

Module; Managing Projects in the Organizations

Module code; BMSW5104

Introduction

Project management is vast work that can be well managed using sorts of project management tools and techniques like Work Breakdown System, Gantt Chart, PERT, project management software etcetera and the Paper analyzed these. The Paper take ALDI, a giant grocery supermarket started its journey in UK in 1990s with its hard-low cost and quality idea and explained that a project names "E-store" launching is needed for its sustainability in the context of COVID19 for what the marketing and selling turned to the online activities. Later the Paper critically analyzed the authors ability of project management in terms of personal weaknesses and strengths and included a well decorated personal development plan for improve project management skills.

Aldi in brief

Aldi is a German based grocery super market operates its business in more than 20 countries of Europe, Asia and Australia (Welcome to ALDI, 2021). UK is a huge market of its business. I worked as an employee in a store of London of this organization. This is a famous hard-low cost-based grocery retail of Europe more particularly. That means this organization offer its product in very low cost comparing to its competitors like Tesco and Sainsbury's. In the 1990s, when Aldi entered the UK market, its rivals like Tesco and Sainsbury's thought they should not be worried about the new comer as this low-cost service seemed non – sustainable framework. But in present the company have more than 07% market share and too close to the most grocery supermarket giants (Allen, 2021). And so, the company follow least low operational cost by minimizing management cost like the company use very simple decorated tiny size store, appoint only 4/5 employees in a store, use few numbers of shelf in a store etcetera to decrease the cost. But the company yet not launches itself in e-marketing or online or internet-based store services and that is for lowering its costs. But the COVID19 changes the behavioral pattern of the consumers and a project of e-marketing needed for reaching its customers. The company keeps basic 700 products with a standard products quality that is its positive aspects. Though the BREXIT and COVID19 posed challenges to the low-cost management system, some projects can manage the company's adaptability.