



ORGANISATIONAL BEHAVIOUR AT PRIMARK®

Created by:

Kristina Ralcheva 2122703

Maria Stefanova 2124725

Petar Mitev 2122707

Sali Refat 2122704

Roksana Radeva 2124046

CONTENT:

PRIMARK PROFILE

RELATIONSHIP BETWEEN THE ORGANISATION
STRUCTURE AND ITS PERFORMANCE

TASKS AND SKILLS THAT THE MANAGER USES
TO RUN THIS ORGANISATION

HOW LEADERSHIP THEORIES CAN BE APPLIED
ON THIS ORGANISATION

FACTORS WHICH INFLUENCES GROUP AND
TEAM BEHAVIOURS

PRIMARK PROFILE

1. Background

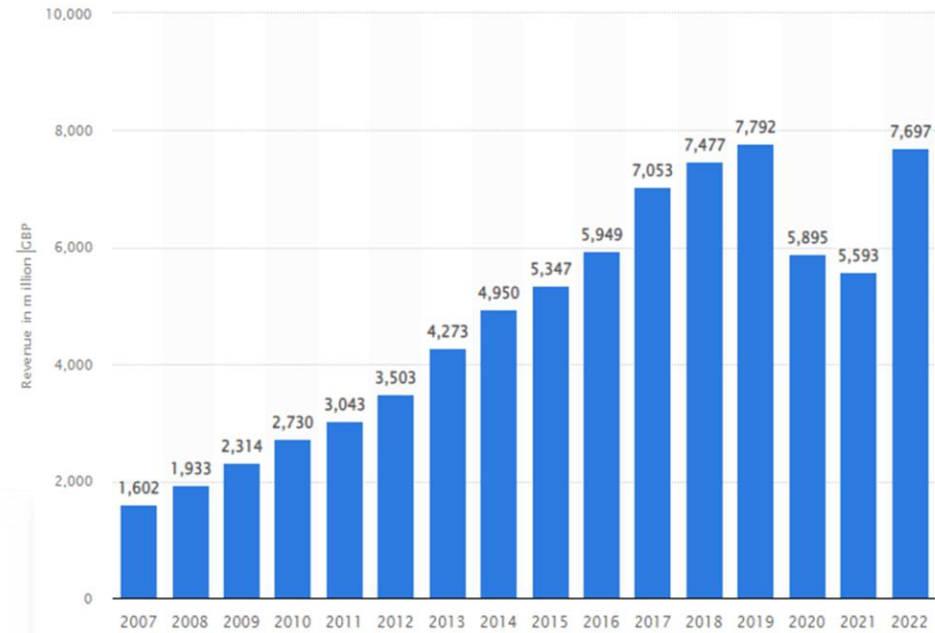
- ▶ more than 70 000 colleagues in 14 countries
- ▶ Founded by Arthur Ryan in 1969 in Mary St, Dublin



Revenue of Primark worldwide from financial year 2007 to 2022 (in million GBP)

2. Performance

- ▶ 400 stores located in 14 countries across Europe and the rest of the world



3. Competitors

ZARA



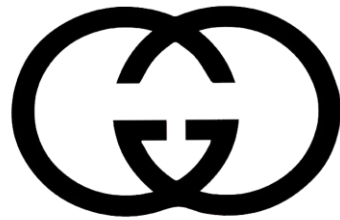
TESCO



BURBERRY
ESTABLISHED 1856

ASDA

GUCCI



T.K. maxx®

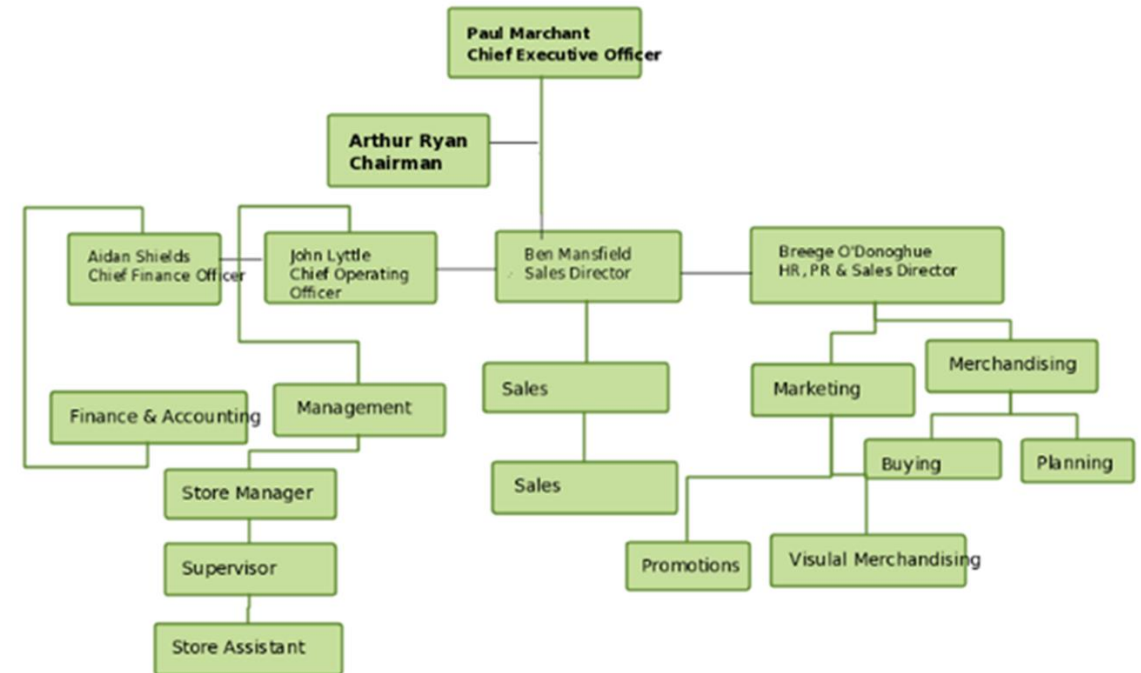


H&M

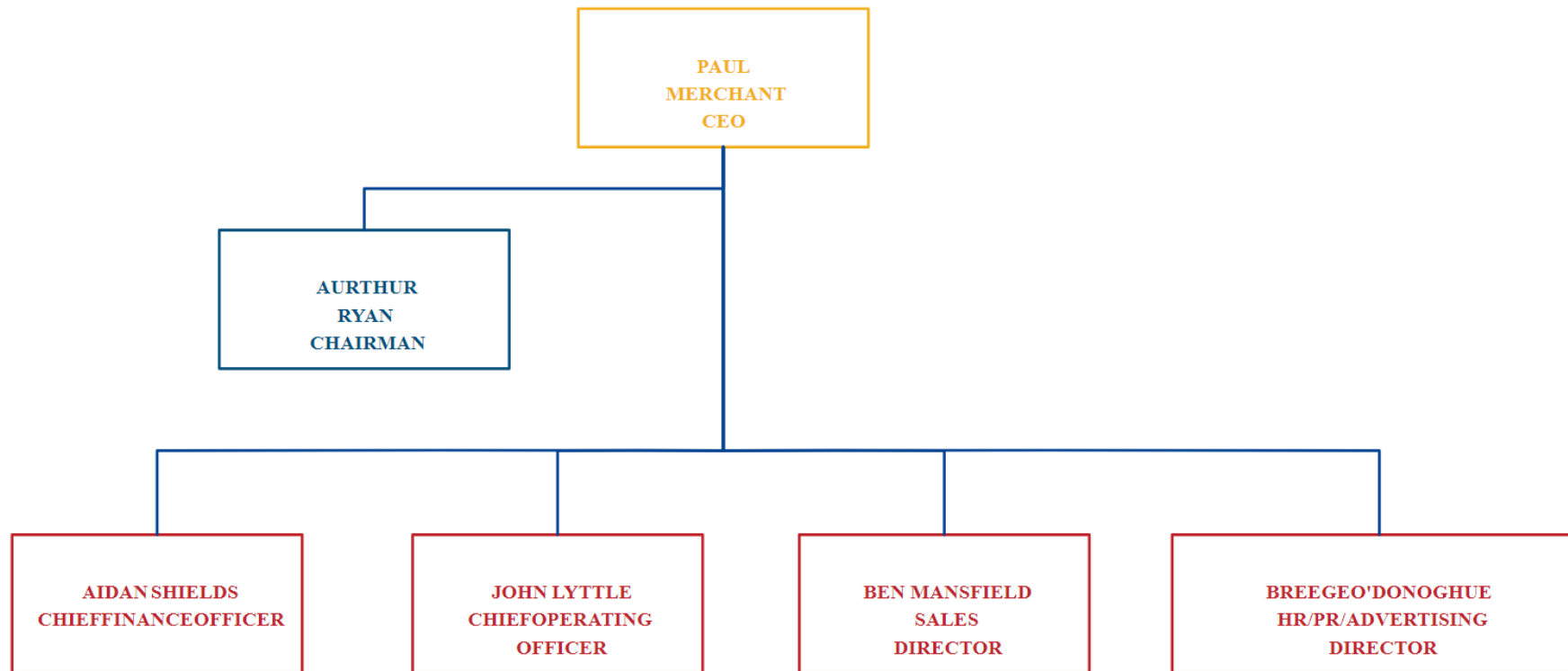
MARKS &
SPENCER

RELATIONSHIP BETWEEN THE ORGANISATION STRUCTURE AND ITS PERFORMANCE

- ▶ Primark follows the matrix structure to work with a similar functional organisational structure
- ▶ Primark mainly focuses on identifying the distinct roles to direct the team member for organizational goals



- ▶ Organizational structure has multiple dimensions, departmentalization, and effective communication
- ▶ Primark always focuses on a decision-making hierarchy with a logical arrangement to accomplish the set goals

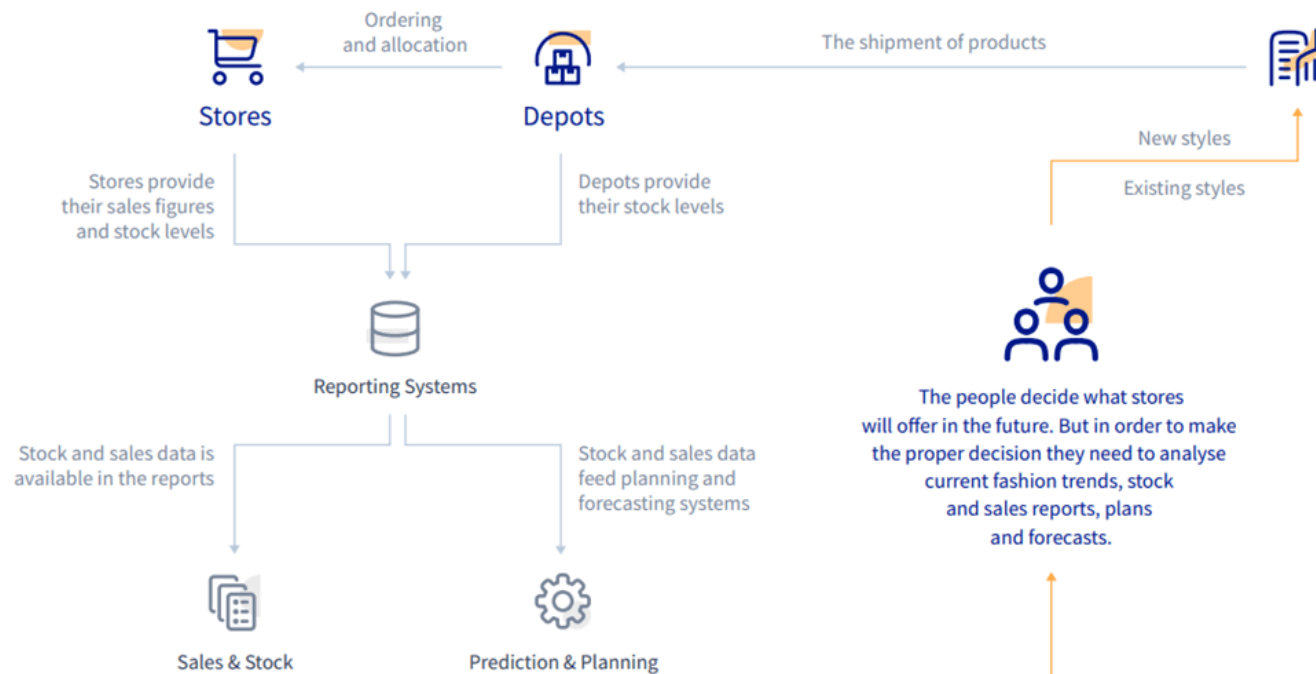




Manager of Primark's main aim is to distribute the duties to a different department



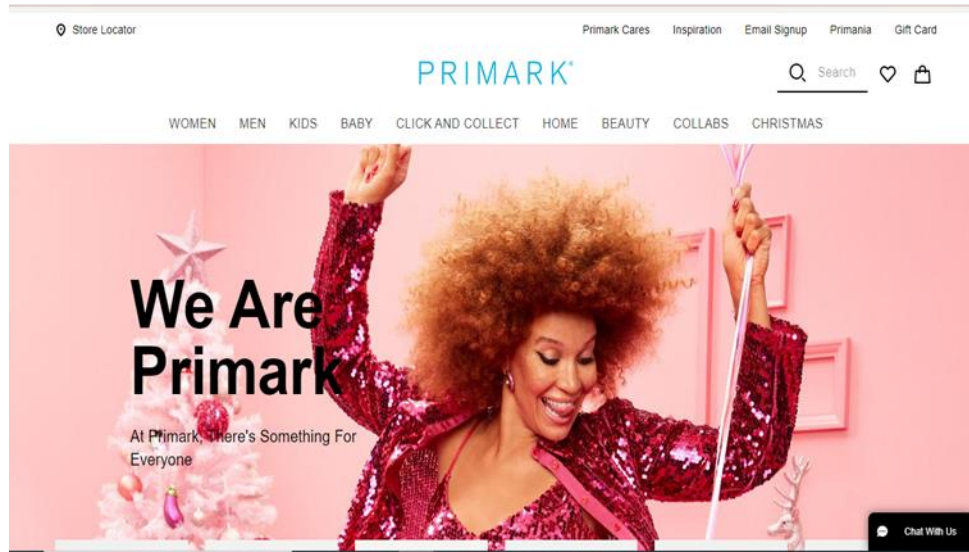
The Manager of Primark right to collect feedback, review, and opinion on a particular topic to take the right decision



TASKS AND SKILLS THAT THE MANAGER USES TO RUN THIS ORGANISATION

- ▶ Managers should devise an execution strategy based on company's resources
- ▶ Communication with employees ensures that they become knowledgeable





Tell
PRIMARK®

- ▶ Primark's managers will ensure that the online sales platform is optional and that overall sales increase
- ▶ Positive customer feedback

- ▶ Primark has affordable price
- ▶ Primark is able to create such a convincing experience



HOW LEADERSHIP THEORIES CAN BE APPLIED ON THIS ORGANISATION



The leadership style entails the way of interaction with people in the firm. Leads the employees towards a direction.

Administration may be understood better, predicted, and managed with the help of leadership theory

Leadership Theories At Workplace



1. To set goals in the firm(Participative leadership)

2. Decision-making process

3. Involvement of the employees

4. To delegate the authority

5. To change the scenario into new turn through transitional leadership

Handle and
motivation
methods are
exerted by
Leadership
theory

Efficient
government
practices are
part of
leadership
theory in
Primark.



FACTORS WHICH INFLUENCES GROUP AND TEAM BEHAVIOURS

Stimulated bonuses

Team building

Staff discount



Proper
training



Flexible
working hours



Good working
atmosphere





**Career opportunities throughout
the UK and around the world**



**Online and offline learning and
development courses**



Employee discounts in store



31 days annual leave



**Management
development
programmes**



**Wellbeing initiatives
and
an Employee
Assistance Programme
EAP**



Work-life balance



**Generous pension
scheme**

REFEERNCES:

- ▶ Balbuena, S.E., Perez, J.E.M., Irudayaselvam, S. and Balaccua, M.M., 2020. Application of Leadership Theories in Analyzing the Effects of Leadership Styles on Productivity in Philippine Higher Education Institutions. Online Submission, 8(3), pp.53-62. Accessed on 13/11/22
- ▶ Bass, B.M. and Stogdill, R.M., 2017. Bass & Stogdill's handbook of leadership: Theory, research, and managerial applications. Simon and Schuster. Accessed on 13/11/22
- ▶ Business Operations Model at Primark Available at: <https://samples.freshessays.com/business-operations-model-at-primark.html> Accessed on 15/11/22
- ▶ Chapter 8 of Mullins, L. J. (2019) Organisational behaviour in the workplace. 12th Ed. Harlow: Pearson Education Limited. Accessed on 17/11/22
- ▶ Eisenberg, P., 2019. Financial Analysis of Primark Stores Ltd. with regard to a Stock Exchange Floatation (IPO). International Journal of Management, 7(1), pp.91-112. Accessed on 10/11/22
- ▶ Fu, Q., Abdul Rahman, A.A., Jiang, H., Abbas, J. and Comite, U., 2022. Sustainable supply chain and business performance: The impact of strategy, network design, information systems, and organizational structure. Sustainability, 14(3), p.1080. Accessed on 10/11/22
- ▶ HowandWhat.net and Rahman, M. (2019). *SWOT analysis of Primark (Primark SWOT)*. [online] howandwhat. Available at: <https://howandwhat.net/swot-analysis-primark-primark-swot-analysis/#:~:text=Primark%20faces%20threats%20from%20a> Accessed on 03/11/22

- Král, P. and Králová, V., 2016. Approaches to changing organizational structure: The effect of drivers and communication. *Journal of Business Research*, 69(11), pp.5169-5174. Accessed on 10/11/22
- Landis, E.A., Hill, D. and Harvey, M.R., 2014. A synthesis of leadership theories and styles. *Journal of Management Policy and Practice*, 15(2), p.97. Accessed on 13/11/22
- Lussier, R.N. and Achua, C.F., 2015. *Leadership: Theory, application, & skill development*. Cengage learning.
- Mahmoudsalehi, M., Moradkhannejad, R. and Safari, K., 2012. How knowledge management is affected by organizational structure. *The learning organization*.
- Ortega, A.M.G. and Okechukwu, C.U.U., 2017. Strategic means to launch business-Primark in Denmark. Accessed on 10/11/22
- Primark (2022). *About Us | Primark*. [online] www.primark.com. Available at: <https://www.primark.com/en-gb/about-us>. Accessed on 03/11/22
- Statista (2021). *Primark revenue 2007-2018 | Statista*. [online] Statista. Available at: <https://www.statista.com/statistics/383785/primark-revenue-worldwide/>. Accessed on 03/11/22
- Why Is Primark So Successful? The Power of Alignment Available at: <https://www.forbes.com/sites/jeroenkraaijenbrink/2019/01/22/why-is-primark-so-successful-the-power-of-alignment/?sh=5547b88c769d> Accessed on 15/11/22