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Introduction

In this report I will be talking about best and worst companies to have worked for in the UK in 2018. I have gathered secondary data from various websites and public information resources. According to Maund, Schriek Tinkler (2017 p161) "small business usually uses secondary data as their source when conducting research."

I go on to give you a background information into why we have competitions. I give details into different types of research methods then I talk about different types of data. I present my secondary data on Best and Worst companies for the year 2018 which will be presented in bar charts and pie charts as this will help you visually understand the opinions, after that I analyse why they were labelled as best and worst, leading on to talk about the importance of employee satisfaction. We get to understand the value of data and why we have it and finally, I will conclude with my findings understanding of this huge debate on employment satisfaction which results in being the best or the worst.

Reviewing why we have competitions.

When we are in our jobs or business, we need to stay competitive as having competition is healthy and it makes us better ourselves, it also makes others value us and gain recognition. When competition comes along, we will be ready and won't think of losing as an option. Innovation is important to all company/organisation because competition makes you constantly innovate it allows you to identify your strengths and weaknesses. Sometimes you might not know what your strengths and weaknesses are until your competition points it out. Competition is a great practice not only for your business, but also for your consumers, as this allows consumers the opportunity to pick and choose who gets their money, time and loyalty it also provides the opportunity to serve and have different ideas and creative thinking comes along with this in place. Being part of any competition, it will identify potential threats to your business, you get the chance to learn from other competitors, understand what works and what doesn't for you, by picking this up you will be able to plan strategies or even products that would be essential to your business. Competition will automatically push you out of your comfort zone because of the pressure of timing, deadlines and competitors. Once you are not in your comfort zone this helps you to strive to beat the records of your competitors and your own set records. Consumers benefit from competition as this helps grow the business and gain recognition. Strong competition can help your business because it keeps you on your toes, it also provides valuable market insight and force you to keep your product strategies fresh. Competitions allows working together with people in the similar industry, it can also help you work effectively, it makes space for more learning and improving. Which leads to improvements to your employees, as there is always room for improvement in an industry full of competition. Your employees will get the chance to have a lot of experiences to learn from e.g. how to handle customers, how to gain more costumers and may be deal laws and legislation, when there is business boom, how to deal with situations when your competitors have more customers than you do. Competitions creates the ability for development, all the experiences you go through during this period, becomes a good raw material to help develop your brand. Checking track records of bigger brands and your competitors will let you see that they put a good effort in to use of their experiences.

TYPES OF RESEARCH.

There are many ways to do research, but the two most common ones that are known to be used often is qualitative research method and the other is a quantitative method. Qualitative research is a type of methods that involves a lot of thoughts and feeling e.g. observation, interviews, open-ended surveys, questionnaires and sometimes focus groups, you can analyse visually also textual materials, oral and written history is included to. According to Crossman (2019) "Qualitative research is designed to show the meaning that speaks the action or outcomes that are typically calculated by quantitative research. Qualitative researchers investigate meanings, interpretations, symbols, and the processes and relations of social life. An example on qualitative data is actually referring to quality, problems are answered without generally focusing on quantity."

Quantitative Research methods is used mainly by calculating numbers, measurements, surveys and charts graphs. This type of research is used to measure data, it is also collected in a more structured way than qualitative methods. Quantitative data methods have various forms of surveys – online surveys, sometimes face-to-face interviews, telephone interviews, website questionnaires, online polls, and focused observations. While explaining quantitative, the words are actually translated to quantity in order to describe or to generalize, after that the research is now quantitative research, e.g. Eight out of ten people enjoyed the movie becomes measurable in terms such as eighty percent of the people enjoyed the movie therefor it's a great movie to watch.

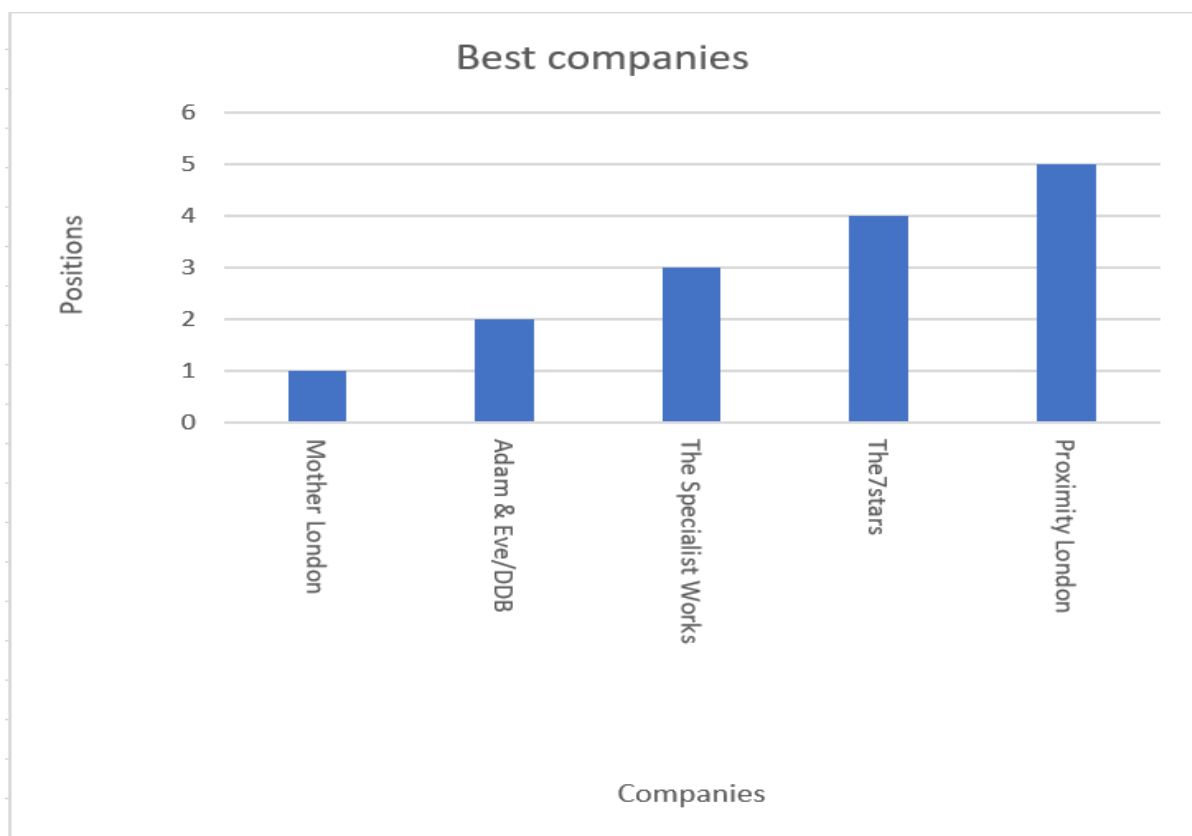
Sample size – This title is used to measures the number of individual samples or observations used in a survey or experiment. For example, if you test fifty samples of soil for evidence of acid rain, your sample size is fifty.

ETHICAL SECONDRY DATA COLLECTION

I have collected secondary data from the internet of the top five Best and Worst jobs in the UK for the year 2018. Fifth being the best Here is the list below -

Best five places to work for in the UK 2018

- **Proximity London**
- **The7stars**
- **The Specialist Works**
- **Adam & Eve/DDB**
- **Mother London**



Worst places to work for in the UK 2018

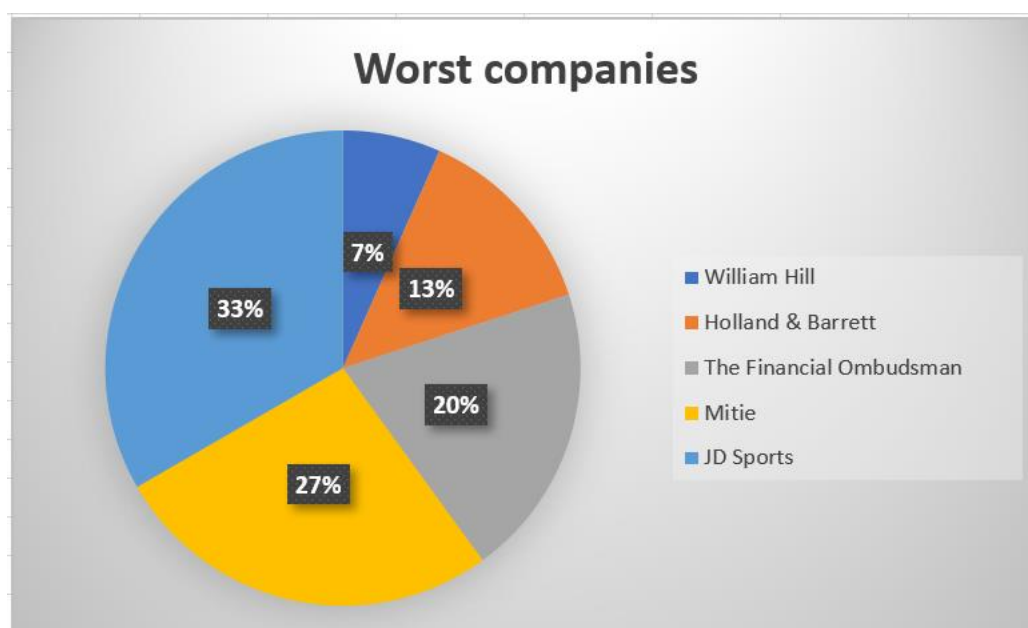
William Hill -

Holland & Barrett

The Financial Ombudsman

Mitie

JD Sports



Analysing what makes it the Worst company

From analysing all the information, evidence shows that most employees voted for their workplace as worst was due to feeling; undervalued, unappreciated and not being acknowledged for the work been done. By reading all the qualitative data on feedbacks e.g. "All employees from past and present calling the firm out for the "long hours" and poor "work/life balance". it has helped me understand the importance of valuing your employees' feelings, opinions and feedbacks, these are a necessity in all workplace/organisations. It is crucial for the company's management to take on board the employee's feedbacks as that is them rising their concerns about working issues and personal problems that will affect the business. Everyone's opinions need to be heard and considered as this will help the company grow as a team and become stronger and successful and gain recognition.

Analysing what makes it the Best company

From analysing the data, it is understood that the reasons for being the Best company to work for are the fact that employers are taking care of their employee's wellbeing. Employers are recognising their employees hard work and showing them appreciation through bonuses, appraisals, gift vouchers and financial perks. All these acts and strategies has worked well for the companies as it has kept their employees well motivated, felt appreciation and belongingness. E.g. Proximity's "Red Envelope" recognition scheme empowers managers to reward team members at any time with "Proximity pounds" worth between £25 and £100, which can be exchanged for gift vouchers. All-staff Christmas bonus vouchers of up to £100 are another popular treat. As you can see this is a great example of employee appreciation.

Importance of Employees in the workplace

Employee recognition is one of the key importance for employees to remain happy, it allows them to deliver their best. Satisfied employees will be the ones who are extremely loyal towards their company or workplace and stay with the company/business. They will work very hard and dedicate themselves to the company. They will give it their best performances, so the company reaches to better levels of team work. Employees need to be passionate towards their work, this passion comes only when employees are satisfied with their job in the workplace environment. Employee satisfaction leads to positive behaviour in the workplace which creates a happy and comfortable atmosphere. When employees are unhappy, they mostly concentrate more in complaining and not their quality of work. This tends happen due to being unappreciated for their hard work time and efforts. Employee satisfaction will continue to remain an important factor in the growth and success of any business, by this continuing it will ensure the satisfaction of employees are meet. This has always been a very important factor when making decisions that can impact the company. The satisfaction of employees is directly proportional to the efficiency and productivity of the company/business to do well and gain recognition and succeed.

Why we need Data

Having a range of different types of data helps almost everyone from the government to NHS even small online businesses, as it helps keep a record of important information. This information may be qualitative or quantitative e.g. a business will keep track of their sales to calculate profits. They need to know, and have it saved for future benefits, for example whether sales have improved since last year this will enable them to set targets and strategies to improve business, they may also keep data on customers on average are spending less than before, etc. A lot of information is used as the main way of calculating performances on sales, loss, profits even helps them in what is best do during different seasons e.g. in summer companies sell more barbeque food and equipment's.

Schools collect Data in terms of attendance and then they may analyses it to narrow down on children's performance, learning or maybe behavior problems.

Summary

From analysing all the information, I believe the main reasons why companies are labelled best, or worst is mainly from their employees' satisfaction. Employees have voted and expressed their feelings towards their workplace. If management do not take on board what employees are saying, then they will lose a lot, and this will bring the business bad ratings and recognition of failure. Whereas if all employees are being treated well and being appreciated then the business becomes well known and grows to become bigger and better.

CONCLUSION

Employers are the most important part of any company/organisation. Employers can add their own perspective, values and attributes to the company/organisation, if they are managed well then, they may bring unexpected benefits to the company/organisation, which will help the company/organisation grow. When the employers are mistreated or they are unsatisfied, they will produce unsatisfaction results for the company/organisation. It is vital for the company leaders to recognise their employees in all sectors, leaders need to plan how to recognise, appreciate and what rewards should be giving to their employees so that they will feel acknowledged for their hard work and effort. By taking all these steps the company/organisation will be more successful and a positive environment to work in. Any organisation or business/companies need to look after their employee's well-being and satisfaction. When the employee receives this satisfaction, he/she will be comfortable, happy, and motivated enough to make the company thrive and become more successful.

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