

Introduction

The given presentation will provide an analysis of the current business environment of Canva, followed by identifying their ethical and sustainability challenges. It also provides an assessment of how it fosters innovation and makes use of emerging trends.

Canva Overview

One of the many ways why Canva has been able to differentiate itself from its competitors is because it is perfect for beginners. It also provides a user-friendly interface that can be used by all (Ningsih *et al.* 2023).

Business Environment Analysis

It is evident from Porter's Five Forces analysis that Canva operates in a competitive market with several other platforms providing similar interfaces (Hernando *et al.* 2022). However, what works in favour of Canva is that it is very easy to use and has several options of pre-made templates that are easy to use.

Ethics and Sustainability

The major challenges that can be with AI use are copyright challenges. This is immediately followed by misinformation risk. At this point Canva should go for strategies including enhancing their artificial intelligence transparency and promoting ethical content guidelines (Wijaya, 2024). It should also adapt green cloud providers and strengthen their existing user data rights.

Entrepreneurial and Innovative Strategies

One of the benefits of Canva is that it has the ability to foster innovation. This can be achieved by having a startup mindset and always encouraging innovation and experimentation. This can be easily achieved by having cross-functional teams (Mulyati *et al.* 2022). The new markets that Canva can invest in is partnering with content creators, going for B2B branding and going with government communication tools.

Emerging Trends and Future Recommendations

In the current market, the emerging tools of AI and automation will help streamline design for Canva. It will provide smarter template options and reduce manual labour. The long-term strategy of Canva should be towards investing in maintaining the ethical complexity of using AI

and focusing on global expansion (Meisyi *et al.* 2023). it should also work towards maintaining sustainability and creating a strong community of designers.

Conclusion

It can be concluded that the success of canva is simply because of its commitment to strategic innovation and maintaining ethical transparency. It is true that it struggles and maintains sustainability but it is slowly adapting itself to meet the evolving needs of digital content creators. At this point it should impress emerging technology and expand into new markets, along with fostering innovation to have long-term impact.

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