

Assignment 1

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TABLE OF CONTENT

<u>INTRODUCTION</u>	<u>3</u>
<u>TASK1</u>	<u>3</u>
<u>Meaning of HR function</u>	<u>3</u>
<u>CIPD profession map</u>	<u>3</u>
<u>TASK 2</u>	<u>4</u>
<u>Objectives of resourcing activities (Planning, recruitment and selection)</u>	<u>4</u>
<u>SWOT analysis</u>	<u>5</u>
<u>Herzberg's theory</u>	<u>6</u>
<u>CONCLUSION</u>	<u>7</u>
<u>REFERENCES</u>	<u>8</u>

INTRODUCTION

HR department functions play a highly crucial role within the management of resourcing, planning and recruiting the best-skilled workforce within company business standards where there are varied aspects analysed. The report considers L’Oreal as one of the biggest personal care cosmetics brands that various products based on skincare, sun protection, make-up and perfume. Significant functional innovations within the services consider. The report includes swot analysis as well as Herzberg’s theory for motivational parameters that it enables a business to focus on motivating employees with high diverse HR. Strategies widely focused on building new functional governance of varied working scenarios.

TASK 1

Meaning of HR. function

The HR functions are based on human resource planning, recruitments and selection, performance management aspects which build on larger goals efficacy on varied aspects goals for gaining new functional avenues. HR functions play a larger working role of advanced goals efficacy aspects, which shall bring on keep growth for career planning within working scenarios. The companies aim to be widely advanced within their HR strategies for keeping up innovation and functional goal productive scenarios, for technical efficiency and longer-term new edged services (e Silva and da Silva Lima, 2017).

L’Oreal HR. has been widely growing on new quest horizons, where there is new creative diversity analysed to develop larger goals formed on keen criteria which keenly evolves on longer goodwill arenas. HR Functions at L’Oreal are widely dynamic within new parameters, and larger vision-oriented growth scenarios for keeping up efficacy aspects, motivation scenarios within varied goals and also to keep up the new working goals widely. Human Resource functions have also been practically enhancing efficacy among new quest arenas of keen scenarios within business paradigms to keep up active diversion actively focused on and to enhance functional strengths productively.

CIPD profession map

The CIPD profession map is an interactive set of standards to guide people at work in human resources always to be widely innovative developed and improving work horizons, where their new criteria analysed for keeping up a productive display of broader efficacy aspects. By following the CIPD profession map can be enhance working vision perspectives widely, and also for keeping up innovation widely strong on which employees' overall strengths within work operational goals can farm. Also, it can be analysed that there are keen aspects of quality working scenarios where services and productive work targets can frame on new scale active growth on which there shall be keen target performance parameters analysed. It has also found that by maintaining new scenarios of work, efficacy aims to deliver quick services among customers which further generates new goodwill goals and also more massive profits, for keeping up the larger goals advanced on new areas (CIPD, 2020).

CIPD profession map also pools out various latest competitive strategies within industry parameters. L'Oreal has been highly focusing on smarter HR strategies formulation aspects and also to practically build up functional vision formative on varied arenas (Glover and Branine, M. eds., 2017). CIPD profession map has found L'Oreal to be functionally working on new quest horizons of employees with motivation scenarios for technical up-gradation, creative higher active enhanced working avenues and also to be the best competitive brand.

TASK 2

Objectives of resourcing activities (Planning, recruitment and selection)

The objectives of resourcing activities within HR functions can be analysed to be highly essential for company overall development into varied paradigms of new vision-oriented growth parameters for determining new scope innovation, more extensive functional potential training of employees. L'Oreal has been widely growing as one of the highly competitive brands within a global industry where resources activities such as planning, recruitment and selection enable a business to widely analyse among new scenarios to be actively working on corporate excellence.

- ***Objectives of planning:***

L'Oreal objectives of planning are widely based on functional scenarios for gaining new, highly informative HR strategies where resource planning plays a highly crucial role, to be widely diversified within various aspects and to be active. It can analyse with focus on diversity within target growth, objectives of keen planning within working horizons pertaining super strength on larger vision-oriented growth scenarios. Objectives of planning are also technically related to L'Oreal business goals for expansion into new domains, new scale target growth and also to keep up innovation widely enhanced within varied paradigms. With stringent planning, management is positively grown on functional scope horizons, and leveraged active focus is on keeping up revenue targets highly acclaimed. Also, there are creative hemispheres developed among new scenarios efficacy aspects.

- ***Objectives of recruitments:***

L'Oreal aims to recruit the best-skilled employees within all departments based on advanced skills and varied new competencies on which there are recognised growth arenas analysed. The objectives of recruiting young talented, skilled employees enable the business to widely be competent and functionally comprehensive on varied domains, for producing new scale active growth among working horizons and also, be competent within competitive horizons. By recruiting employees with high

scale growth and new creation scope paradigms of broader determinants, L'Oreal has been working on keeping high skilled workforce of larger vision-oriented scenarios and scaled towards innovative business goals (Guest, Panayotopoulou and Chytiri, 2017).

- **Objectives of selection:**

The operational objectives of selection within HR strategies based on the fact that there is complete focus pertaining on keep growth arenas, new scale target growth of larger functional oriented scenarios and be informative on dynamic industry demands. It can be analysed with varied selection criteria based on stronger working domain efficiency, and larger potential factored on growth scenarios, as well as L’Oreal aims to be highly diversified among new aspects of keen targets goals. There are advanced digital platforms used for interviews, and digital recruitments based on diversified goals efficacy aspects, new factored on growth among operations of various services among consumers. Also, HR department highly focuses on the external selection of employees where they widely based on new keen criteria of larger work goal productivity, with a smart, talented workforce and to be widely focused on keeping broader skilled growth services (Konin and Ray, 2018).

SWOT analysis

The SWOT analysis enables us to analyse the internal analysis of L’Oreal company performance within varied arenas, keen targets completion and also for creating new varied changes which highly demanded within diversified, competitive industry paradigms. L’Oreal internal business environment analysis can discuss as follows:

- **Strengths:** L’Oreal is one of the fastest-growing brands within the cosmetic industry and having a various presence within various parts of the world due to a large number of products ranges, best quality standards and high-class innovative marketing within business horizons. It can analyse that L’Oreal highly focuses on productive enrichment of new functional diversity aspects among employees for creating new functional goals diversification within services, competent, innovative services for consumers. The brand name has been widely becoming one of the widely competitive company within the cosmetics industry, with its sizeable strategic vision and new leveraging scenarios of determined horizons.
- **Weaknesses:** L’Oreal faces weakness of bringing on a new range of products within services where customers preferences are widely growing. Also, there is a practical push to bring on new scale productive innovation on varied goals efficacy aspects and to be yielding high-end diversity. There shall also be focused to bring on new scale digital marketing avenues where brand faces competitive pressure from new brands coming on within the industry. It can also analyse that there is also a weakness of less competent functional work synergy, where economy paradigms within the world are widely shifting (McKeown, 2019).
- **Opportunities:** L’Oreal has business opportunities to bring on new scale natural products range among consumers under the brand name, for keeping up larger technical goals productive scenarios for keeping up with competitive industry domains. Also, there is a productive opportunity of expansion into untapped arenas

of larger informative goal creativity for determining new horizons of quest goals completion. Strategic vision and new scale innovative goals diversity. Bringing up a new range of organic products range, will keenly bring on target growth and also widely explore

- **Threats:** There is a threat of new functional, productive, competitive scenarios within new functional aspects where there is dynamic, progressive pressure built on, for keeping up larger goals analysed on new strengths. L’Oreal has highly competitive pressure to keep divergence active on varied aspects of more considerable innovation to be fuelled in, with yielding broader functional focus on new scale goals active functional expansion which will accelerate growth widely. The threat of new competitive scenarios peeking in composes larger goals innovation among technical efficacy aspects on which there has also been active pressure generating on within larger horizons, and for keeping up with keen target completion on new varied domains (Moore and Jennings, 2017).

Herzberg’s theory

The Herzberg’s theory plays a high essential role for gaining larger working motivation scenarios analysed on various paradigms where it can be analysed that there are two factors within the workplace, which motivates employees that are job satisfaction and hygiene. There has been giving high focus given to job satisfaction paradigms where extrinsic motivation factors and extrinsic factors analysed on. L’Oreal focuses widely on keeping informative working environment within work culture among varied scenarios, where there has been larger goals advancement analysed detrimentally and widely analysed to be formed widely on keeping more potent work synergy.

- **Hygiene factors:** Companies policies and procedures, supervision and relationships among supervisors within the physical work environment and job security enables the business to be competitively active and also widely focused on keeping new functional goals analysed. L’Oreal aims to keep hygiene factors widely stringently active within working culture, where there are varied goals analysed to keep up the efficacy aspects active and also diversified to keep on active growth. Hygiene factors have analysed to be competently active within L’Oreal strategies to keep yielding focus, divergent focus and inbuilt motivation among working scenarios for longer retaining synergy (Moore and Jennings, 2017).
- **Motivation factors:** The internal and external motivation factors have analysed to be highly essential for generating more substantial work goals productivity. HR executives have been enabling quick growth factors, for keeping up efficacy aspects and also keeping active yielding goals analysed among new competitive standards. Strong motivation factors develop higher retaining synergy among employees within various standards which build on new quest arenas within larger vision-oriented paradigms. When motivator factors are positive employees, look up to wide working

scenarios, keen working domains of expertise where functional goals productivity enrich larger work goals widely.

The above discussed two factors of Herzberg's theory of motivation has enabled to analyse L'Oreal brand to be widely analysed to strongly analysed within working scenarios, for keeping new creative paradigms for longer scale retaining synergy. Employees have also been functionally looking for new quest arenas where there are varied goals analysed to be widely focusing on larger goals within performance efficacy.

CONCLUSION

The report has concluded various HR strategies within the functional department at L'Oreal and various new advanced working avenues for keeping up with keen parameters of larger goal productively, harness talents within varied domains and also to keep up the efficacy strong on longer goals. Also, the report has concluded objectives of recruiting, selection and planning workforce structure where there are various parameters analysed widely, for keeping up active yielding focus on new scale growth scenarios. The report has analysed in conclusion, further L'Oreal swot analysis within various factors for competitive industry aspects and also be keenly divergent on larger arenas for keeping up informative diversity active. The report has also concluded the Herzberg's theory of motivation among working horizons where there has been analysis developed on motivator factors and hygiene factors for keeping larger work goal diversity. The study has concluded in detail various domains of efficacy aspects within commercial working horizons, where there is detailed analysis worked on for keeping up focus on keen performance metrics (Rahmat, Buntat and Ayub, 2018).

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