



University of Wales Trinity Saint David

Managing people



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Business management refers to the disciplines which is generally used to describes organizing, analysing and planning different types of business operations (White, 2017). If a person wants to work for a large corporation so that business management will help to gain accurate skills, theories and strategies which is required for a successful career. This assignment is based on ASDA which is one of the best British supermarket retailer, was founded in the year of 1949 and headquartered in Leeds, West Yorkshire (Parris and et. al, 2016). Further discussion will be based on different types of HR and arguments in order to known that why organization needs to have progressive HRM policies by including training and development as wells as employees engagement and how they are interlinked to HRM strategies.

MAIN BODY

Human Resource Management refers to the strategic approach in order to make effective management of people within the organization or company, with the help of this they can achieve its competitive advantages in a proper way. On the other hand, it is mainly designed to enhance employee's performance within service of employers to achieve strategic goals and objectives perfectly. Along with this, Human resource generally considered as primarily resource with the management of people towards focusing, organizing on several systems and policies in a perfect way (Derr and DeLong, 2018). In context with ASDA, HR department is always responsible for seeking employees benefits design, employee recruitment, training and development programmes, performance appraisal and rewards management which includes benefits and pay systems. In order to organizational change ASDA is needed to have effective industrial relations and appropriate balance of organizational practices by which they can follow entire laws from the government. Therefore, the main purpose of HR is to ensure that organization is able to achieve its desired goals successfully. Apart from this Human resource planning is one of the best process by which firms can measure flexible source that interconnected with internal and external pressures. Whereas, an effective planning towards human resource can easily facilitates alternatives and develop better strategies to gain successful target perfectly (Johnson and Schaltegger, 2016).

ASDA is a retailer of British supermarket so that it has their own brand value by which they can achieve its desired goals and objectives in an appropriate manner. During the 1970 to

80 this firm acquired Allied carpets and 61 large Gateway supermarkets and so many businesses like MFI, by which they can easily focus on supermarkets effectively. Along with this it was listed on London stock exchange which was acquired by American retail giant Walmart for £6.7 billion. Along with this core supermarkets, this firm also provide numerous services such as financial services, mobile phone etc. therefore, the promotion strategy for ASDA is generally based on price since 2015, therefore, company is responsible for acquiring land for new store development along with unique planning strategies in order to beat competitors at marketplace. During all these things there is one reason which is developed by ASDA in order make progressive HR policies appropriately (Pfeifer, Šarlija and Zekić Sušac, 2016). The main reason for developing HRM policy is Cultural diversity which shows the different cultures like monoculture or a homogenization of culture. As ASDA have large number of goods and services internationally so that they have huge turnover yearly. It is a beneficial term for an organization but sometime there are some factors which decrease entire demand and value of an organization whether the employees or customers as well. In order to reduce culture diversity from the firm they use several HR policies which considered as a formal rules and procedures that shows how particulate matters can be addressed within the workplace by including employee duties and rights. In order to avoid penalties and compliances from the government, employees must follow to HR policies in a perfect way (Rahimi, Møller and Hvam, 2016). On the other side HR policies are mainly defined as the course of action which is made by business for a particular purpose at marketplace. These policies are very helpful in order to develop effective resources and references by which business can fulfil its requirement and increase growth of business accordingly. Along with it is helpful to reduce errors from the workplace by which organization can fulfil their needs in a progressive manner.

Apart from this HR policies are one of the better way to develop various sorts of ways in order to achieve organizational goals towards firm. Along with this, it helps employees to understand entire value of firm which increase business standards positively. There are lots of guidance and tools which is given by HR manager of ASDA to assist with management of employees (Vidgen, Shaw and Grant, 2017). By following different rules and tools employees can give better performance towards organization and able to make unique planning strategies

to achieve future growth in a best way. Therefore, HR policies plays very significant role by making unique policies employees can get opportunities in future and able to perform their talent in front of entire firm. So, it is necessary for ASDA to adopt different types of HR policies in order to make effective system within an organization. On the basis of this provided information this can be said that each and every firm needs to adopt HR policies to sustain at marketplace for long period of time duration.

There are different types of HRM activities which is generally designed to increase effectiveness of an organization's employees or workforce to achieve appropriate goals and objectives towards an organization. There are numerous activities which is performed by HRM in context with ASDA, those are: Recruitment and Selection, entire success of an organization is totally based on having the knowledgable and high skilled staff along with right abilities (Vom Brocke, Petry and Gonser, 2016). Herein, recruitment mainly involves proper utilisation of organizational practices in order to influence different types and numbers of people who are honestly applying for job vacancies. In Asda they always tried to keep this as a simple process by which they can see or found right candidate who can fulfil needs and demand towards firm. Whereas, selection process generally used to acquire and develop best talent skills towards applicant for desire job at ASDA. Therefore, respective firm always look for those type of people who have good experience and knowledge about new ideas as well as fresh thoughts. Along with this, firm mainly identifying future and present manpower requirements to coordinate with job and planning activities (Turner and Endres, 2017).

The next HRM activity is Training and Developing skills: planned process is known as training process in order to change skill behaviour, knowledge, attitude by learning experience in order to achieve effective performance. Along with training is generally formulates individuals' abilities to satisfy their current and future needs towards organization. Along with this, ASDA conduct induction process in a better way by which they can boost employee's confidence in a possible manner. In this new comer will have huge opportunities to attend store appreciation in order to understand how stores operate. So, the main objective of training and developing skills is to reduce wastage as well as accident rates by increasing job satisfaction so that it will motivate workers appropriately. When this firm will develop numerous methods

towards working in efficient way then it will influence people and make them productive in a proper way. By doing all these things ASDA mainly hire attitude and train employees to increase their practical experience. On the basis of training and developing programmes employees can reach a senior role within five to six years (Hajduk, S., 2016).

One of the main HR activities is Benefits and Rewards which can be costly but increase employee's engagement every time within ASDA. By taking so many benefits from the firm workers can get promoted at high level it increases their performance. On the other hand, all of the employees as well as staff members can get holiday payment, discount voucher, pension and so on. On the basis of this people can give their 100% performance. ASDA always provides colleague discount card which is generally designed to recognize and rewards for employee's valuable contribution in a perfect way (Hess and Cottrell, 2016). Along with this, there is one another things which is provided by firm that is flexible working hours in order offer numerous opportunities to do everything from swapping a shift. Whereas, night manager allowance received by employees who works in night so that they get extra benefits from the organization. Apart from this voluntary benefit are the main given by ASDA by which employees can take long service benefits and recognition rewards on time. So these sorts of human resource activities always increase firms value as well as make good image in front of their employees effectively. Therefore, mostly firms are using these assorted human resource activities in order to increase employee's confidence towards firms and their working ability. This is the reason that HRM always considered as an important tool in each and every company which maximise firms profits, productivity and huge sales or revenue perfectly (Jabbour and Sousa Jabbour, 2016)

Herein, HR strategy play important role within the organization. It refers to the long-term planning in order to develop achievements of objectives into the field of human capital management as well as human resource in the firm. It is one of the important outputs of strategic management towards HR. along with this strategic process of human resource always describes current and future trends in order to achieve organizational goals. Therefore, human strategies are generally interrelated with numerous HRM practices in an appropriate manner. Apart from this, in order to make better plan for managing human capital of ASDA human

strategies are necessary to fix all of the direction for all type of key areas of HR which mainly consist performance appraisal, hiring, compensation and development. Thus, HR strategy is based on long term plan which is the combination of HR practices within the organization. As HR strategy has various characteristics which is essential for ASDA to know about external environment situation (Hecklau and et. al., 2016). Therefore, training and development practices are interconnected with human resource strategy which helps employees to shape the character in order to improve all over activities towards HR. whereas, employee engagement also interlinked with human resource strategy, this is because with the help of these sorts of strategies firms can have very good idea about overall condition of market in order to implements on those tools by which they can increase benefits for their employees. Therefore, as the above discussion it has been observed that respective firm has been provided numerous benefits and rewards to employees which always encouraged them and increase confidence towards work. That's why strategies of human resource mainly come with numerous factors which is helpful for firm to reach their goals as well as objectives in an appropriate manner (Guest, 2017).

At last, it can be said that, in order to develop a reason and then balance argument is very essential aspect for firms to achieve goals by applying numerous things on their tools in a different way. According to ASDA, there are so many changes and issues which is faced by this organization to fulfil its needs and wants by applying different types of HR policies. Along with these sorts of policies always bring effectiveness into the firm and make each and every aspect properly. It is also used by employees so that they can found better ways to become more successful towards firm. Apart from this HR management is mainly designed to utilisation of various resources and activities in order to increase firm's productivity and value in front of so many other people at marketplace (Brewster and Söderström, 2017). With the help of various aspects employees can get have idea about making new policies and strategies to increase firm's standard. In the case of other HR management practices there are different types of learning aspects which could be used by ASDA in order to hire and recruit knowledgable and skilled employees to increase effective workforce towards attaining goals and objectives. By having knowledgable employees they can expand its business and able to meet customers

desires at marketplace. When they fulfil customer's needs and wants with the help of skilled workforce can increase their profits and sales accordingly.

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