

Workplace Culture and Its Impact on Organizational Efficiency

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Introduction

The shared values, beliefs, and assumptions held by the staff members of a business are referred to as the workplace culture. This article's main goal is to examine the relationship between corporate culture and growth and productivity. The research will also examine the most effective ways to implement EasyJet's business model and culture. Additionally, the article will introduce other environmental techniques. Two other methods of environmental inquiry that will be covered are the Porter Five Forces Analysis and the PESTEL Analysis. In addition, the report will showcase the culture of the organization. Furthermore, research will be done to see if the company's culture influences its financial performance and other success measures. This research will examine the subject of ethical conundrums and highlight two of the most important ones that businesses are now facing. Following the procedure, the reflective essay will be evaluated according to the abilities that were developed as a result of reading this report. These skills are essential for rendering decisions that demonstrate a thorough understanding of the company's culture.

Task 1 - Individual Report

Introduction to EasyJet Airline

EasyJet Airline known as EasyJet Plc, is a famous ECU low-cost airline. Considering its founding in 1995, it has grown to rank among the various pinnacle airlines in the vicinity. EasyJet has a vast fleet of 308 aircraft and runs 927 routes in 34 countries. The airline intends to serve a broad spectrum of customers by supplying accessible and reasonably priced air journeys. Their slogan is: Come on, let's fly! & The web's favorite airline. EasyJet has transformed the airline zone and reduced the value of travel for the ones on decent finances by providing aggressive pricing. According to Jones (2007), EasyJet has deliberately located itself as a low-cost airline, targeting brief-haul routes within the EU continent. Its essential target audience includes finance-aware visitors, enterprise travelers, and vacationers. Through its operations at strategic airports and emphasis on operational efficiency, EasyJet has constructed a good-sized network that meets more than a few journey requirements. The airline's major aim is to offer smooth and moderately priced air tours to a ramification of locations, usually for commercial enterprise and amusement visitors. EasyJet is well-known for its attractive orange livery, powerful airline booking website, and person-friendly mobile app.

Relationship between Organizational Culture and Structure in EasyJet

The common values, attitudes, ideals, and behaviors that affect an organization's working environment and direct personnel behavior are its organizational way of life. It consists of all of the customs, traditions, symbols, and presumptions that provide an enterprise with its identification and have an impact on its general ecosystem. An organization's performance and efficacy can be considerably impacted by its organizational way of life. According to Bäder (2015), The organizational lifestyle of EasyJet, a well-known low-cost airline in Europe, is largely described by creativity, effectiveness, and customer-centricity. The agency's basic beliefs of sustainability, simplicity, and protection shape the inspiration of its subculture. Personnel at EasyJet are advocated to impeach the prevailing quo, welcome sparkling perspectives, and provide you with creative answers to decorate each customer revel in operational effectiveness. The company has a subculture of chronic improvement.

The organizational subculture of EasyJet is an essential issue influencing its financial fulfillment. According to Mayer (2003), Due to its emphasis on performance and fee-slicing, the airline is capable of preserving lower operational charges than conventional airlines, which enables it to provide purchasers with reasonably priced tickets. EasyJet's capability to continuously acquire profitability and sturdy monetary performance in a fairly competitive market can be attributed to its cost management tradition. The organizational way of life is a chief component of the airline's financial performance because it emphasizes operational excellence, streamlines techniques, and allocates sources carefully. Considerably, EasyJet's non-economic fulfillment is also significantly influenced by way of its organizational subculture. According to Jones (2005), Due to its ingrained client-centric culture, the airline has established a strong reputation for imparting fantastic provider, dependability, and timeliness. Employees are encouraged to provide you with modern ideas to enhance the tour enjoy for clients with the aid of working in surroundings that value innovation and continual development. The organizational tradition's focus on safety has also allowed EasyJet to keep a stable safety document, which improves the airline's logo and fosters client confidence. Moreover, the organizational culture of EasyJet encourages collaboration, teamwork, and employee involvement. Worker empowerment and a sense of possession and duty are fostered by using the organization, and this ends in multiplied dedication, productiveness, and work satisfaction. The morale, motivation, and performance of personnel are at once impacted by this favorable painting environment. The point of interest located using the organizational lifestyle of inclusivity, open conversation, and openness also promotes a cooperative and encouraging work atmosphere.

According to Nyandat (2019), EasyJet's fulfillment can be attributed in massive component to its organizational tradition. The airline has maintained a high non-financial performance similar to steady financial achievement with a strong emphasis on innovation, efficiency, and client-centricity. The organization's lifestyle of cooperation, worker empowerment, and regular improvement allows it to continue to be in advance of the opposition within the cutthroat airline quarter. EasyJet can preserve its status as one of the top low-fee vendors in Europe and develop its achievement by fostering and strengthening its organizational way of life.

Evaluation of the Broader Environment of EasyJet Plc

Introduction to environmental and organizational analytical techniques

Analytical strategies for the environment and enterprises are used to assess the inner and external elements influencing an organization's performance. According to Elmers (2011), These methods are useful resources within the development of plans and the making of well-informed picks by offering insights into the bigger enterprise surroundings. Porter's Five Forces version and PESTEL analysis are two famous analytical methods.

PESTEL analysis of EasyJet

A method referred to as PESTEL evaluation is used to look at the macroenvironmental factors that can influence a business's operations. Below, there are presenting the analysis of the PESTEL of EasyJet:

Political factors – According to Meyer (2007), A country's politics have a primary effect on its business environment. Strong politics decide whether or not a country is business “positive” or not. Many UK-primarily based corporations, like EasyJet, had been tormented by the UK's long-term withdrawal from the EU. After the Brexit transition duration ended on December 31, 2020, UK residents are now not ECU residents. Due to their massive ECU presence, EU-primarily based businesses like this one must have a 75% EU possession. EasyJet needs to be inside the European to live feasible for the reason that the UK has the general public stake. They have got a backup plan. According to Nyandat (2019), In 2019, French President Emmanuel Macron tried to simplify the pension association, which brought about strikes by using EasyJet and others on account that many individuals realized they might now not be getting as plenty as promised.

Economic factors – According to Nyandat (2019), COVID-19 induced tremendous damage to several companies internationally. Unfortunately, EasyJet accompanied the match. Airlines suffered the maximum on account that many people constrained their journey plans because of the virus's SOPs. EasyJet grounded its planes on March 30, 2020, and closed 3 bases permanently. Unfortunately, growing fuel fees value the enterprise lots of money in the first half of 2019. Gasoline is critical for airplanes. According to Nyandat (2019), The loss becomes £275m. EasyJet has recorded a dramatic growth in price tag sales following the recent introduction of a much less restrictive foreign journey policy to or from the UK. France, According to Oborune (2016), Germany, Austria, and Norway all EU international locations are at ease for the journey. Although the UK authorities don't restrict flights quickly, different EU

nations might also require EasyJet to restrict flights as long as the pandemic continues. Because of their low-revenue approach, EasyJet loses income on each ticket whilst the British pound devalues.

Socio-cultural factors – According to Arnold (2006), EasyJet's marketing and customer segmentation techniques may be impacted with the aid of socio-cultural factors consisting of journey preferences, consumer behaviors, and societal trends. Air travel demand is shaped in massive elements by way of adjustments in consumer tastes and demographics.

Technological factors – According to Nickson (2007), The aviation enterprise has changed as a result of technological breakthroughs. Technological factors that could provide opportunities or problems for EasyJet include tendencies in the digital era and e-commerce. EasyJet must adapt to new technologies that enhance productiveness, increase traveler enjoyment, and save expenses. According to Michl (2016), Adopting modern-day technology may also enhance customer reviews and expedite methods, but a lack of a technical model can position an organization at an aggressive downside.

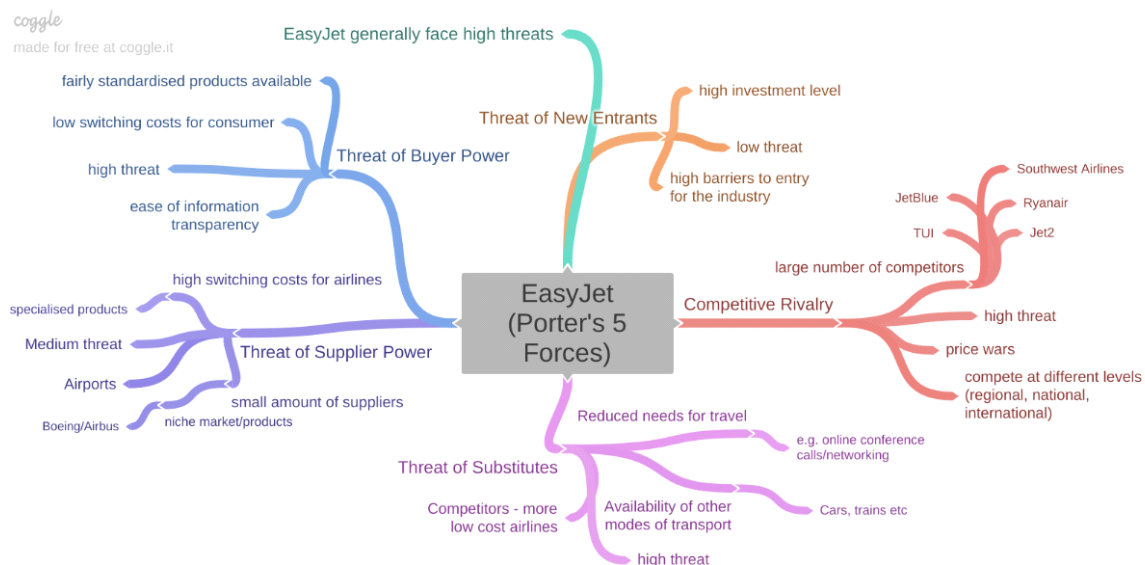
Environmental factors – The aviation region has seen an upward thrust in the significance of environmental policies and concerns. Worries approximately sustainability and weather trade have become increasingly sizable for airlines along with EasyJet. To fulfill the increasing call for eco-friendly travel options, EasyJet has to cope with environmental challenges, including lowering carbon emissions and organizing sustainable strategies. The supply and price of fuel may also be impacted with the aid of environmental variables.

Legal factors – According to Piercy (2012), EasyJet's operations and profitability are impacted with the aid of the legislative framework that governs the aviation business, which includes labor policies, safety requirements, and opposition laws. To guard the employer's emblem and keep customers' faith, compliance with these requirements is crucial.

Porter's Five Forces Model of EasyJet

According to Jones (2007), Porter's 5 Forces model is a strategic tool for looking at competing forces in a market or industry. It helps corporations comprehend the degree of contention they

encounter and the allure of a positive area or marketplace. Here will use EasyJet which is a low-cost service inside the ECU market to use the method.



Source – (Bäder, 2015)

Rivalry among existing competitors (High) – According to Mayer (2003), The lifestyles of numerous agencies presenting similar services make the low-value airline sector very aggressive. Low-price airlines like Ryanair, Wizz Air, and Norwegian Air are fierce opponents of EasyJet. Charge, routes serviced, customer support, and logo reputation are the primary elements influencing this rivalry. For this reason, there may be fierce competition among a number of the industry's contemporary competitors.

The threat of new entrants (Low) – The low-cost airline sector faces little risk from new competitors. According to Jones (2005), A substantial obstacle for brand-spanking new entrants is the coins needed to start an airline, accumulate landing slots at important airports, and advantage of the desired licenses. Furthermore, established airways frequently have economies of scale and substantial strong brand recognition, which makes it difficult for inexperienced persons to efficaciously compete. Lastly, EasyJet faces little opposition from new competitors.

Bargaining power of suppliers (High) – EasyJet purchases aircraft, gas, preservation offerings, and other operating requirements from some of companies. Because of the scarcity of providers and the significance of the products and services they offer, suppliers within the aviation region

regularly have robust negotiating energy. According to Nyandat (2019), EasyJet's fee structure can be significantly impacted, for instance, by using a huge upward thrust in the charge of aviation gasoline. Accordingly, retaining exact ties with suppliers and obtaining tremendous contracts are essential to the airline's profitability.

Bargaining power of buyers (High) – The passengers who purchase tickets from EasyJet are the consumers' negotiating strength. Due to the fact clients may additionally quickly switch airways depending on flight fees, path availability, and basic travel revel, they have a high-quality deal of have an impact on. According to Elmers (2011), EasyJet serves customers in a marketplace wherein charges are competitive, allowing them to evaluate and pick the best deal. Therefore, so that it will satisfy consumer desires and preserve their loyalty, the airline ought to continuously assess and alter its pricing policies and services.

Threat of substitute products or services (Low) – The aviation area faces little risk from substitute items or services. According to Meyer (2007), Although there are different kinds of transportation, such as motors, buses, and trains, they are generally less practical for lengthy-distance or global tours. Similarly, budget airlines along with EasyJet offer less expensive airfare, which leads many humans to select air travel. As a result, there's little risk of EasyJet being replaced.

Identification of key drivers for change in working practices at EasyJet

EasyJet's operating approaches have gone through sizable changes due to several factors which include technological advancements, evolving purchaser expectancies, and regulatory requirements.

Technological advancements – According to Oborune (2016), The airline industry is continually evolving with advancements in technology. EasyJet needs to embrace new technologies to enhance operational efficiency, improve customer experience, and streamline processes. Embracing digital platforms, automation, and data analytics can contribute to improved working practices.

Changing customer expectations – According to Arnold (2006), Adapting to transferring customer expectancies customers have moving expectancies and tastes all of the time. EasyJet

has to modify its operational procedures to satisfy these changing necessities. This could include giving contemporary onboard facilities, individualized offerings, and flawless virtual reserving enjoyment.

Regulatory requirements – Strict policies referring to environmental troubles, protection, and protection apply to the aviation sector. These guidelines have to be observed with the aid of EasyJet and incorporated into its operational approaches. According to Nickson (2007), Adjustments in running tactics, together with purchasing greater gasoline-green aircraft and imposing sustainable practices, may also result from the rush for sustainability and the reduction of carbon emissions.

EasyJet Plc, a prominent low-value airline in Europe, has to evaluate its wider surroundings and use analytical strategies to keep its competitiveness and satisfy evolving purchaser needs. EasyJet may additionally verify vital outside factors such as political, financial, socio-cultural, technical, environmental, and felony issues via doing a PESTEL take a look at. Much like this, EasyJet is capable of checking enterprise competitiveness via the usage of Porter's 5 Forces version, which takes into consideration the intensity of competition, risk of substitutes, bargaining energy of suppliers and buyers, and hazard of new entrants. Technological trends, moving purchaser expectancies, and regulatory constraints are different factors that are riding changes in operating techniques. EasyJet's plans and operations are impacted by those elements.

[Ethical Approaches Practiced by EasyJet Plc](#)

EasyJet Plc places a strong emphasis on the values of honesty, integrity, and openness at some stage in its corporate tradition. These principles form the foundation of the enterprise and are evident in each side of its operations. EasyJet Plc works tough to preserve a tradition wherein ethical behavior is demanded of all of its people, no longer just the ones on the pinnacle.

It is essential to take into account several operational elements whilst inspecting EasyJet's ethical practices. First and most important, the enterprise prioritizes the security and welfare of its customers and body of workers. According to Michl (2016), EasyJet keeps an excessive trend of team training and aircraft protection by way of adhering to stringent maintenance protocols. Further to being required to use law, this determination to safety is likewise morally proper for

you to store human lifestyles. EasyJet is dedicated to decreasing its environmental footprint by implementing sustainable enterprise practices. The employer employs several emission-discount techniques and has made large investments in gas-green aircraft. According to Piercy (2012), EasyJet recognizes the significance of tackling climate alternates and shows its dedication to responsible environmental management via enforcing such measures. EasyJet upholds strict recommendations for corporate governance. The commercial enterprise upholds ethical requirements, ensuring obligation and openness in its choice-making tactics. The board of directors has the responsibility of supervising the company's ethical behavior and guaranteeing adherence to prison and regulatory mandates. Setting up self-belief amongst stakeholders and enhancing the employer's popularity are benefits of this determination to moral company governance.

EasyJet percent attains several benefits via the use of moral practices. First of all, it establishes a stable and beneficial recognition that attracts new clients and strengthens current ones. Clients are extra willing to trust a commercial enterprise that practices morality and social duty. This gives the agency a competitive part in the market similar to boosting consumer self-belief and income. According to Bäder (2015), Secondly, by way of adopting ethical practices, EasyJet is capable of forging strong bonds with all of its stakeholders, which include workers, clients, providers, and buyers. Being moral builds belief, and agreeing with is necessary for cooperation and long-term relationships. EasyJet can create partnerships that advantage each party with the aid of using honest commercial enterprise practices if you want to help the company be triumphant inside the very competitive airline zone. Additionally, ethical practices benefit the environment and society. By setting safety first, slicing emissions, and encouraging sustainable operations, EasyJet percent lessens its adverse environmental impact and complements societal well-being. As a result, by adopting such eco-friendly strategies, agencies no longer best contribute to environmental safety but additionally fit their operations to the demands of eco-conscious clients.

[Recommendations to Improve EasyJet's Performance](#)

EasyJet's contribution to aircraft emissions and the resultant effect on weather trade is one of the enterprise's biggest environmental troubles. The airline has to determine a way to cut its carbon

emissions by making an investment in opportunity fuels, encouraging the gas financial system, and advancing the era. Comparably, EasyJet has moral dilemmas with handling its staff and clients. EasyJet should think about several proposals as a way to solve these moral and environmental problems. First and essential, the airline wants to invest in newer, ecologically friendly, and fuel-green planes. According to Nyandat (2019), Contemporary aircraft, just like the Boeing 737 MAX or Airbus A320neo, could drastically reduce emissions and gas use if the fleet had been upgraded. EasyJet needs to beautify its willpower in the direction of sustainable aviation fuels (SAFs). These fuels may be used as a drop-in replacement for traditional jet gasoline and can dramatically reduce carbon emissions. EasyJet needs to endeavor to elevate workforce engagement and pleasure degrees. The airline can reduce the likelihood of labor conflicts and increase employee loyalty and productivity using supplying pleasant work surroundings, making sure that blessings and remuneration are fair, and attending to the desires and worries of its employees. EasyJet should do away with hidden prices and enhance rate transparency as a way to improve the patron revel. Customers' self-assurance may be reinforced by way of transparent value information, inclusive of thorough breakdowns provided at the internet site and in the course of the booking method.

Conclusion

The study examines the correlation between an organization's culture and its financial and non-financial success. The organization's study looks at several ethical conundrums including supplier usage of slave labor and employee abuse. Analyzing a well-written reflection essay that has aided in the acquisition of new knowledge is the last step. It has been suggested that EasyJet needs to concentrate on avoiding ethical dilemmas to improve the company's performance and culture, which would ultimately lead to an increase in sales and profits.

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