

*Workplace Culture and its impact on
Organizational Efficiency (BMSW5105)*

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Task 2: SUMMARY OF THE REPORT

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Summary of Task 1- Report.

EasyJet Plc is an airline group which was founded in 1995. The headquarter are located at London Luton, England, United Kingdom and they run their services in more than 34 countries.

The report covers the relationship between organisational culture and structure of respective organisation along with their impact on financial and non-financial performance.

It was also applied Pestel and Porter's 5 forces analyses to the organisation to evaluate the external environment as well as the ethical approaches used by Easy Jet.

It was analysed that no political factors are affecting the company now. However, the economic factors play important role due to the changing interest rates which the company finds difficult to deal with. Technological factors also have big impact as Easy Jet rely mainly on the technology to run their business and they manage to make it easy for their customers to use. The high level of environmental pollution, changes in the cost of energy and environmental protection together make the environmental factors easy to find but hard to deal with.

The bargaining power of suppliers for Easy Jet is high because their main suppliers like Airbus and Boeing who use their power of negotiation to gain high offers from the airline company. However, the bargaining power of customers is low due to the switching cost and different routes that the organisation provides but it could sometimes be higher if their rivals offer similar ones. The threat of substitutes and competitive rivalry is high, but threat of the new entrants is low due to the big amount of capital investments required as well as strict laws.

The ethical approaches of Easy Jet are safety, integrity, conflict of interests, compliances with laws.

There are various challenges faced by EasyJet and some of them are pointed here: Overbooked flights, toxic workplace culture, discrimination and harassment, false advertising.

Recommendations for Easy Jet to improve their performance: EasyJet airlines must concentrate on considering situational leadership styles rather than the autocratic styles of leadership. The company should focus on changing their strategy for fare prices as well as including refund policies for example. Also, to focus on their employees and how to improve their motivation.