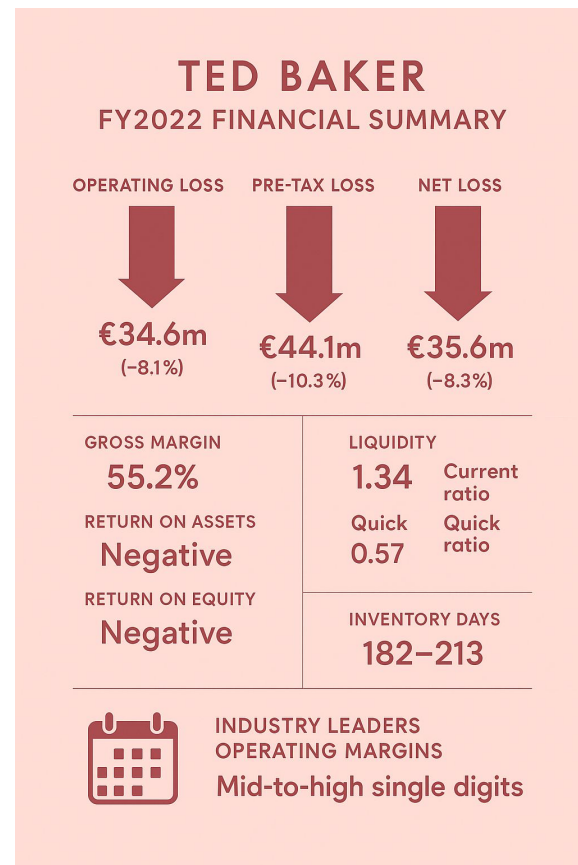
Ted Baker reported a gross margin of 55.2% in FY2022, but profitability and liquidity remain weak, with an operating loss of £34.6 million (−8.1%) and pre-tax loss of £44.1 million (−10.3%) (Ted Baker, 2022).

The company's current ratio was 1.34 and quick ratio 0.57, highlighting tight short-term liquidity (Ted Baker, 2022).

Inventory levels averaged 182–213 days, well above the industry benchmark of 100–140, tying up significant working capital (Ted Baker, 2022).

The proposed plan includes SKU reduction of 20–30%, real-time demand forecasting, and expanded e-commerce channels to increase turnover and improve cash flow (Broekhuizen, Fabian & Nguyen, 2021).

Licensing agreements under Authentic Brands Group reduce fixed costs and provide diversified income streams (Authentic Brands Group, 2024).



# Target Customers & Competitors

**Ted Baker's core customers are urban professionals aged 25–45, middle-to-upper income, who seek aspirational yet affordable luxury (Neha, Joshi & Kumar, 2024). They value style, authenticity, and increasingly, sustainable choices (Bodor et al., 2021).**

**The UK fashion retail sector is mature but volatile, with pressures from inflation, rising costs, and shifting consumer preferences (Reuters, 2023). Key competitors include luxury brands such as Burberry and Paul Smith, mid-premium rivals like Reiss, and fast-fashion players ASOS and Boohoo (Reuters, 2023).**

**Ted Baker's positioning is “affordable luxury with a British twist,” balancing accessibility and exclusivity (Retail Gazette, 2022).**

# SWOT Analysis

## Strengths:

**Distinctive British identity and brand heritage (Ted Baker, 2022).**

**Strong product design and craftsmanship, supported by global licensing partnerships (Authentic Brands Group, 2024).**

## Weaknesses:

**Profitability challenges and liquidity pressures, with operating losses and low quick ratio (Ted Baker, 2022).**

**High inventory turnover of 182–213 days compared to industry average of 100–140 (Ted Baker, 2022).**

## Opportunities:

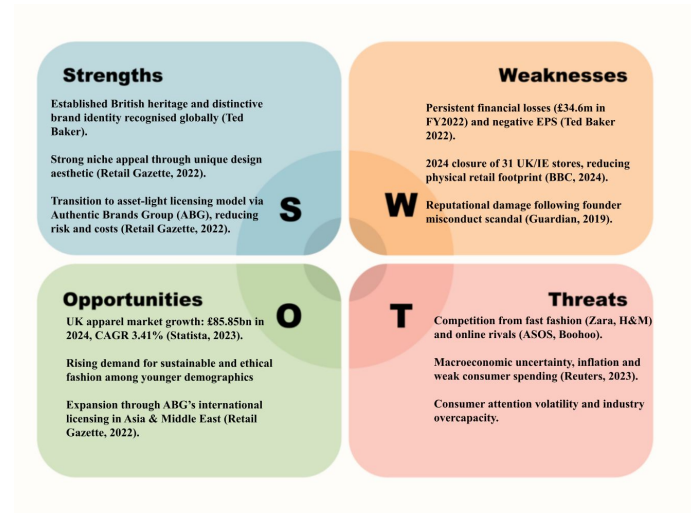
**Expansion through asset-light licensing in Asia-Pacific and North America (Authentic Brands Group, 2024).**

**Rising demand for sustainable and ethical fashion (Bodor et al., 2021).**

## Threats:

**Intense competition from luxury and fast-fashion players (Burberry, ASOS, Boohoo) (Reuters, 2023).**

**Economic uncertainty and risk of brand dilution through third-party licensees (Sky News, 2024).**



# Strategy & Action Plan

**Short term: Close loss-making stores, reduce SKUs by 20–30%, implement real-time forecasting (Broekhuizen et al., 2021).**

**Medium term: Strengthen e-commerce, expand sustainable lines, rebrand around eco-innovation (Bodor et al., 2021).**

**Long term: Grow licensing in Asia and North America, maintain gearing below 40% (Authentic Brands Group, 2024).**



# Why Invest

## Reason 1: Brand Strength and Recognition

Ted Baker has built a strong reputation as a British lifestyle brand with more than 35 years of heritage (The Guardian, 2024). It is recognised internationally for its distinctive design personality, attention to detail, and product quality (Ted Baker, 2022).

Despite challenges in the UK market, the brand maintains visibility and consumer trust through global licensing and partnerships (Authentic Brands Group, 2024). This strong equity forms a foundation for recovery and long-term competitiveness.

# Why Invest

## Reason 2: Growth Potential and Market Opportunity

Ted Baker is pivoting to an asset-light licensing model, reducing fixed costs and operational exposure (Authentic Brands Group, 2024).

The strategy includes SKU rationalisation and demand-based forecasting to improve cash flow and inventory efficiency (Broekhuizen, Fabian & Nguyen, 2021).

Digital-first initiatives and sustainability-focused product lines align the brand with current consumer expectations and industry trends (Bulović & Čović, 2020; Bodor et al., 2021).

This approach lowers risk while positioning the brand for stable, scalable growth.

# Why Invest

## Reason 2: Growth Potential and Market Opportunity

The global premium fashion market was valued at approximately \$74 billion in 2023, with growing demand for sustainable and ethical products (Statista, 2023; Bodor et al., 2021).

Ted Baker's licensing model enables rapid, low-risk entry into high-potential regions including Asia-Pacific, North America, and the Middle East (Authentic Brands Group, 2024).

Rising consumer interest in sustainability and digital shopping provides additional avenues for growth and brand differentiation (Neha, Joshi & Kumar, 2024).

This expansion strategy positions Ted Baker to diversify revenues and regain profitability.

## Final.

In summary, Ted Baker remains a well-recognised British brand with over three decades of heritage and loyal consumers. Despite recent challenges, including significant operating losses and store closures, the business has a clear and credible route to recovery. By reducing inventory through data-driven forecasting, pivoting to an asset-light licensing model, and investing in digital and sustainable growth, Ted Baker can restore profitability and strengthen its global presence.

This strategy reduces risk, improves liquidity, and positions the brand to capture opportunities in expanding markets such as Asia-Pacific and North America. With the right investment, Ted Baker has the potential to deliver strong returns and long-term value. We invite you to support this vision and be part of a brand renewal that combines heritage, innovation, and resilience.”

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