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**A Learning & Teaching Research Collaboration**

***Proposed strategies for IDEMS International***

Student Partner: Martina Capoferri

Academic Partner: Simon Richardson

**School of Business – University of Westminster**

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# Executive Summary

IDEMS International has emerged as a pathfinder, leading global development and change via social responsibility, technological innovation, and sustainability.

The project's goal is to focus on and plan around the eight Strategic Perspectives topics in order to provide solutions that not only assure IDEMS' long-term viability but also stress the fusion of success and social responsibility in the corporate environment.

An engaging PowerPoint presentation was created to properly express the topics and recommended tactics in order to best explain the strategies. Each subject had its own part, which introduced the essence, evaluated IDEMS' existing situation, and concluded with a set of ideas for enhancing company performance.

The chosen techniques were then rigorously evaluated utilizing the SAF (Suitable, Acceptable, Feasible) framework to guarantee their viability, acceptability, and feasibility. Three techniques were chosen from a variety of options: multifaceted marketing, ethical alliances with firms, and education initiatives.

Adopting the recommended initiatives will assist IDEMS in establishing itself as a socially responsible, inventive, and influential market leader, while also strengthening IDEMS' competitive edge and yielding good societal and environmental consequences.

Furthermore, the recommended techniques effectively illustrate how a corporation may attain affluence while maintaining social responsibility, opening the route for meaningful and long-term success.

# Background and Aims

IDEMS International is a leading global corporation that specializes in supplying innovative solutions and services in a variety of fields including marketing, partnerships, and education, all geared towards enhancing market reach, ethical standing, and educational opportunities. With a focus on social responsibility, technical innovation, and sustainability, IDEMS International has become a leader in promoting development and change on a worldwide scale. The project's goal is to draw attention and offer strategies for the eight themes of Strategic Perspectives: CSR, Leadership, Internal Resources, External Environment, Business Strategy, Corporate strategy and International strategy.

The goal is to suggest several techniques that his organization may apply in order to remain sustainable over the long term., as well as showing Davis Stern that his company can be both be both successful and socially responsible.

# Methods

A power point presentation was made to better convey all the topics and suggested strategies. Following that, each of the eight topics was given its own segment of the presentation. The first slide introduced the theme, the second described what IDEMS is really doing in relation to the subject, and the last slide offered several tactics IDEMs may use to maximize its performance as a business.

Then, in order to ensure that the three strategies chosen may be Suitable, Acceptable, and Feasible for the organization, the three strategies that we believed to be the finest ones have been picked and implemented to the SAF Framework. The three types of strategies include marketing, joint ventures or other forms of collaboration with morally upright businesses, and training programs. The results section will provide a more thorough explanation of the findings.

# Results

After completing the SAF Framework with the three chosen strategies, the res and results are as follow:

1. Marketing: IDEMS will use a multi-faceted marketing strategy to increase its market presence and attract a bigger audience. This will involve the use of a dynamic newsletter to provide relevant insights, industry updates, and business highlights to customers and stakeholders. In addition, a thorough social media strategy will be established to use the potential of sites such as Facebook, Instagram, and LinkedIn to reach a large number of young and tech-savvy consumers.

The emphasis will be on developing intriguing content, aesthetically attractive visuals, and interactive campaigns to create brand loyalty and attract new customers.

1. Joint Ventures or Collaboration with Ethical Commercial Companies: IDEMS should explore strategic alliances and collaborations with ethical commercial organizations known for their sustainable practices and social effect, such as Belu Water or My Money, who have a demonstrated commitment to corporate social responsibility, thus connecting well with IDEMS' beliefs and ambitions. These collaborations will concentrate on collaborative projects, shared research endeavors, and co-branded products/services that promote social and environmental issues. Because of the simple interchange of ideas, technology, and best practices, this will also lead to increased ethical standing, expanded market opportunities, and knowledge sharing, resulting in mutual progress and innovation.
2. Training Courses: IDEMS values continual learning and strives to make educational programs available to anyone seeking short-term professional growth. IDEMS will offer customized training courses that respond to varied business demands by forging collaborations with reputable universities. These short courses will be designed for persons who do not have the funds or time to pursue a full academic career but want to improve their skill set and knowledge. This strategy will assist IDEMS in generating new revenue streams through training courses while also contributing to talent development and increasing brand authority.

# Conclusion and Recommendations

After considering everything, it is possible to conclude that by executing these strategic initiatives in marketing, joint ventures, and training courses, IDEMS Corporation is going to establish itself as a socially responsible, innovative, and important market leader. IDEMS' expanded marketing reach, ethical collaborations, and educational initiatives will not only increase its competitive edge, but will also benefit society and the environment. Adopting these techniques corresponds with IDEMS' aim of promoting development and recognition across a wide audience while creating a sustainable and meaningful future. IDEMS will achieve long-term success while making a significant influence in the world thanks to these collaborative efforts. Moreover, the proposed strategies will highlight the fact that a company could be both successful and socially responsible at the same time.