

How Sainsbury's use modern technology to improve workplace efficiency

Assignment Title	DSR Assessment 1Group Presentation
Module name and code	Digital Skills and Research Methods (BMSW4003)
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Food retailing environment

Market size

- In 2002 worth total of £108.7
- The market has matured and is saturated
- Food products are less susceptible to the economic cycle

The Sainsbury's logo is displayed in white text on a large orange circular background that occupies the right half of the slide. The logo consists of the word "Sainsbury's" in a serif font, with the apostrophe in "Sainsbury's" being a small, stylized mark.

Sainsbury's

Sainsbury's History

- Founded in 1869 by John James and Mary Ann Sainsbury
- 150 years faced pressure from its institutional environment
- Four generations of the family have been involved within company
- Influenced the social, cultural and educational life of Britain



Food retailing environment

Competition

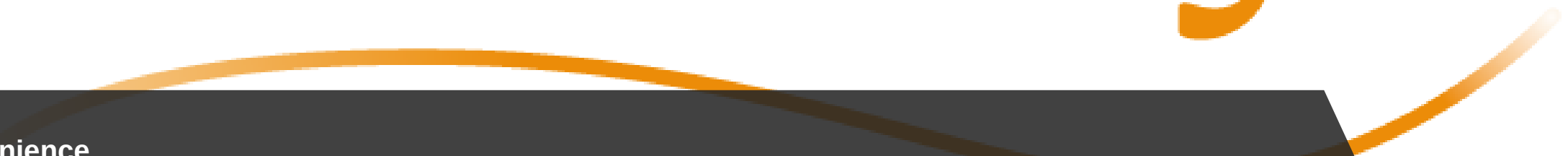
<i>Company</i>	<i>Market share (%)</i>
Tesco	28.3
ASDA	16.7
Sainsbury	15.5
Morrison/Safeway	13.2

Table 1: Size of principal competitors



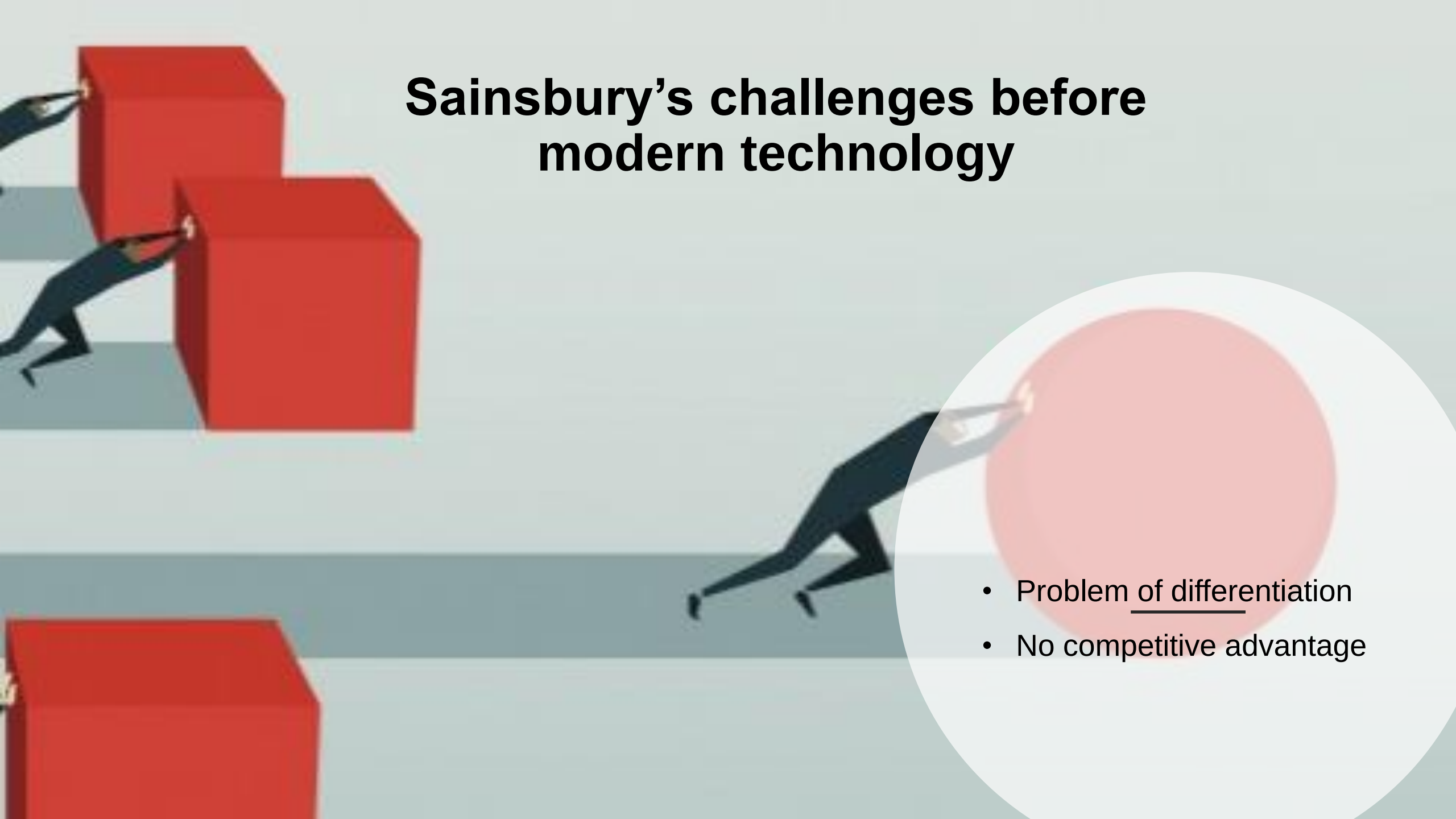
Food retailing environment

Sainsbury's



- Convenience
 - Innovative
 - Range
 - Scale and systems
- 

Sainsbury's challenges before modern technology

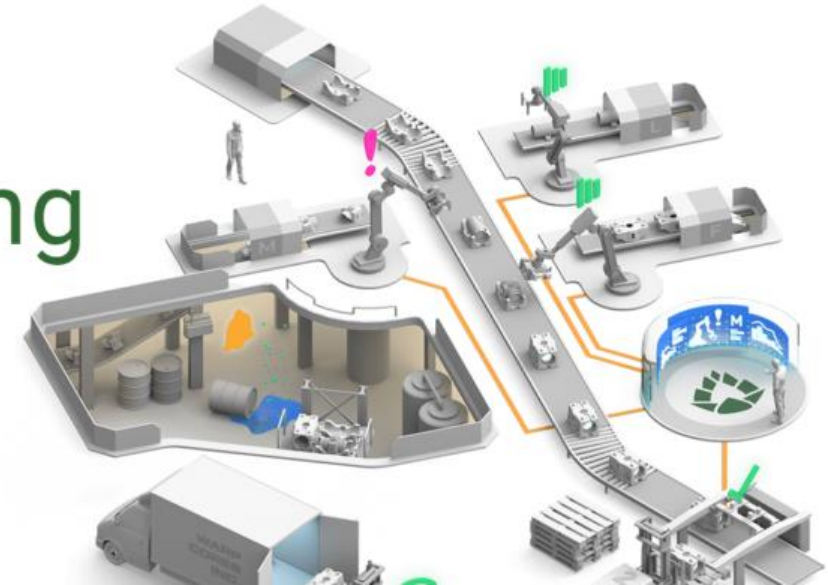
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- The background of the slide features a stylized illustration. On the left, two large red rectangular blocks are stacked. A small, dark, stylized human figure is pushing the top block. Below this, another red block is visible. In the center-right, a larger dark figure is pushing a large, semi-transparent red sphere. The ground is a light gray with a darker gray horizontal band.
- Problem of differentiation
 - No competitive advantage

Sainsbury's challenges before modern technology

- Microbial control in ready to eat food

Ascalia

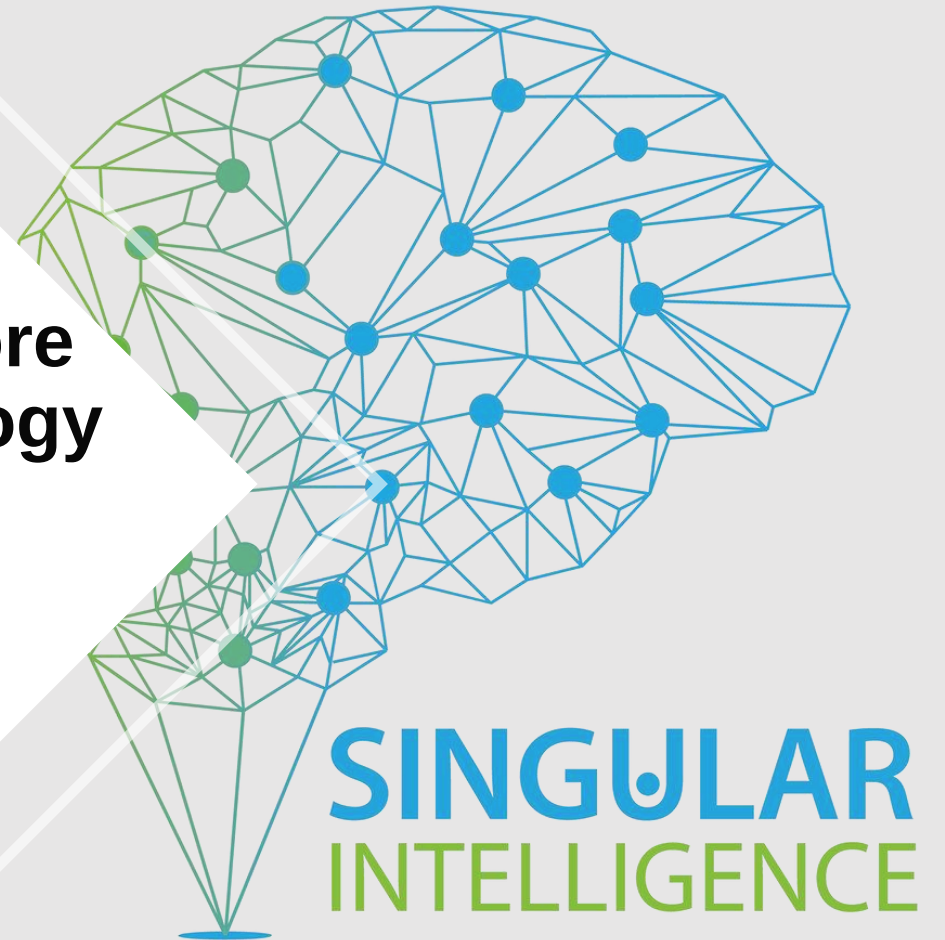
Manufacturing
Improved





Sainsbury's challenges before modern technology

- Reducing waste



Insights to the modern technology introduced

- Sainsbury's can get present day pieces of information dynamically by using Google Cloud's strong cloud-based examination contraptions to ingest, clean, and organize that data, similarly as an only collected front-end knowledge for inside customers to handily scrutinize an extent of channels and classes.
- Further created knowledge
- As a result, Sainsbury's has had the choice to make perceptive examination models to perceive models and change inventories, achieving an unrivalled shopping experience for customers.



— The impact of the technology introduced

Sainsbury's was the essential retailer in Europe to introduce self help checkouts in our stores all in all, giving our customers a decision and shortening lines for buyers with more humble canisters. We at this point serve north of 22 million purchasers reliably through in excess of 1,000 regions, with around half of those customers using self-organization checkouts.



Lessons that can be drawn from the case study:

- Sainsbury's is one of the biggest retailers in the United Kingdom.
- Sainsbury's was the principal retailer in Europe to introduce self help checkouts in corner stores, allowing clients a choice by the way they checkout while similarly shortening line times for those with more unassuming bushels.
- Any usage of innovation should work with or redesign a trade with the customer, whether the client uses it directly or a Sainsbury's worker does as such for their advantage. Right when development puzzles the buyer affiliation, immovability and trust begin to disappear.
- Sainsbury's impartial with the new advancement is to make the shopping experience as essential and clear as could be anticipated, whether or not accessible, on the web, or on versatile.

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