



## Assessment 2a sample 1

Global Business Environments (University of New South Wales)

## Report Outline

The report will be written for JD Sports Australia (JD). At lower levels of analysis, I will be focusing on its Bankstown store which opened in Bankstown Central in 2021.

As JD sells products from brands associated with the fast fashion industry, they should be concerned with their supplier's impacts on the environment. Hence, the sustainability lens is important in ensuring that JD is supporting sustainable development, where I will use the lens to illustrate how they can improve their corporate responsibility in responding to the global environment. Here, the concept of the circular economy is relevant as I will break down how JD can better contribute to this principle and why they should. To better inform and support my analysis and perspective, I will refer to "Fast Fashion, Charities, and the Circular Economy: Challenges for Operations Management" (Farahani, Asgari and Van Wassenhove, 2022) to effectively gauge how JD is currently negatively contributing to the circular economy and hypothesise the potential adjustments to be made.

The socio-cultural lens is also highly relevant as there is typically a "street culture" associated with JD's brand image. This area has the most heterogeneity, so I will mainly be using the lens at a micro level, focusing on JD Bankstown. Bankstown has its own unique norms and values based on the mix of ethnicities with many youths engrained in "Adlay"<sup>1</sup> culture. The socio-cultural lens will be important in finding opportunities to cater to these people's wants where I will look at the LAMP model in my report to assist my analysis.

Furthermore, the political-legal lens will be used at multiple levels of the global business environment. At a national level, I will specifically analyse how the ACL affects JD along with other factors of political risk. At a global level, I will examine the Modern Slavery Act 2015 circling back to JD's supply chain with emphasis on their selection of brands to retail. The political power within social media will also be a key focus for opportunities and threats. To better represent the power of social media as a political driver, I will refer to "Deliberation or Self-presentation? Young People, Politics and Social Media" (Storsul, 2014).

Moreover, the economic lens must also be used to ensure that JD effectively responds to economic events. This analysis will be conducted at a national and global level, where at a national level, I will make recommendations for JD to respond to Australia's anticipated inflation as well as future recessions like the Covid-19 recession. At the global level, I will be focusing my analysis on JD's trade partners and routes and how potential changes can lead to further success and prevent future problems. To gauge how Australian businesses generally respond to inflation, I will refer to the article "Business faces inflation spike dilemma" (Boyd, 2022) to optimise my analysis of how JD should respond.

<sup>1</sup>Adlay: pig Latin for lad, refers to an Australian subculture derived from British youth gang culture

## References

- Farahani, R., Asgari, N. and Van Wassenhove, L., 2022. *Fast Fashion, Charities, and the Circular Economy: Challenges for Operations Management*. [online] <https://doi-org.wwwproxy1.library.unsw.edu.au/10.1111/poms.13596>. Available at: <<https://onlinelibrary-wiley-com.wwwproxy1.library.unsw.edu.au/doi/pdf/10.1111/poms.13596>> [Accessed 30 June 2022].
- Storsul, T., 2014. *Deliberation or Self-presentation?: Young People*, - ProQuest. [online] Proquest.com. Available at: <<https://www.proquest.com/docview/2584405270?parentSessionId=xb6veEBJBOJgmFa5QkZWnrfeK1tVwWJJKW74%2BpyHDX%3D&pq-origsite=primo&accountid=12763>> [Accessed 30 June 2022].
- Boyd, T., 2022. *Business faces inflation spike dilemma*. [online] Australian Financial Review. Available at: <<https://www.afr.com/chanticleer/business-faces-inflation-spike-dilemma-20220428-p5agr6>> [Accessed 30 June 2022].

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