

ASSESSMENT 1: BLOGGING TO COMMUNICATE

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Background and History

Wm Morrisons supermarkets which is popularly known as Morrisons is one of the largest supermarket chains operating in the UK specifically this concerned company ranked at number four among all the supermarket giants. The headquarters of this concerned supermarket giant is in Bradford, Yorkshire west which is situated in England. This concerned company is a privately financed retail organisation and this company was founded in 1899 and the founder of this company is William Morrisons. This is the reason the abbreviation to his name was the company name. This concerned organisation started their business as eggs as well as butters stall and they continued this form of business until 2004.



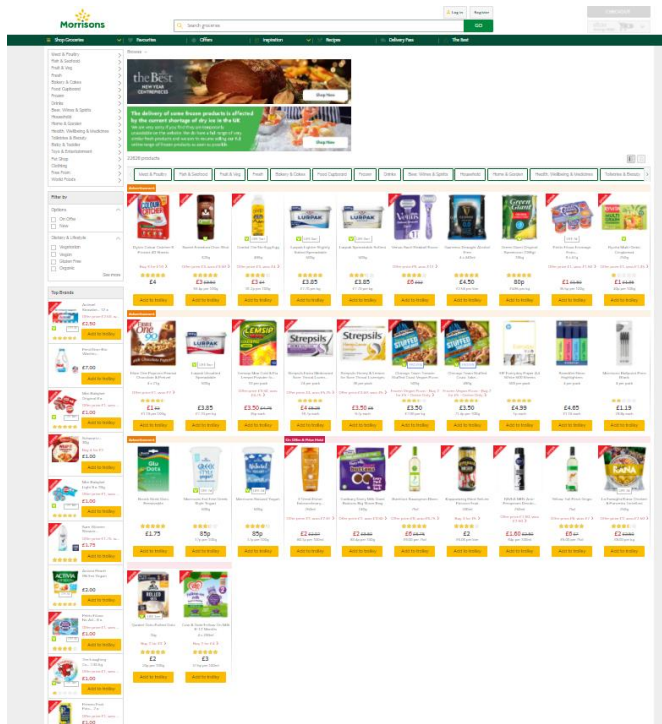
The focus of this organisation was over the northern part of England however after some times the focus of this organisation shifted towards the southern part of England. According to recent data of 2021 this organisation has around 497 supermarkets in England, Wales as well as in Scotland and one supermarket is in Gibraltar (Morrisons, 2022). This concerned company provides employment to almost 110,000 employees and this employee served around 11 million customers and this data varies each week. The market share of this company is 10.14% and this data is related to 2020. The market share of this company is in good condition since it is just below four retail giants Tesco, Sainsbury, Asda, Aldi. The most recent CEO of this organisation is David Potts and the CEO ranking of this organisation is 79 and this marking is out of hundred (Owler, 2022). The competitors of this organisation are Tesco, Asda, Sainsbury, Waitrose, Argos etc since this organisation is related to the retail industry operating in the UK. This company was listed into the London stock exchange until and unless this company was acquired by “Clayton, Dubilier and rice”. This is the first town centre shop associated with this organisation and this shop has specifications of opening with three checkouts. This store was the



only store in Bradford which offers self-service and the products present in the store have price mentioned on the products. After William Morrisons and his son Ken Morrisons took over the small group of market stalls situated in Bradford's, this company was overtaken by Ken Morrisons at the age of 21. Ken Morrisons opened the first supermarket in Bradford Victoria which

contained fresh meat, fruits as well as vegetables.

Products offered by Morrisons



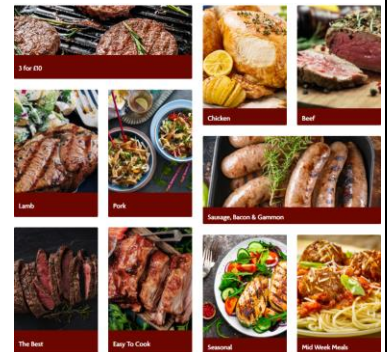
Since this organisation is associated with the retail industry and they have various kinds of supermarkets all over the UK this is the reason this company must include a huge variety of products related to food staff and household materials. The category present in the online websites of this organisation highlights the variety of products present in the organisation and related to these factors it can be concluded that the supermarket giants have a variety of products (Morrisons, 2022). The products vary from meat as well as poultry, fish as well as seafood, fruit as well as vegetables, fresh,

bakery as well as cakes, food cupboard, frozen foods, drinks, beer, wines along with spirits, households, home and garden. The products category also varies from medicine along with beauty products, baby and toddler, toys and entertainment, pet shop, clothing, freeform and world foods.

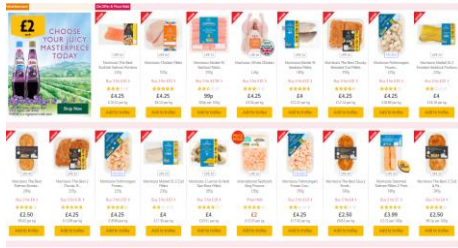
Products constituents of Morrisons

1. Meat and poultry

This picture is accumulated from the company website which highlights the variety of meat available in the store of this supermarket giant. The meat products include meat associated with chicken, lamb, pork, beef (Morrisons, 2022). This company also provides special items with sausage, bacon along with Gammon, seasonal meats, easy to cook products along with mid-week meals.



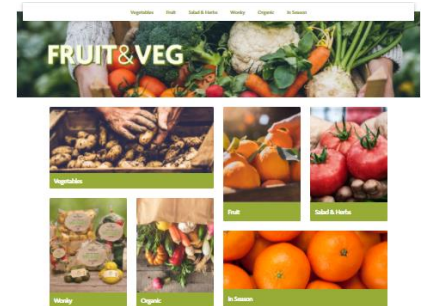
2. Fish and Seafood



This organisation has a wide variety of seafood and this organisation is famous for this variety of seafood offerings. The products consist of Seafood sticks, salmon portions, sea bass fillets, fishmongers frozen, cod and pa, duck breast portion, haddock fillets, best breaded, prawn fillets, breaded calamari etc (Morrisons, 2022). These are some of the examples of seafood along with fish offered by this organisation.

3. Fruit and veg

This company also provides a wide variety of products related to fruits and vegetables since vegans are all around and requirement of fruits and vegetables are all around the world this is the reason this organisation provides a wide variety of products related to fruits as well as vegetables (Morrisons, 2022). These products include vegetables, fruits, salads and herbs, organic products, wonky products and seasonal products.



4. Frozen

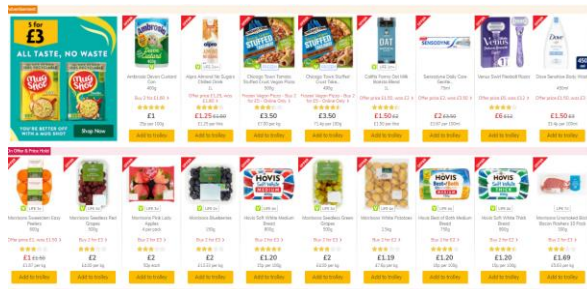


This organisation is famous for providing all kinds of frozen food and this organisation developed great quality frozen foods which serves many customers in the UK. The variety of frozen products includes frozen pizza, pasta, prawns, burgers as well as quality ice-cream (Morrisons, 2022). However certain frozen products are not being supplied to the customers due to shortage of dry ice in the UK and this disclaimer is provided in the website itself.

Price of Morrisons

This company has collaboration with brand values and related to these factors this organisation can provide a wide variety of products. That can be concluded from the previous part of this study and the prices of all the products are also varying. This can be concluded from the images which highlights the products. This company provides a wide range of offers regarding the prices of the

products in order to attract all the customers. The GDP of the UK is 2707.74 billion US dollars and this value is related to 2020 which highlights the economic condition of this country which is in stable condition (TradingEconomics, 2022). This relevant data highlights the products provided by this organisation will be easily availed by the customers living in the country. However, the product range is not quite high and this can be availed by every citizen living in this country. The products also contain various offers which lower the prices to some extent.



The price of the products is highlighted in the picture provided above and these product prices are all offered products provided by the organization. This picture is accumulated from accompanying websites which highlights that the offers are also available at the stores as well as

websites. The price of custard is only 1 euro, Almond drink price is 1.25 euro, tomato stuffed pizza price is 3.50 euro, another pizza whose price is also 3.50 these are the offers related to food products. The price of Sensodyne toothpaste is 2 euro, Venus razor price is 6 euro, dove sensitive body wash price is 1.50 euro, these are the beauty products associated with this company. The more offered products are easy peelers (Morrisons, 2022). The price is 1 euro, seedless red grapes price of the products is 2 euro, apples price is 2 euro, blueberries price is 2 euro, green grapes price is also 2 euro. This price list of the products highlights the facts that the products prices provided by the organisation are quite relevant and quite affordable by the customers available in this country. However, the quality of the products needs to be maintained since people in the UK want fresh products related to meat as well as vegetables.

Place of Morrisons stores

The headquarters of this concerned supermarket giant is in Bradford, Yorkshire west which is situated in England. According to recent data of 2021 this organisation has around 497 supermarkets in England, Wales as well as in Scotland and one supermarket is in Gibraltar. This store contains various kinds of products related to the retail industry which includes meat products, vegetables products, sea food, beauty products, medicine products etc. The price of these products varies in a wide range and all the products are available at the 497 stores in England, Wales as well as Scotland.



Morrisons branch in Merion centre and this branch was opened in the year 2015.

This branch is situated in Liverpool, church street which is in the UK.



This branch is situated in London, United Kingdom. Southwark, 264 Walworth road, SE17 2DL (My.morrisons.com, 2022). The opening timing of this shop is 7 a.m. and closes at 10 a.m.

This store is situated in Manchester, Piccadilly gardens. 19-25 Piccadilly gardens and the opening timing of this shop is the same as the other shop which is 7 a.m. to 10 a.m.



Promotion of Morrisons

This part is associated with a promotion strategy adapted by the supermarket giant in order to sell all their products. Promotion as well as marketing strategy are adapted by the organisation in order to sell as well as promote their products to the customers. The technological ranking of this country is third and related to this factor, online branding strategy of the products are valuable for the organisation since people are technologically advanced and related to this factor the company has adapted certain steps (Wipo, 2022). The concerned organizations have developed websites from which all the information has been gathered for this blog. These websites are search engine optimized and the websites are made in a user friendly approach which can be handled in any

multitasking device. This is the reason people in the UK can easily afford all the products through the online services provided by the organisation.



The previous part is associated with online marketing however this organisation has adapted several strategies related to physical marketing which includes posters, leafletting, banners of offers which can be observed from the picture associated with this part.

Reference List

Websites

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