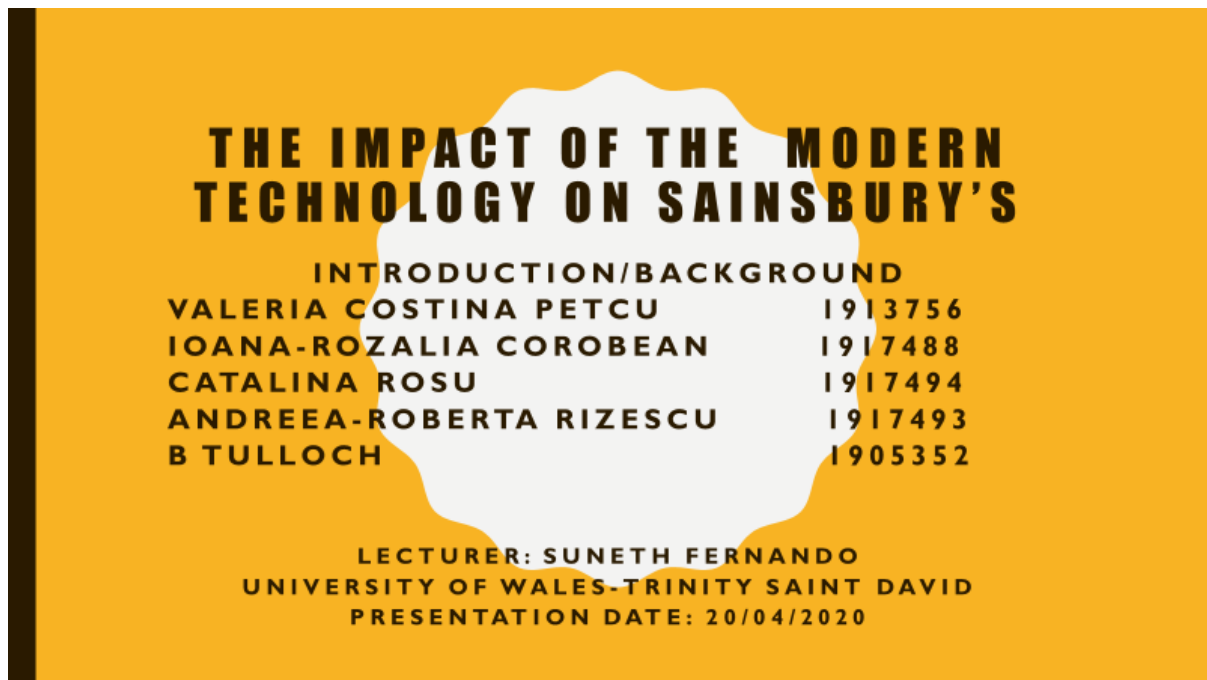


The impact of the modern technology on Sainsbury's

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Slide 1



Task: Introduction and company background

Student name: Valeria Costina Petcu

Slide 1: Speaker notes

Hello everybody, my name is Valeria Petcu, a Health and Social Care student. I am part of a team of 5 and my team members are:

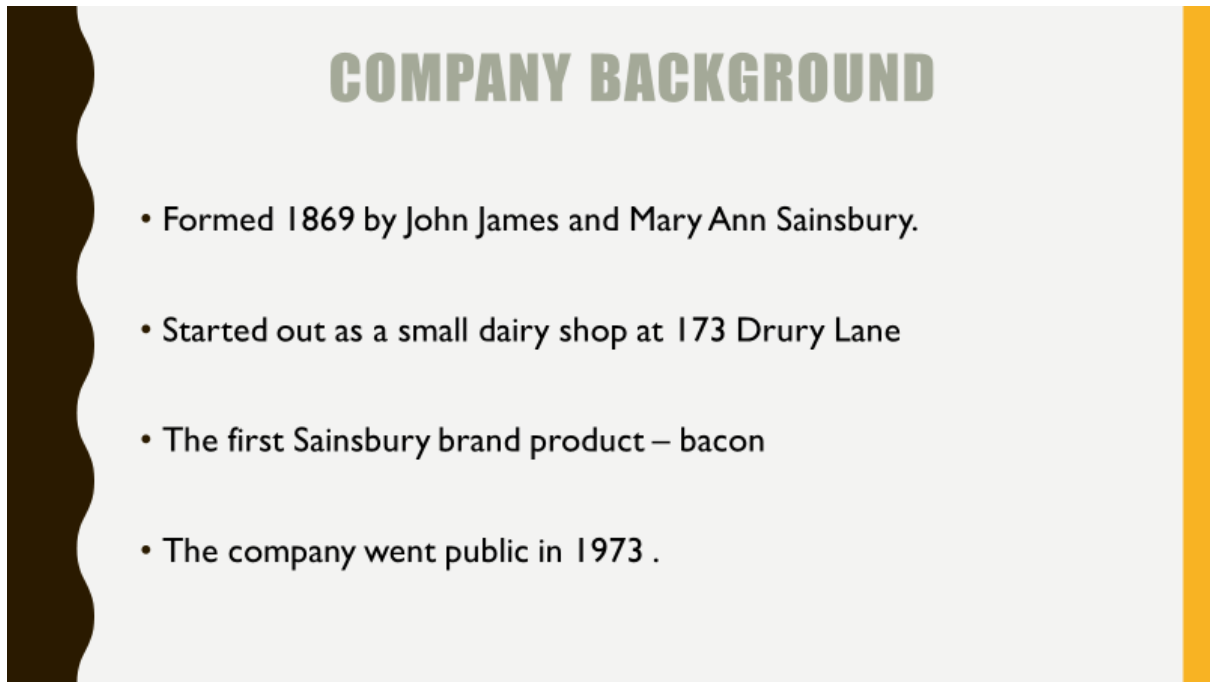
- IOANA-ROZALIA COROBEAN
- CATALINA ROSU
- ANDREEA-ROBERTA RIZESCU
- B TULLOCH

Our presentation is on the impact of the modern technology on the retail industry, a case study of Sainsbury. We will be looking at first the i) The background of Sainsbury's

- ii) Challenges before introducing modern technology
- iii) Insights of modern technology introduced
- iv) Impacts of modern technology
- v) Lessons drawn from the case study

Then we will conclude, and you can ask us your questions

Slide 2



COMPANY BACKGROUND

- Formed 1869 by John James and Mary Ann Sainsbury.
- Started out as a small dairy shop at 173 Drury Lane
- The first Sainsbury brand product – bacon
- The company went public in 1973 .

Task: company background

Student name: Valeria Costina Petcu

Slide 2: Speaker notes

In this slide we present the history and background of Sainsbury

Sainsbury was started in 1869 by John James and Mary Ann Sainsbury in Holborn London as a small dairy shop selling milk, cheese and other dairy products.

From its start Started out initially as a small dairy shop selling milk, cheese and other dairy products. It remained a private company from its start until 12 July 1973 when the company went public by issuing its Initial Public Offer (IPO) (The Guardian, 2007)

SLIDE 3



MISSION, VISION AND VALUES

- Vision - to be the most trusted retailer, where people love to work and shop
- Mission - to be the customer's first choice for food, delivering products of outstanding quality and great service at a competitive cost through working faster, simpler and together'
- Values- Health, Environment, Community, Our colleagues, Sources,

Task: Sainsbury's mission, vision and values

Student name: Valeria Costina Petcu

Slide 3: Speaker notes: Sainsburys aims and objectives are not set out separately but are found in the vision and the mission of the company. The company's vision is to be 'the most trusted retailer, where people love to work and shop'' and their mission is 'to be the customers' first choice for food, delivering products of outstanding quality and great service at a competitive cost through working faster, simpler and together'.

Sainsbury believe that it is their values - **Health, Environment, Community, Our colleagues and Sources** that will help the public and their customers to understand the company's aim and objectives because it is these values that drive Sainsburys to achieve as a business (Sainsburys, n.d)

SLIDE 4



SCOPE AND PURPOSE

- Core Purpose - to provide great food at a fair price.
- Scope:
 - expand choice in our food business
 - Growing range of affordable, design-led clothing
 - General merchandise
 - Build banking business to meet future customer needs.

Task: Scope and purpose

Student name: Valeria Costina Petcu

Slide 4: Speaker notes: Sainsburys started out as a food retailer and this remains the core business of the company. However, over the years it has expanded its operations to include other business including expanded choice of food, fashion and clothing, banking and home furniture (Sainsburys, n.d)

SLIDE 5:



CURRENT STATUS AND SERVICES

Stores (in-store and online) - Britain's third-largest food retailer - over 608 supermarkets, 820 small stores.

- It employs 153,000 people and serves over 16 million customers each week.
- Sainsbury's bank
- Sainsbury's home/Argos/Habitat
- TU – fashion and clothing brand

Task: Current Status and Services

Student name: Valeria Costina Petcu

Slide 5 Speaker notes:

From a small store that started in 1869, Sainsburys is today the 3rd largest retailer in the UK, after TESCO and ASDA. In its stores they have about 90,000 products out of which 12,000 is Sainsburys own brand.

As indicated in slide 4, Sainsburys has many services and is also in partnership with other companies such as Argos and Habitat (The Guardian, 2007; Sainsburys, n.d)

Slide 6:

ISSUES BEFORE IMPLEMENTING MODERN TECHNOLOGY

- Major issues are,
 - No availability of the system of inventory management Increase of unskilled labour who are having few knowledge about the working policy or technology
 - Current technology lead to the poor communication with the company and its stakeholders Failed to increase the operational speed and productivity with traditional technology (Brunet-Thornton et al., 2018.)
 - Keeping the products records which being produced
 - Concerend places distribution
 - Keeping the attendance sheet of employee tracking
 - Well-developed management system of inventory is implemented
- i,mplementing modern machineries for kitchen include mixer, blender, grinder (Lombardi et al., 2016)



Task: Issues before implementing modern technology

Student name: ANDREEA-Roberta rizescu

Slide 6 Speaker notes:

Hello everyone!! Today I am going to make presentation on Sainsbury's new technology implementation and challenges. The purpose of the study is to determine Sainsbury's, issues faced by Sainsbury before modern technology, insights and lesson learned. Sainsbury belongs to British public limited firms. The organisation is having 116400 workers with 29.007 billion USD revenues in 2018

The organisation has 1415 shops and each of is having fresh foods to sale. The organisation is having subsidiaries like Supermarkets, bank, home appliances, convenience goods, garments and many more

Slide 7

MODERN TECHNOLOGY IMPACTS

- Increase the operation of the business
- Expands the productivity and service level
- Increase the margins of profits and revenues
- Improve the level of interactions through email, e-fax, social networking platforms and many more
- Increase level of innovation and creation (Degryse, 2016)
- I have understood the needs and impact of the modern technology toward the organisational; benefits from operations to innovations
- I have also understood the various issues and problems that the firms like Sainsbury faced with their traditional technologies
- The presentation helps me to increase my critical level of thinking



Task: modern technology impacts

Student name: ANDREEA-Roberta rizescu

Slide 7 Speaker notes: The study has highlighted the before and after situation of Sainsbury during implementing modern technology. The study has concluded that poor interaction, no inventory level of management system issues faced by Sainsbury before implementing the modern technologies. Modern technologies are helping the firm to increase productivity, operational benefit, profit margins

Slide 8

INSIGHTS OF THE MODERN TECHNOLOGY SAINSBURY'S INTRODUCED

- ❖ MOBILE SCAN & GO
- ❖ NECTAR LOYALTY
- ❖ ONLINE SHOPPING
- ❖ SELF- SERVICE CHECKOUTS
- ❖ DELIVERY
- ❖ PETROL STATION
- ❖ CLICK & COLLECT
- ❖ SAINSBURY'S BANK
- ❖ PARTENERSHIP WITH ARGOS
- ❖ DISABLED FACILITY'S

Task: Insights of modern technology on Sainsbury's
Student name: IOANA-Rozalia Corobean

Slide 8: Speaker notes: In 1869 Mary Ann and John James Sainsbury open their first shop on Drury Lane, London. Their shop started to give comfort to their customers, high quality and good value. Year by year they were introducing new own brands products of high quality and they formed Sainsbury's Homebase (House and garden centre) in 1979. The Nectar card what we know these days is been floated in 1996 as a Sainsbury's Reward card. In 1997, Sainsbury's Bank was launched in partnership with Bank of Scotland."

Slide 9

**INSIGHTS OF THE MODERN TECHNOLOGY
SAINSBURY'S INTRODUCED**

❖ **ADVANTAGE:**

- 24/ 7 SERVICE
- COLLECTION AND HOME DELIVERY ANYTIME
- CONVERTING NECTAR POINTS INTO MONEY
- FORMING HOMEBASE AND THE PARTNERSHIP WITH ARGOS BUILD SAINSBURY'S STRONG
- SELF - CHECKOUT EASY FOR BUSY INDIVIDUALS

❖ **DESADVANTAGE:**

- HOME DELIVERY IS AN COMFORTABLE WAY BUT MODELLING INDIVIDUALS LIFE WRONGLY
- ACCESS TO INDIVIDUALS BANK DETAILS

Task: Insights of modern technology on Sainsbury's
Student name: IOANA-Rozalia Corobean

Slide 9 Speaker notes: Insights in modern technology introduced at Sainsbury's are having advantages and disadvantages.

Advantages are online and in store for example self - service checkout is easy to conserve our time and in the same time with their loyalty Nectar card you can convert all the points into money. Online shopping or click and collect is a very good opportunity for all the individuals who have less time to spend for their shopping. Sainsbury's formed Homebase and start their partnership with Argos with is building Sainsbury's as a very strong and powerful retail in the

UK. Sainsbury's made disabled individuals life easy and helping them in everything. They are attempting new project to help the people and nature.

Disadvantages are few of them like modelling a new life for individuals making their life comfortable but with there comfy come the consequences as getting weight without noticing, spending more time at home and forget to socialise with people and friends as they choose a easy way to spend their less time. Individuals bank detail can be in threatening as there are numerous ways to help other carry out something disagreeable.

Slide 10



SAINSBURY'S INITIATIVES

- The Traffic Light labelling system
- Self Check Out

• (Anon., n.d.)

Task: Sainsbury's Initiatives

Student name: B Tulloch

Slide 10 Speaker notes: THE IMPACT OF MODERN TECHNOLOGY ON SAINSBURY'S PLC

The challenges that Sainsbury's experienced before technology was introduced, was that they could not connect to everyone, which essentially meant that advertising their products was limited and not accessible to all.

Their inability to monitor peoples shopping habits/patterns prevented Sainsbury's from gauging their likes/dislikes, which did not allow them to offer products of the same or similar items or offer discounts. (Clark, 2019)

The Traffic Light System

The Traffic Light labelling system was introduced by Sainsbury's in 2005, in their response to the governments growing concerns about obesity. The principle of the traffic light system was

to enable customers to easily identify the amounts of sugar and salt they were consuming per serving, and enable them to make more informed choices on their good and bad calorie intake. (Rogers, 2004)

Using the mission statement of “Try Something New Today” that has now been changed to “Live Well for less”, Sainsbury’s initially introduced the traffic light system on their own brand foods, before extending it to all instore goods. (Halliwell, 2011)

Sainsbury’s Self-Check-Outs

Sainsbury’s was the first supermarket to introduce the self-checkout, in response to customer’s busy lives and the frustration of queuing. Initially, customers could not weight there items or use their own bags, but this was addressed overtime.

Slide 11

LIVE WELL FOR LESS

- The traffic light labelling system makes it easier for shoppers to choose food.



(Smith, 2018)

Task: Impact of modern technology

Student name: B Tulloch

Slide 11 Speaker notes:

Positive Impact

- ❖ Some say self -check-out is good for its speedy purchasing
- ❖ They don’t require as much floor space, so retailers can spread more products out

Negative Impact

- ❖ Self-checkouts have been found to be disability unfriendly, (due to the small proximity to manoeuvre at the self-checkouts tills), for people in wheelchairs or mobility scooters.
- ❖ It is not mandatory that every food provider use this system, so depending on where you can afford shop dictates the consumer's health benefits.
- ❖ Problematic constantly requiring assistance
- ❖ More self-checkouts equated to people losing jobs.
- ❖ People are tempted to take the chance and not pay for some items.

Slide 12

LIVE WELL FOR LESS

- Sainsbury's are in favour of self checkout



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- (Anon., n.d.)

Task: Impact of modern technology

Student name: B Tulloch

Slide 12 Speaker notes:

Not everyone is aware that the self-check-out tills had cameras, and this has raised concerns of consent.

Sainsbury's seem to always be exploring/developing new shopping experiences for its customers, so it was no surprise that last spring, Sainsbury's launched its first no till store in central London. For the tech savvy; this allowed you to scan your purchases beforehand, but unfortunately, a lot of customers did not want to use their phone allowances to do this. There

was also an option to use Sainsbury's instore Wi-Fi. Customers found the process of trying to connect to the instore Wi-Fi to time consuming and complex, so they went back to the old tried and tested way..... Queuing at the tills.

Unfortunately Sainsbury's new way of checking out has been shelved for the time being, but it's quite evident that Sainsbury's adaption to new technology has enabled them to remain at the top of the food retail chart; and not end up closing down like many other stores who did not adapt to the changing times.

Probably a lesson that can be learnt by Sainsbury's, is that even though shoppers adapt to new shopping experiences, as human beings there will always be a need for the personal (human) touch. (Cains, 2012)

Slide 13

DIFFERENCE AMONG MODERN AND TRADITIONAL TECHNOLOGY

Modern technology

- It is developed upon purposes, basic structures,
- Computing brings psychological and sociological issues

Traditional technology

- It is the technical advances upon something else
- Linked to knowledge set which allows for producing objects ((Černochová et al., 2020)

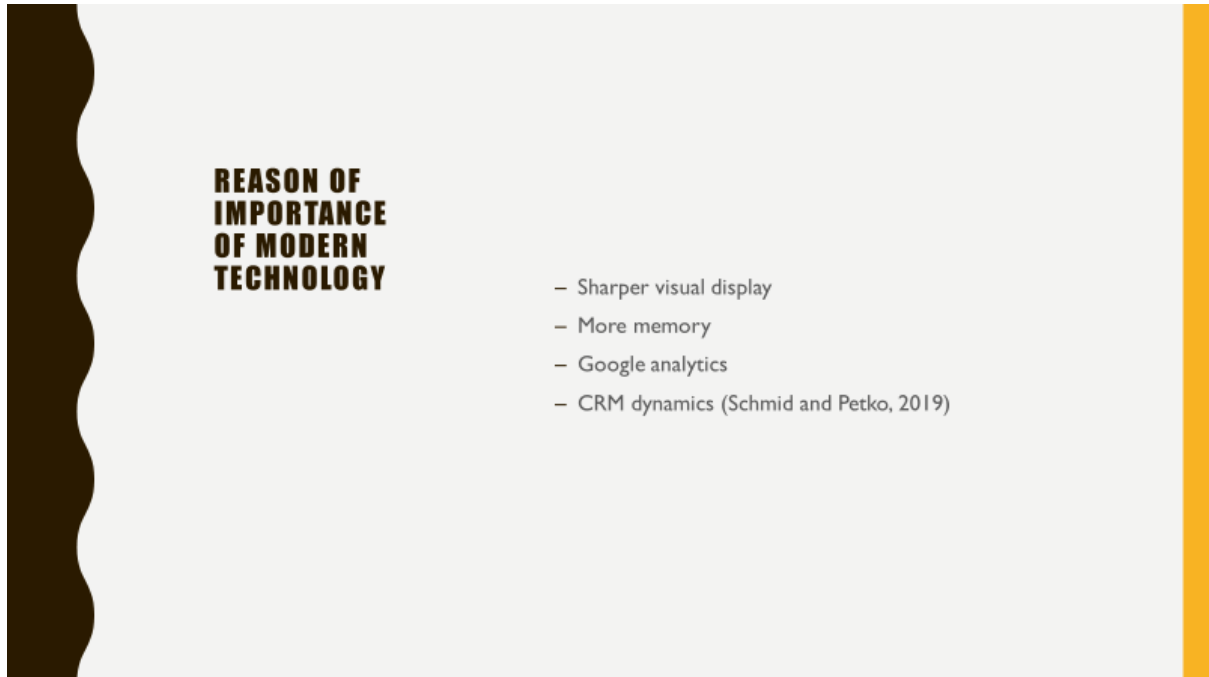
Task: Impact of modern technology

Student name: Catalina Rosu

Slide 13 Speaker notes:

The modern technology advances old technology with the new modifications and additions. Example, this is highly impossible for people in this decade to like wired telephone which is placed on the table.

Slide 14



Task: Impact of modern technology

Student name: Catalina Rosu

Slide 14 Speaker notes:

Improved the hardware combined with the smarter applications which have developed this easier toward research data, plan scalability. Several tools are there for solving the complex issues. The proper decisions in the business are dependent toward research of solid market. It will complete by engaging groups by video conferences

Slide 15

**CONSEQUENCES
OF NOT
APPLYING
MODERN
TECHNOLOGY**

-  Demands should be placed toward manager/owner (Černochová et al., 2020)
-  Traditional technology provides little tasks specialisations, little organisational regulations

Task: Impact of modern technology

Student name: Catalina Rosu

Slide 15 Speaker notes: The major demands will place on owner or manager to obtain information to run the business. Here employees will not get any information and it slows down the productivity

This type of technology delivers the little firm regulations as well as less tasks specialisation that generate the major problem for the firm and their business. It hampers workplace productivity and many more.

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