

University of Wales
Trinity Saint David
London

PROGRAM:BA BUSINESS MANAGEMENT

SUBJECT: Community Engagement

NAME: OANA-MARIA STAVARACHI

ID:1714865

TUTORE: MARY MARCH

COMMUNITY ENGAGEMENT

TABLE OF CONTENTS

INTRODUCTION

- 1.Overview of Robert Dyas private limited**
- 2.Needs of customer regarding goods and services to Robert Dyas**
- 3.SWOT analysis of Robert Dyas**
- 4.Roles of the employees in Robert Dyas company and their support to it**
- 5.Training and development is important to organisation**
- 6.Role of sales executive in the organisation**
- 7.Skills and knowledge for the role of sales executive**
- 8.Training and Development required for the role of sales executive**

CONCLUSION

REFERENCES

INTRODUCTION

Community Engagement is the process in which a community engaged with a company to achieve long term growth and sustainable development. It works for good relationship with the customers and stakeholder and helps in decision making and idea implementation. Working with a specific group of persons in a geographical location to achieve goals(Flint and Woodruff, 2014).

Robert Dyas is a hardware retailer company which founded in London in 1872. It includes many of the things like - small electrical appliance, housewares, gardening products. This file will include swot analysis, needs of customer regarding goods and services of Robert Dyas, support of the employees to achieve their goal etc.

MAIN BODY

1.Overview of Robert Dyas private limited

Robert Dyas is UK based company which is situated in London, UK. It is founded by Robert Dyas in 1872. It is hardware retailer company which includes many of the products in selling like- housewares, small electrical appliance, ironmongers, gardening products, DIY, kitchenwares. Number of employees who are working with Robert Dyas is 1300. It supports to community environment and engaged with them (Flint and Woodruff, 2014). Head office of Robert Dyas is situated in Wimbledon London.

They follow the CSR activities to make environment good. Their stores is expanded day by day in London and in South East. Growing speed of Robert Dyas is too good in this century. This company is cost conscious and they provide such a good product in reasonable rate. Robert Dyas provides good services to the customers in compare to other company. It gives their service for 24 hours, anytime customer want to shop, they are there to help.

Range of delivery option of Robert Dyas is so far, they can provide everything, anywhere in UK. They generated communication structure with help of navigation, from this customer can easily find the store. Mission of Robert Dyas is to provide better quality hardware to the customer and make

positioning to their mind, they believe in work with the help of customer that what they actually want in comparative statement. Their main goal is to achieve profitably with customer satisfaction but customer satisfaction is their priority.

2.Needs of customer regarding goods and services to Robert Dyas

Many customers are satisfied and many are not satisfied with the company Robert Dyas. Customer reviews regarding the product of this company is good but the main problem which is faced by the customers is late delivery of the booked items. their main need is time. They are satisfied about the quality of the product but dissatisfied by their time management. Customers also got the think in different form(Hill and Alexander, 2017).

They purchased something different and they got the different product so their bad review is also with the product management. Some customers were called the company and emailed them due to the different product but they did not pick the call and after picked up calls and emails the customers did not receive the product or not received money.

They also disappointed with the service because some customers found damage products in package. Sometimes it also happened that customers placed their order and paid online but they did not receive any product and they got damage their money worth so they are the major problems of the customers regarding the Robert Dyas company and they have to work on it for customer satisfaction and take care of their service quality and providers(Hill and Alexander, 2017).

3.SWOT analysis of Robert Dyas

Strength- Strength make capable to Robert Dyas to stay in competition market their strength is following-

- *Loyalty of customers
- *Brand name
- *Product uniqueness
- *Strong brand management

Weakness- Weakness make a company weak and their main points about weakness are following-

- *Online presence
- *Service quality
- *Advertising
- *Missing price points

Opportunities - Catch the opportunities which exist in the market and make alternatives to achieve long term growth. Following opportunities Robert Dyas have-

- *Focus to new products
- *New target market
- *Use of new technologies
- *Worldwide expansion
- *Online market

Threats- It affects the existence of company and disturb in productivity of the company. following threats are here-

- *Tough competition
- *Bad economy
- *New regulations
- *Changes in customer preference

4.Roles of the employees in Robert Dyas company and their support

Every employee of the Robert Dyas private limited make a role to achieve goal of the company, no matter they are on lower or bigger post. There are different roles in the company-

Human resource- They are the person who helps other employees of Robert Dyas in their work, they search about problems and their solutions and make employee happy because if an employee is unhappy then it will affects on the

company(DelVecchio and Bryan, 2015). They care about the employees regarding any problem or issue.

Marketing role- A company is nothing without marketing so marketing persons play main role in the company. Customer awareness is the big point to sell any product of Robert Dyas and marketing person makes customer aware about the product and services through online marketing, personal communication, video campaigns, social media etc.

Account person - When it is time to take decision about the cost and any financial project then their work is more important. If company wants to do a new project and want to implement a new idea then they firstly see income statement and net worth which is prepared by the finance person.

5.Training and development is important to organisation

Training- It is the learning process which gives to the employees by the organisation for which they work. It is the process of human resource development and develop a particular skill regarding to the job.

Development- It is for future intention and particular activity which is done by the individual and it is also the process of creating growth. The process in which something grows and will move forward it is called development.

Needs and importance of T&D in Robert Dyas-

There is need of training and development in any organisation because without training no one can achieve goals and work with efficiency. It is important just because it is hardware company which provides many of the items and there is also need to know about the weakness and strength of the employees so that they can move towards their goals and make strategies for the selecting objectives(Macaulay, 2018). It is important to-

- *Addressing the SWOT analysis of the employees.
- *Make their performance good according to the environment.
- *Increase efficiency of work.
- *Create supportive workplace.
- *Sanctification of employee.
- *Make organisation profitable.

*Safety and security of the employees and organisation.

*Aware about the policies and rules of the organisation.

6.Role of sales executive in the organisation-

The sales person is the very important person in the organisation. They are responsible for sales of the company and they are only the person who increase profitability of Robert Dyas. They meet with customer directly or indirectly and understand their need and wants regarding the product and their level of satisfaction. Consumer is good for the organisation because purchasing is only the reason which through an organisation increase their profitability.

A sales person also responsible for relationship with customer because this is the thing which creates goodwill for an organisation. Sales person is the mediator between customer and Robert Dyas. It is the person who create opportunities for the organisation with customer retention. and the other side marketing person also follow the same but they are not responsible for sale of the product, they are for marketing and their work is only to make aware people about the product that what is their product and for which it will use in their life.

It is possible that they aware people through face to face or online marketing through social media and many of other doors(Macaulay, 2018). Nowadays popular thing of marketing is video campaign in which they placed a short video in lot of content toward the product and it is also likes by the people and they both make a different role with same objective to increase profitability of the organisation.

7.Skills and knowledge for the role of sales executive

Many of the skills which required for the role of sales and marketing and they are following-

Communication skills is the skills which is required for every role but mainly it required for the role of sales person because they directly interact with the customers and its depend on them how to satisfy them regarding to their product. In this role they have to go to the customers and understand

about the capacity of the people to purchase the product and their need and wants according to the product so communication needed in the role of sales person(Tesfamichael, 2014).

Another one is learning skill which required in a sales person and it is the best skills which motivate every employee for their work because learning creates efficiency and dedication toward work. Ability to understand and analyte the buyer and their needs. A sales person have to service oriented and having active mind.

Having perfect knowledge of market and people, capable to planning and organising. Capability to use the technology to customer awareness and apply positioning strategy

8.Training and Development required for the role of sales executive

For the role of sales executive not much training give to the employees. Things which includes in the training of the sales executives are communication in proper way, managing the relations with the employees as well as with customers and they trained about the all details of product which should have to sale and also the position of the company in the market and thoughts of the people according to the product(Tesfamichael, 2014). These are the things which learn to sales executives in the training session and half of thing which not includes in training session that are inbuilt in the person who plays role of sales executive. Planning and organising is also the part of training and they also learn how to use the technologies to sale the product and they also put their own efforts to sale the products.

CONCLUSION

From the above study it has been summarised that training and development is needed to Robert Dyas for sustainable growth of the organisation.

Community engagement is also taken by this company to be global and create globalisation. This report also done swot and pestle analysis of Robert Dyas and found the things which made effect on the organisation and also found the things to improve the weakness of Robert Dyas. Talked about the different roles in the organisation and training and development for the different roles. Role of sales executive and need to be trained them and what kind of training provide to them.

REFERENCES

Books and journals

Brohman and et.al., 2015. Internet-Based Customer Service Systems: What are They and When are They Successful?. In New meanings for marketing in a new millennium(pp. 150-153). Springer, Cham.

DelVecchio, S. and Bryan, J., 2015. A REVIEW OF SALES MANAGER MONITORING: CONTROL TOOL AND OUTCOMES. International Journal of Sales, Retailing & Marketing. 4(3).

Flint, D.J. and Woodruff, R.B., 2014. Marketing's service-dominant logic and customer value. In The Service-Dominant Logic of Marketing (pp. 201-213). Routledge.

Hill, N. and Alexander, J., 2017. The handbook of customer satisfaction and loyalty measurement. Routledge.

Kumar, V. and Reinartz, W., 2018. Customer relationship management: Concept, strategy, and tools. Springer.

Macaulay, S., 2018. Non-contractual relations in business: A preliminary study. In The Law and Society Canon (pp. 155-167). Routledge.

McIlrath, L., 2014. II. 1.1. Community-University-Engaement-global terms and terrain. Report: Higher Education in the World 2014.

Mehta, R. and Anderson, R., 2015. Global sales manager leadership styles: The influence of national culture. In Proceedings of the 1998 Multicultural Marketing Conference(pp. 362-367). Springer, Cham.

Tesfamichael, T., 2014. Unmeasured and Unseen: Program Evaluation in Noncredit Workforce Education Programs at Community Colleges (Doctoral dissertation, University of Maryland University College).