



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BA (Hons) Leadership and Management Skills for the Workplace

Understanding and Engaging in the Customer Experience

BMSW 5103

Assignment Title:

Organisation's Quality Systems and Customer Relationship Management

Sainsbury's
live well for less

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Submission Date: 12th January, 2021

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Introduction

Coronavirus is a virus that can cause challenging sickness-inducing serious problems to breath, high temperature, exhaustion, deep coughing, and anyone can become infected if the protective measure is not followed (World Health Organisation , 2020).

I work for Sainsbury's supermarket. Since the spread of the disease, we had to learn fast and pay attention to the government guidelines to protect ourselves and protect the customers and citizens.

Since the Coronavirus spread, my management and all my work colleagues had no choice because Covid - 19 forced us to change in many ways and interact with one, another. So much of our daily basis routine has changed, but in the work atmosphere, we noticed even more drastic changes too, that because working in customer care, everything took a different route. Before we would deal with product exchange, complaints, and many other services in person, we have been fastly trained on how to deal and how to redirect customers to the right way they can be prompt looked after. I noticed frustration at times because it is a period of transition to all of us, a transition to a so heard "New Normal".

This new normal teaches us how to be customer-focused and how to adapt our work to their Customer Experience as much as Customer Engagement. From now on, an impeccable customer experience is mandatory for any business to survive, retain or acquire new customers.

Right now, we understood that customers would remain to companies who speak directly to their hearts and empathise with what they are going through.

In this critical report, I will be critically analysing how the internal and external factors, including Covid - 19 affect or influence the Sainsbury's organisation quality systems. Moreover, I will be analysing how Sainsbury's controls for customers and how the organisation can deal with the new situation whilst achieving its business objectives by developing and maintaining good customer relationships.

The key points that will underpin my reports are:

- Customer experience – CX
- Mapping the process
- CRM – Customer Relationship Management
- Touchpoints – Corporate Perspectives
- Customer Engagement CE
- Service Quality Gap Model – ServQual
- Marketing Mix – 7 P's
- SWOT Analysis
- STEEPLE Analysis

Company Background - Sainsbury's History

Sainsbury's supermarket was established by Mary Ann Sainsbury's and John James over one hundred and fifty years ago, back in 1869, with endless growth. Sainsbury's became an enormous empire, but it did not always look in this way.

According to Sainsbury's CEO Mike Cope, In the beginning, they only had one single store at 173 Drury Lane, which was a humble area of London.

In those days, the United Kingdom was getting the advantages of the Industrial Revolution. London was at the core of the British Empire, and the retail area composed mainly market stalls and small shops.

It is quite an attainment for a business to celebrate over One hundred and fifty years. Hence, it feels like a necessary time to reflect on how Sainsbury's has grown to adjust to retail's changing environment and how we will equip for the future.

That balance has allowed Sainsbury's to continue faithful to the values brought by our founders.

John James and Mary Ann aspired to set up a store that would give people trustworthy food, so they concentrated on sanitation and hygienic, at a time when this was not a priority for many other businesses.

In those days, Sainsbury's only sold three main products: milk, butter, and eggs; however, soon they understood that customers required a bigger selection of products and wanted to find the shop in other parts of the country. Customers admired the business because the owners focused on excellent quality and affordable prices.

The years passed by, but Sainsbury's continues to deliver what their business ethos from what it was from the start (Live well, for less)

Along the years, the Sainsbury's organisation formed an empire with a broad range of goods and services that forms the background of what it is today.

Sainsbury's is a Public Limited Company (PLC), and it's divided by different categories, let's look at them:

- Sainsbury's is a chain of supermarkets:
It included seven hundred and seventy convenience shops in the United Kingdom since 1998)
- Sainsbury's is a chain of banks:
It deals with insurances, money for travelling, credit cards, savings, loans, mortgages and all of its products and services linked to the Nectar Card.
- Sainsbury's is also the owner of "Argos shop", which holds one hundred and ninety-one walk-in shops and online shopping.
- Sainsbury's owns Habitat Brand, which holds sixteen walk-in shops and clicks and collects services in over two thousand and three hundred locations.

- Sainsbury's Online shop possess its website address that can be visited at <https://www.sainsburys.co.uk>
- Sainsbury's possess his grocery application available for Apple users of IOS operating system and Android phone application.
In the application, the customers can find over three thousand products, and they can choose between click and collect or to be delivered in the commodity of their own homes.
- Sainsbury's owns the Bell stores
- Sainsbury's owns his products, with their private label.
- Sainsbury's possess his Smart Shop Application
- Sainsbury's has his online clothing sales called TU. Customers can purchase unisex clothing, school uniforms, man, women and kids clothing selection by brand.
- Sainsbury's Energy application, where customers can see how much energy they are spending in their household.

Sainsbury's Customer Experience - CX

Mapping the Process

Customer experience is how a customer sees and interact with a company. These perceptions can occur in different ways, and it can be from the looks of a company website and the transition from shopping to the checkout. It can be how the customer services interact with a customer, is it a human answering the phone, or is it a bot? How easy it is for clients to reach some interaction, how do they enjoy it? These perceptions can turn negatives into positives and build a relationship between the customer and a business (Freshworks, 2020).

At Sainsbury's, we simplify the website, making it easy to navigate and easy to access promotion and pricing; this is a mission to abolish making online shopping a hard work.

For example, we usually have a call centre, but due to Covid -19 our employees are working remotely from the computers with the use of software when a customer calls us to request help with a product, we do not waste time, we go directly in the session about the product we have been asked, we confirm the brand, and then we confirm if it is in stock or when it will be available. Moreover, we also offer any other existing brand in case of customer wishes to do so.

The result of this experience is a satisfied customer, who will understand that he is not alone during the Coronavirus crisis and we will always be there for them, and this is an example of a good customer experience from Sainsbury's.

We make sure we hear to our customers and understand them properly in a genuine way and eager to help, and this is all mapped out from the beginning of a call.

We create ways to make things more relevant to them in better ways from the competitors; we enable our employees to surprise our customers and give them joy every time. Once

customers are aware of good customer experience, they will feel motivated and confident in our brand and standards (Warby, 2020).

CRM - Customer Relationship Management at Sainsbury's

The Customer Relationship Management (CRM) is a way or technology that is used to control and manage how businesses interact with actual customers and potential new ones. Customer Relationship Management supports organisations in developing connections and establishing methods to boost their sales and quality customer service, resulting in profitability.

In many cases, it could be a software with a toolbox that can be used to contact management, sales, and productivity; it can be automated to improve the production and effectiveness of Customer Relationship Management .

CRM can be perceived as a technology in the cloud, which customer service teams can use to record customers data, analyse their interactions every time they do, and for employees and members of the staff to interact with the company and follow up with them the case.

CRM can also be used to help nourish and maintain those connections (Salesforce, 2020).

At Sainsbury's, during the Covid -19, we decided to follow a strategy that puts the food in our company's heart to build on the situations during the pandemic times.

We decided to make changes to help our customers through Covid - 19. For that, we are scaling and speeding up the speed across our businesses and making it easier whilst speeding the cost savings applications. In doing that, we can invest funds on food quality, different choices whilst lowering the price tag and simultaneously achieve greater shareholder interest. As a result, we can continue feeding the nation, helping our customers to have food on the table and stakeholders, so nobody has to suffer from shortages during these difficult times.

Customer Relationships uses some strategies to obtain information from customers and keep their fidelity, such as Club cards, to save points where customers can exchange for products as a return.

It also includes the integration of emails and email marketing to distribute what is new or promotional products. It also serves as sales calls email integration and documents.

At Sainsbury's, customers have access to the Nectar Card's loyalty points; customers are happy because they can use these points back. At the same time, we can control their preferences, knowing their preferences, we can send promotional vouchers, which may convert in sales.

Touchpoints Corporating perspectives

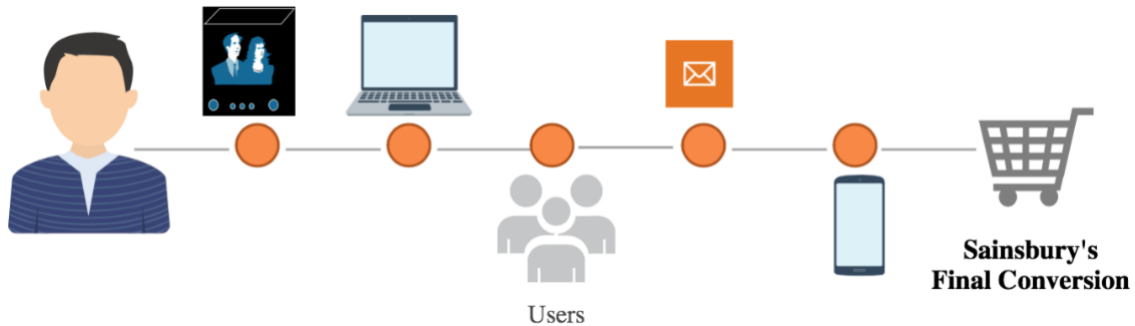


Image Source: Sainsbury's Touchpoint graphic created by myself from scratch.

During the outbreak of Covid – 19 at Sainburys, we informed and helped customers be up to date with all the essential information about our business and how we perform through our different online platforms. We understand it is a process where everyone is adjusting themselves, and we understand that some customers love to shop online whilst others not so much. We have informed our platform that it is safe and verified, making it easy to the checkout and slowly adjust to this transition. To help this transition, we are making products attractive online as a way to incentive customers interests..

Touchpoints are the method of recognising and measuring marketing touchpoints. It is critical to execute a marketing attribution and approach efficiently. Furthermore, it can allow marketing strings to obtain a holistic picture of their marketing and sales funnel concerning the consumer journey.

By joining the customer journey map with your marketing touchpoints, you can then identify and capitalise on your current marketing ecosystem's most valuable elements, and, in turn, drive growth for to the organisation your organisation (Nielsen, 2018).

CE - Customer Engagement at Sainsbury's

Customer engagement is intercommunication among consumers and a company via different sources; it can be online or offline.

Customer engagement is critical because it helps shoppers and suppliers raising the rates whilst meeting of what customers expect via engagement, so they can engage and develop commitment and loyalty whilst collecting necessary information from the customers (Briglia, 2020)

Businesses must take some time to understand wherever there are with consumers encounter in their company and put the systems and channels to investigate, map and report on those actions at the key touchpoints.

At Sainsbury's during Covid -19, we have launched the Sainsbury's Customer Experience Centre, which it was built with the customer purpose in mind during these difficult times through the pandemic. The Centre focus on achieving holistic insights about millions of consumers every day. We also have a free line 0800 636262 line where customers can reach us

Before the Covid – 19 Outbreak or management and marketing departments, would use our social media platforms to keep in touch about new products, promotions, although, since the Coronavirus Outbreak, we have changed the strategy Continuar....checar no grammarly.

Sainsbury's has grown into the Social media system, accommodating accounts in the leading platforms where they are very active. They also have a Newsletter Magazine, and customers can subscribe for email information.

Twitter: 582.7 K followers

<https://twitter.com/sainsburys>

Facebook: 1.732.950 Followers

<https://www.facebook.com/sainsburys>

Instagram: 298 K Followers

<https://www.instagram.com/sainsburys/>

Youtube: 120 K Subscribers

<https://www.youtube.com/Sainsburys>

Linkedin: 239, 897 Followers

<https://www.linkedin.com/company/sainsburys/>

Sainsbury's Magazine

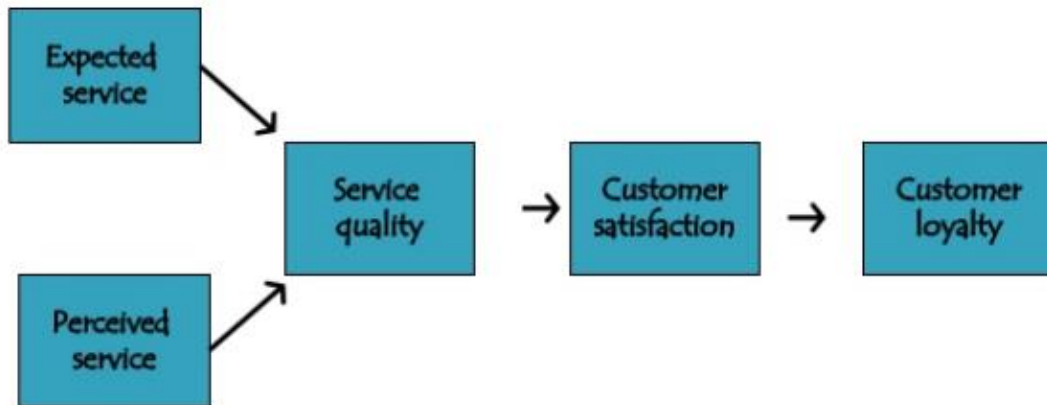
<https://www.sainsburysmagazine.co.uk/newsletter>

Sainsbury's Service Quality Gap Model - ServQual

Sainsburys understands that the Service Quality Gap Model is a vital instrument to capture what customers expect and their perceptions reassured by the five dimensions.

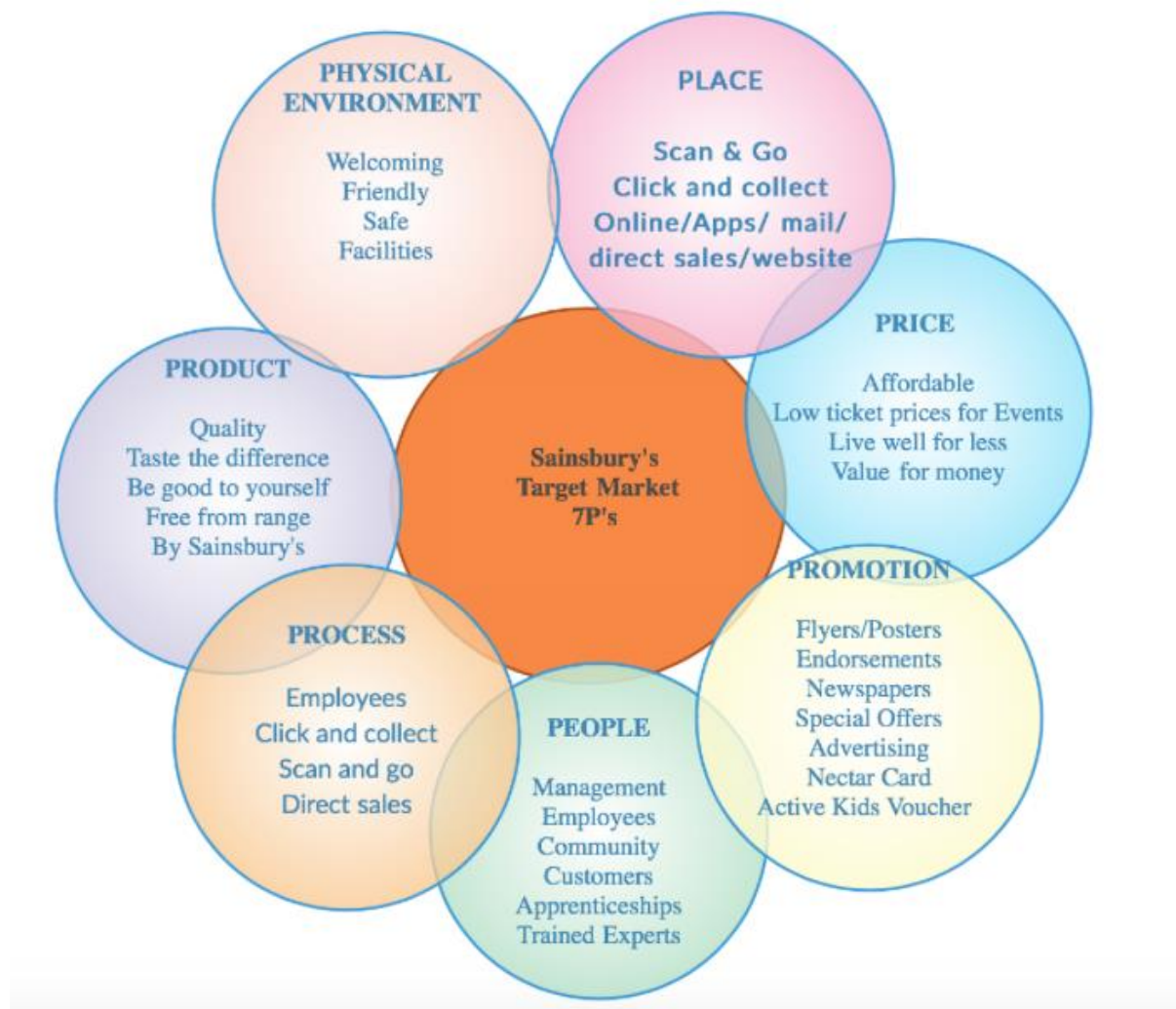
We follow a path where we deliver an expected service that we perceive because we follow our values in delivering quality in our products and services.

To reach customer satisfaction and retain customers with their loyalty, we have the Nectar card as an exchange and return to choose us.



Sainsbury's Marketing Mix – 7P's

Image Source: Sainsbury's 7P's diagrams developed by myself from scratch.



The Marketing Mix translates in establishing the specific product or mix of it at the right place and the right occasion and with the right price for that moment. The company understanding their seven P's will facilitate knowing what to do and use it at the right time (The Marketing Mix, 2020).

Sainsbury contributes with customers helping them retain to value for money that its part of the culture, and because of that, it has kept a different price tag for the various range of products.

At Sainsbury is the aim to retain customers and keep the quality and services in the positioning.

Sainsbury's has a tight competition in the consumer demand, and to keep that flow, it has created a competitive price to tackle competitors.

The price is relatively low and brought directly from local markets to maintain fair and consistent prices to attract customers (Bhasin, 2019)

Sainsbury's breakdowns the brand/company covering 4Ps (Product, Price, Place, Promotion) but I have extended its components to the 7p's for a total marketing mix, and they are (Place, Price, Promotion, People, Process, Product, Physical Environment). I will explain how Sainsbury's operates to each of them accordingly to the diagram I have created.

Sainsbury's Product Strategy

Sainsbury's has a broad offering for its clients under its marketing mix product approach, and it focuses on innovation and quality management.

Sainsbury's has two different types of shops, the local bell stores and the supermarkets with offers in over three thousand range of products and out of it at least twenty per cent is their brand, such as:

Taste the difference: Ready to eat meals, bakery and toiletry; it has premium quality.

So Organic: They are organically grown food with full natural flavours.

Be Good to yourself: Low-Fat food for customers concerned with health values.

Free from: This range targets customers who are allergic to wheat, dairy and gluten-free products.

TU: It's a clothing line and school uniforms

By Sainsbury's: which are products not mentioned in any of those ranges above

Biodegradable: Sainsbury's utilises biodegradable packaging manufactured from potatoes and sells their own fruits in biodegradable trays.

Sainsbury's Price Strategy

Sainsbury's strategy focuses on the "value for money" ethos, which aims to keep the quality of all their products, and it is a strategy to retain its customers. The strategy is focused as a short run and price differentiation to take a premium quality product and position this product in the high-end market and its a way of marketing instead of cutting the price.

On the other hand, Sainsbury's markets essential kids range products and add an affordable price, but then when you look at their pieces' quality, they are excellent. Moreover, this is a strategy which adds it up to value for money.

Sainsbury's Place Strategy and Distribution

Sainsbury's has over five hundred ninety-eight supermarkets and over seven hundred and fourteen stores in which forty-five of them used to operate on a twenty four hour bases.

During the Covid- 19 pandemics, the service hours had to be remodelled according to the government guidelines. Although as positive news for the pandemics' impact, Sainsbury's was able to count with the service as an extended home delivery which the orders can be placed online, from the applications and in the website, also through phone calls.

Sainsbury's counts with the support from external sources for deliveries, such as DHL, NFI and others.

Sainsbury's Promotion Strategy

Sainsbury's makes fair use of BTL (below the line) and ATL (above the promotional strategies to draw customer attention and build its brand name. It also used celebrities like David Beckham's as an endorsement in advertisements to highlight its sponsorship of the London Paralympic Games.

ATL: focus on broadcast media, including TV and radio to deliver its corporate concept.

BTL: focus on advertisement for sales promotion, database, packaging and marketing followed by the slogan "Live well for less" in all of them for promotional campaigns.

Nectar Card: helps customers to earn points and become loyal, automatically they come back, and it increases Sainsbury's sales. Moreover, it helps build the database, and then tailored offers are sent to customers via their specific segment.

Active Kids Voucher scheme: These are delivered to a sports club and can be redeemed for sports equipment, and these vouchers are turned into sales.

Sainsbury's also promotes its image, helping the community before and during Covid - 19 outbreak and is responsible for environmental duties (Skool, 2020).

Sainsbury's People's Strategy

Sainsbury's employees are trained and developed with consumer behaviour importance; they understand that Sainsbury's customers prioritise the business and the goals to achieve the organisation mission. At Sainsbury's, we understand that well trained and skilled employees will impact the business as much as in their own lives. As a strategy, Sainsbury's introduced the Level apprenticeship for employers interested in baling and fishmonger skills and a new college devoted to leadership skills for the Team Leaders and Store Managers.

Sainsbury's Process Strategy

Sainsbury offers online shopping for its shoppers very comfortable and essential during Covid - 19 outbreak with the use of online platforms such as:

Click & collect: Clients can purchase their groceries online, which it is instantaneous. However, customers can also be delivered at allocated delivery slots, and customers understand that they will be delivered in time and inspired to become loyal to us.

Sainsbury's is also preparing new stores with the customer's needs in mind and picking the right locations to best serve the community.

Sainsbury's Physical Environment Strategy

Sainsbury has an exceptional strategy to market the stocks utilising physical evidence. The stores, the design and layout are made easy for customers to circulate the shop and or website. Clients know exactly where to go for what they need to buy, which it's essential during Covid - 19 when people would much avoid spending time trying to figure out where things are.

The store shelves layout makes the shopping convenient and practical.

Sainsbury's SWOT Analysis (Internal Factors)

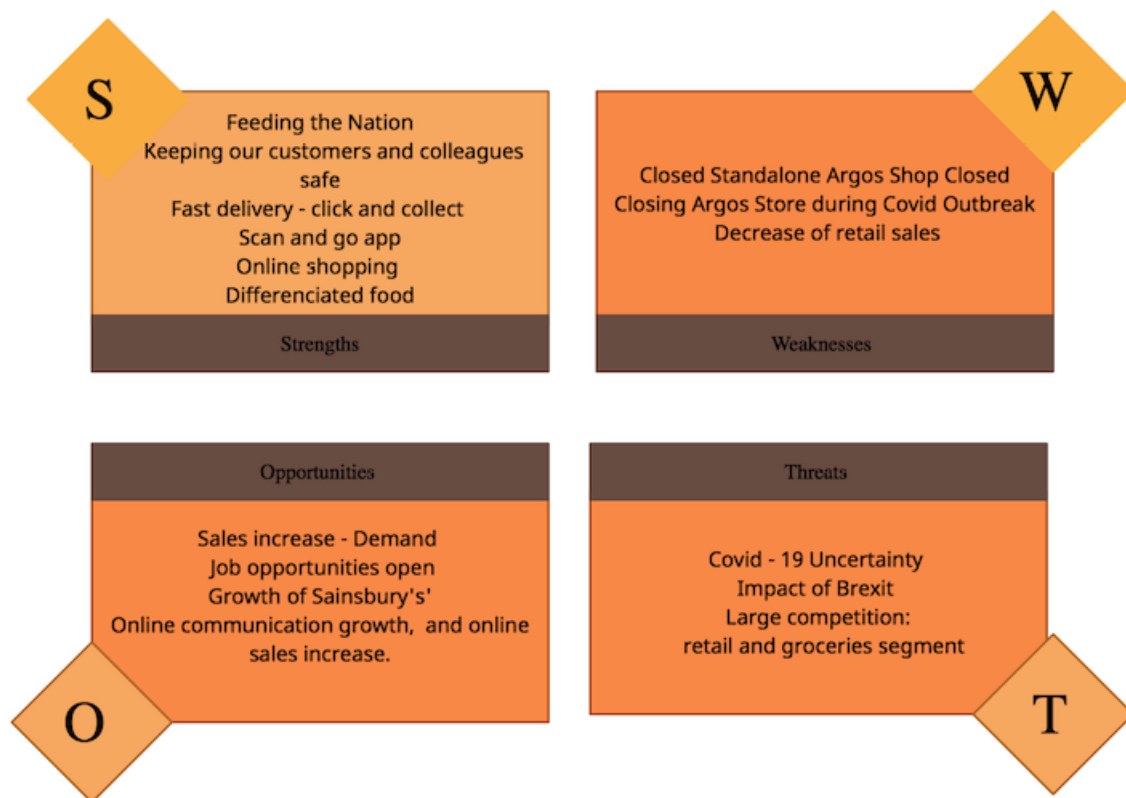


Image Source: It was developed by myself from scratch.

In the image above I have created a SWOT Analysis to scan the internal factors Sainsbury's facing During the Covid- 19 Crisis.

Sainsbury's supermarket is classified as a "Convenience Product", a consumer product is where customers usually buy it frequently, and with little effort.

However, things changed a lot since the Covid – 19 outbreak. It is crucial to analyse these aspects.

Sainsbury's Strengths:

Sainsbury's strengths rely on our culture "Feeding the Nation", and for that, we have increased the slot numbers for our "click and collect" to offer over eighty hundred thousand slots per week.

Following this route, it is also a way to keep our customers and employees safe during the Covid - 19 crisis.

We have prioritised Healthcare professionals, so they do not have to face the queues and get food in their residences fast.

We have differentiated and an adequate supply of stocks to feed the nation, and we continue to follow our mission "Live well for less" (Sainsbury's, 2020)

Sainsbury's Weaknesses:

As for weaknesses we had our Argos Standalone shop closed during the Covid -19 outbreak, which caused a decrease of retail sales and it caused a decrease in the profits and impact in the services (Argos, 2020)

Sainsbury's Opportunities:

As for Sainsbury's opportunities, we saw a huge sales of increase and demand, which has opened new job opportunities for many people who lost their jobs elsewhere.

The demand of food increase and since our online communication became our number one touchpoint, also our social media platforms have grown more. It gave us more voice to pitch our news, and about our prices, promotions and to understand the demand, these opportunities allowed us to understand quantities we should have and with certainty that it would sell. Based on that, we were able to keep our clients replenished (Roberts, 2020).

Sainsbury's Threats:

During the Covid – 19 crisis, Sainsbury's is facing uncertainty of how long it will take, so it is a constant work to follow the Government guidelines strictly.

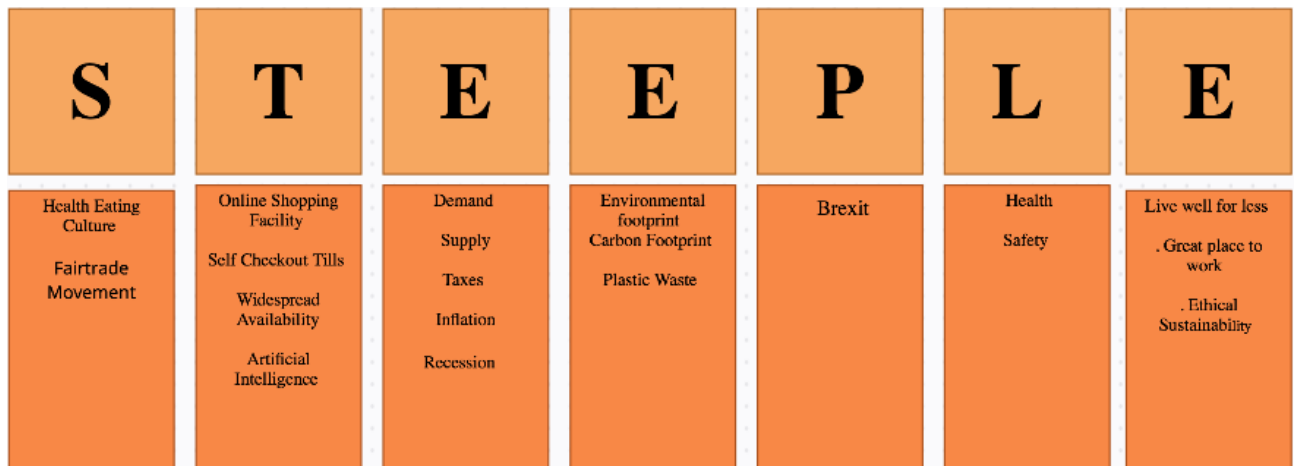
Impact of Brexit also another threat since we still do not know how this will impact our business to the business situation. If there will be an agreement for products we import from Europe, these threats could cause inflation, depending on how things end up. We are still waiting for the negotiations to proceed in between the UK government and the European Union (Eley, 2020).

Another threat is a large competition in the retail and groceries segment like Asda and Tesco supermarkets.

If the employees are not pulling together, and having good communication, disputes in different departments will happen, and it could cause undesirable pressure and loss of motivation.

STEEPLE Analysis (External Factors)

Image Source: It was developed by myself from scratch.



Social

Healthy Eating is no longer a trend. The twenty-first century has shown us that eating unhealthy can cause many body dysfunctions. During the Covid 19 crisis, it is even more critical that the population keeps good nutrition.

Sainsbury's understands why we focus since the beginning in the Eating well for less mission, and it is crucial for our long term success in the segment of our business continuity.

Consumers nowadays are also more aware of the fairtrade actions because it is a social initiative that pays extra so farmers can be assured of a fair return. Sainsbury's is famous for chocolate coffee, bananas which we sell over 650 million per year, plus and an extensive reach on our products aisles (Sainsburys, 2020).

Technological

Technological improvements in analytics, such as large Data and artificial intelligence and automation is supporting organisations worldwide to discover more about their processes.

In the case of Sainsbury's, improvements in analytics force are used to develop particular models that define how much of a returned product is expected to sell (limiting waste) and at what rate (increasing profits). The construction and implementation of these systems are assured to increase the profitability of Sainsbury's.

Sainsbury's gives online shopping choices. More so than ever during the Covid - 19 crisis, customers want to buy their food from the convenience of home, but many clients still prefer the old fashion way of a supermarket visit. We are analysing our journeys during this transition, and it will be intriguing to see what the "new normal" brings with the upcoming

technologies. We already use self-checkout tills, and customers seem to have adapted and prefer it because it can be faster than queuing.

Economical

The economic affair for Sainsbury's is that of increasing wages expectations. Sainsbury's employs many employees to accomplish all sorts of tasks from shelves stocking to checkout services, and if we are expected to increase salaries, this case scenario could see the rise of prices and decrease sales.

Sainsbury's is up to facing tough competition. The United Kingdom has many successful supermarket leaders, including Morrisons, Tesco, Waitrose, Asda, and many more. Also, there are independent competitors, such as bakeries and butchers.

Competitions show no indications of falling, and during the pandemic, we are forced to keep innovating.

Environmental

All Supermarket strings are liable for a high carbon footprint, and this could be because of transporting products around the country or keeping the shops and warehouses lit up most of the time.

Sainsbury's creates a reasonable share of carbon dioxide. During the Covid - 19 demand is more significant for products to reduce damage in the ecosystem because of our operations and we continue working hard also reducing water use and our waste (Sainsbury's, 2020).

Moreover, plastic waste is an enormous problem, although Sainsbury's packaging is sustainably made by potatoes as mentioned before in this report.

Political

In 2016 the UK voted to leave the European Union, which is when the Brexit took place. With this result, Sainsbury's could face a severe consequence because the European Union could decide to make it hard for all supermarkets to afford products at a fair price for the imported goods. However, we must keep inflation in mind.

Legal

At Sainsbury's, we are staying in our legal parameters, going an extra mile to meet the health and safety guidelines and infection control during the pandemic, whilst doing all we can without raising the prices.

We keep a logbook for control of fire exit and following all the legal and necessary regulations, including manual handling (Marked by Teachers , 2020).

Ethical

Sainsbury's has always performed an essential position in societies. It has succeeded because it kept true to their values and remained true to our values, whilst accommodating to the changing conditions and seeing ahead to outfit for coming inclinations (Coupe, 2019).

Nowadays, Sainsbury's is a Matrix organisation of Supermarket chain that developed many years of service and experience, and it became the second-largest groceries, logistics and merchandise retailer back April 2019.

We have a corporation duty, and the aim is to deliver our ethos "Live well for less", since our shop was established in 1869.

As we grew, we understood that it is imperative to give a great place to work where it is safe and gives everyone equal opportunities, including career development and ethical sustainability (PLC, 2020).

Conclusion

In conclusion to this report, I critically analyse that internal and external factors influence the organisation quality system control for the customers as a whole and during Covid - 19 crises because it is essential to understand how it affects Customer Experience and Customer Engagement processes.

It was vital to access the scanning tools such as SWOT analysis to understand the internal factors to know where I stand as a business and the STEEPLE Analysis tool to scan the External factors and understand how it can impact Sainsbury's, employees and the customers.

After understanding those factors, I was able to forecast a strategy on how to deal, gain and retain customers throughout this journey, whilst avoiding unnecessary problems or being prepared to tackle them.

Moreover, it was vital to understand Sainsbury's company background and the segment in which it performs. With that information, I was able to gather knowledge about the demand for the products and services.

Learning the theories, helped me understand the effectiveness of achieving and developing a good relationship with customers during the Covid - 19 pandemic and turning weaknesses into opportunities.

Together with email marketing, Sainsbury's social media platforms and website facilitated the communication between customers and Sainsbury's to develop a more robust and faster relationship.

Having impeccable customer services in times where we must be precise and be there for the customer's expectations whilst following the government guidelines, health and safety measures and doing all we can to go an extra mile and avoid slip-ups during the pandemics.

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