

IDENTIFY AN ORGANISATION AND ANALYSE
HOW THIS USES MODERN TECHNOLOGY

History and development of Supermarkets and Waitrose

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SUMMARY



SESSION 1: Waitrose History



SESSION 2: The challenge before introduction modern technology



SESSION 3: Insight to the modern technology introduced



SESSION 4: The impact of the modern technology introduced



SESSION 5: Conclusion

SESSION 1: HISTORY OF WAITROSE



Waite Rose and Taylor

- ❖ Mr. Waite had a difficult childhood and was determined to start his own business with Arthur Rose and David Taylor.
- ❖ David Taylor left the business around 1906 - 1908.
- ❖ Later the two started a private limited company called “Waitrose”. The name “Waitrose” derives from the surnames of Mr. Wallace Wyndham Waite and Arthur Rose.



Mr. Waite's style of marketing

- It is believed Mr. Waite was one of the early entrepreneurs to look at brands and logos and how this can be utilized to promote and differentiate his business from competitors.



Waitrose in War Time

- The two men were in a position to buy more small grocery shops in the Acton area, which they did. Waite wanted to explore they options so they went into the wholesale trade supplying at the army camp. This was when war broke out in 1914.



Leckford Camp

- ▶ In 1934 Spedan Lewis mentioned the idea of a camp at Leckford, the plan which came to life in 1937.
- ▶ Accommodation, bedding and laundry were free and Partners paid just for their food



Session2: The challenge before introduction modern technology

- ▶ Before the moderns were born supermarkets, the products for sale in the shops were weighed and wrapped by the trader.
- ▶ Customers waited at the counter and asked the clerks this they wanted.
- ▶ Most of the products had to be weighed and wrapped as it was not sold individually. These practices are inherently very expensive and labor-intensive: the purchasing process was therefore slow, and the number of customers served very limited.



First modern supermarket

- ▶ The sign above the door of the building reads "**London Co-operative Society**", the first modern supermarket opened in 1948 in Stratham



Self Service supermarket

- The concept of "self-service" (understood as a surface divided into departments by shelves, where customers are free to serve themselves, with subsequent payment at a checkout barrier at the exit of the store) applied to a grocery store was in 1916 in Memphis, Tennessee.

Qualib Mohammed Osman



Discounter Supermarket



- ▶ Discounters first began to gain traction in the 1990s, particularly in Germany with the Aldi and Lidl brands. The winning formula at the time was to offer low prices on a targeted assortment of mostly private-label products. Mainstream retailers, therefore, could afford to ignore the discount grocers and still retain 80% to 90% of the total market.



CATEGORY KILLER



- ▶ Large retail chains that dominate a product category. Once one of these category killers moves to a city, it becomes difficult for smaller stores, moms and pops of the same category, to stay in business.
- ▶ Smaller stores do not have the economic advantages employed by the category killer, such as a large selection of products, national marketing campaigns and price advantages due to economies of scale

Session 3: Insight to the modern technology

SHOPPING ONLINE



Advantages of Shopping Online	Disadvantages of Shopping Online
Convenience	Negative Environmental Impact of Packaging and Gas
Better Prices	Shipping Problems and Delays
More Variety	Risk of Fraud
Easy to Send Gifts	Less Contact With Your Community
More Control	Spending Too Much Time Online
Easy Price Comparisons	Returns Can Be Complicated
No Crowds	You Don't Know Exactly What You're Getting
No Sales Pressure	Unfriendly, Scammy, or Complicated Websites
Access to Used or Damaged Inventory	No Sales Assistance
Privacy for Discreet Purchases	No Support for Local Retailers

ONLINE MARKETING

Online marketing is a web-based channels to spread a message about a company's brand, product or services to its potential customers. The methods and techniques used for online marketing includes email, social media, display advertising search google AdWords and more.

Online marketing is very useful for companies and workplace because it gains customers like that and helps your business grow it also improves workplace and employability by putting a huge impact on internet because it advertises your business and your workplace. Having modern technology now days it's so helpful because everyone now has a smartphone and uses such as Facebook Instagram ... so on there is so many ways of using online marketing because technology is growing, and we are leading.



CLICK AND COLLECT

- ▶ Click and collect is a way of trading that allows customers to click and buy online then collect at a store by picking up their items, rather than having them delivered
- ▶ Click and collect is useful for and eliminates risk and cost of missing deliveries. Many consumers like the idea of click and collect as it is easier for them and safer; they no longer have to wait at home for a delivery instead they can pick up their order at their local shops



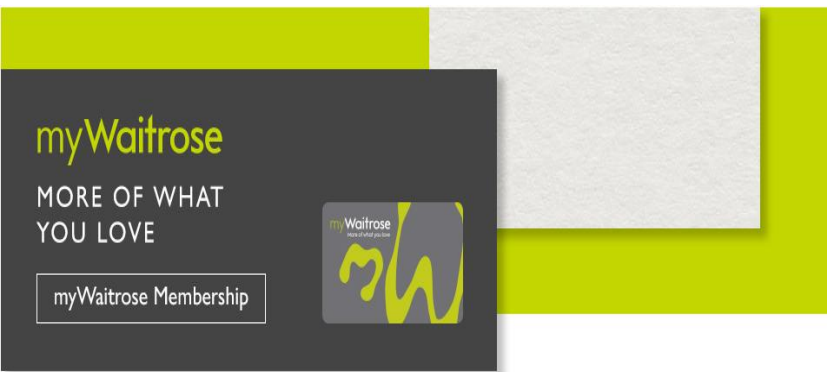
INNOVATION TOOLS

- Firstly, innovation is perceived as *a process that includes the generation, development, and implementation of new ideas or behaviors. Further, innovation is conceived as a means of changing an organization, as a response to changes in the external environment or as a preemptive action to influence the environment.*

DIGITAL TECHNOLOGY IN RETAIL STORES

- ❖ Burberry's social retail store
- ❖ Lush's app-first stores
- ❖ M&S's in-queue checkout
- ❖ & Other Stories' smart vending machines
- ❖ Nike's Speed Shop

FIDELITY CARDS



- ▶ On the 25th of October Waitrose came out with a fidelity card for Waitrose customers it is similar to a Sainsburys nectar card the difference is with Sainsburys when you buy certain items from Sainsburys online or in a Sainsburys store you receive a certain amount of nectar points and with these nectar points customers can purchase films from the sky movies online store where customers don't need a sky subscription to buy and watch movies.
- ▶ Waitrose fidelity card works like this when customers visit a Waitrose store the customer will pick the items they want to buy once the customer has selected all the items the customer wants to buy the customer will go to the check out, at the check out the customer will scan their Waitrose fidelity card and then pay for their items once the customers items has been paid for the Waitrose customer will then be entered into Waitrose exclusive competition where the successful customer will win a free shopping so all that customers shopping will be free up to £50 that visit, also Waitrose enter customers in to other competitions where customers can win things like money off fuel.

PERSONAL SHOPPER

- ▶ On the Uk indeed.com website there are two reviews from customers about their personal shopper experience with Waitrose one of the reviews on the Uk indeed.com website is from a person called Kenneth Phillips, Kenneth Philips in November 2019 said they are very pretentious they do not offer what they said they will also be prepared to be taken advantage of at very short notice and Waitrose staff does not reflect Waitrose's reputation Kenneth Philips gave Waitrose a 1 out of 5 star rating Another review is from Alex Brucannon in September 2020 said visiting a Waitrose store was a really good experience very good atmosphere and the Waitrose staff were very helpful and supportive I would highly recommend visiting a Waitrose store. Alex Brucannon gave Waitrose a 4 out of 5 star rating.

Session 4: The impact of the modern technology introduced

Waitrose plans to use technology to outsmart its rivals

► Quick Check

- Quick Check technology that it uses for its scan and go handsets in store and applying it to smartphones.

► QikServe and PayPal

- PayPal to use its QikServe app to allow customers to order and pay for food and drink within its stores, ready to pick up when they arrive.

► WaitroseCellar.com

- Shoppers to browse and pay for wines, read tasting notes as well as food recommendations from their specialists.
- Customers will also be able to post reviews for the first time on any of Waitrose's websites.

COUPONS AND DISCOUNT VOUCHER

- ❖ Monthly magazine called Waitrose Kitchen and a weekly newspaper called Waitrose Weekend.
- ❖ Vouchers are linked to a customer's myWaitrose account and card, so are valid for that customer only.



WAITROSE EFFECT



The *Waitrose effect* is simply the *added value* put on to local property when one of these supermarkets are located in the immediate vicinity.

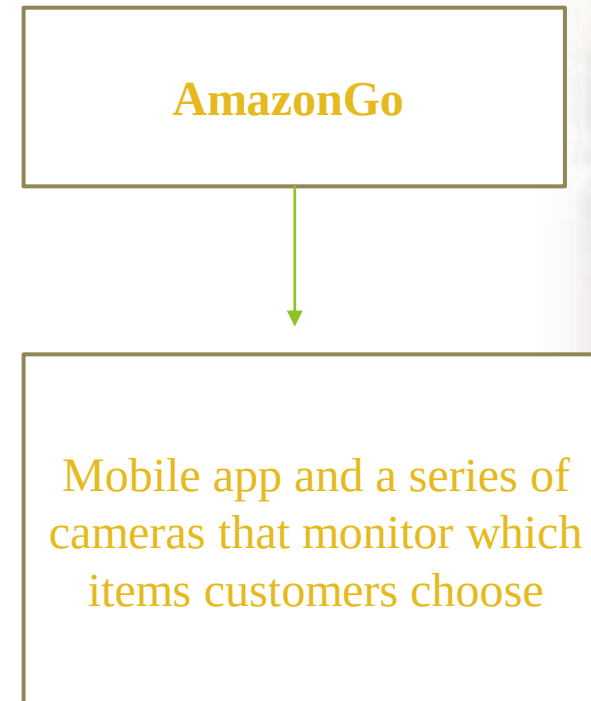
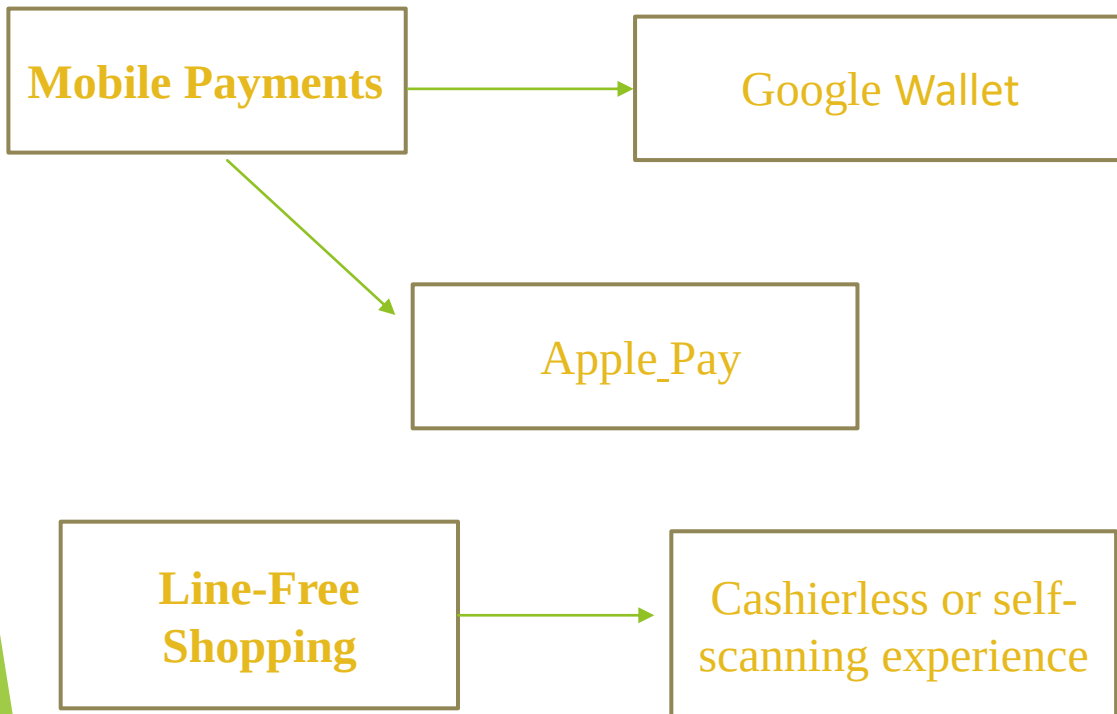
Homes close Waitrose especially walking distance, a Waitrose store will cost £43,571 more



Team member
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PAYMENT AND MODERN TRENDS

Supermarkets are starting to change the way we shop, looking to tech trends like AR, QR scanning, and more.



Session 5: CONCLUSION

ADVANTAGE AND DISADVANTAGE INTELLIGENT RETAIL

- ▶ Advantage of intelligent retail and purchase is it help customer found the stuff faster and easier. This type of technology include the location of each stuff, after customer key in the stuff system will come out the location that the stuff placed
- ▶ customer can list the stuff that they want before they go to the hypermarket. It is a good habit of plan before shopping. It can avoid buying the stuff that not really wants.
- ▶ intelligent retail and purchase can also give the suggestion or notification of promotion of customer favorable.
- ❖ Disadvantage of virtual subway store is may late delivery. If the delivery company suddenly comes out issue, for example weather, personal factor and so on, it will affect the time of deliver
- ❖ virtual shopping mode might elevate the case of returning product. Since customer does not seem the actual product that they will get, it is unable to make sure that the product is in good conditions before they purchase
- ❖ card scanning technology is easily lost. Because of the card are small, it is easily lost the card if the person are irresponsible. If lost the card, it will be very inconvenience, because a card may have double or more uses.



Time and technological evolution have changed the way of interacting with supermarkets and have changed the way of shopping.

Modern technologies benefit consumers by speeding up and increasing services.

Waitrose is well known for being one of the more up market supermarkets and will always be looking for improvements to satisfy and attract customers.

THANK YOU FOR YOUR ATTENTION

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