

SPEAKER NOTES
FOR THE PRESENTATION OF
JOHN LEWIS' PROBLEM
SOLVING

SLIDE 1:

Hello everyone, I am Magdalena Grabowska and today I will be proposing a solution for the problem faced by John Lewis.

SLIDE 2

The presentation will go as follow:

I'll start off by talking about the problem of John Lewis, its causes, the solutions I saw fit, the decision I chose and took and how I was able to decide, and finally an overview of everything I said

SLIDE 3

So first of all, let me talk to you about the problem.

Slide 4

After carefully analyzing the John Lewis case, I found that the main problem is that the customers' needs are not fully fulfilled especially during a crisis such as the covid pandemic. Which is what started all of this in the first place.

Slide 5:

the impacts of this problem were huge:

“John Lewis has said it will temporarily close all 50 of its stores on Monday” was the headline of an article in iTV in March 2020.

Dame Sharon White, chairman of the partnership, also told Sky News the business had been hit by an "economic earthquake". The problem also had an impact on 1300 jobs and on the profits of the brand.

SLIDE 6:

I took it upon myself to find a solution for this and for that, I have to tell you a little about the Swot analysis I conducted: I found that these are the most important strengths: it's an old firm with good reputation so it's trust worthy. Weaknesses: operating in the UK only. Opportunities: flagships stores and threats: competitors.

SLIDE 7:

I also conducted a pestle analysis these are the factors that most impact the company. We have Political, Economic, Societal, technological, law and environmental factors.

Slide 8:

Which gets me to my next point.; the causes of the problem;

Slide 9:

poor crisis and risk management / covid pandemic / high prices / operating in the UK only / lack of creativity and innovation

Slide 10

From these causes I was able to find solutions

Slide 11

The first one being: making risk and crisis plans which refers to the identification of a threat in order to mount a quick and effective response to it.

The second one is: improve the website making it more friendly for more reach.

The third one is: open stores in other country to make more clients
And the last one is: lower the prices to meet everyone's budgets.

Slide 12

In order to pick the right solution and make my decision

Slide 13

I worked with this matrix: the criteria I chose are the cost, the time, feasibility, profitability, risk level and I found that the most convenient and the best solution is the first one which is: make a risk and crisis management teams and plans

Slide 14:

In order to monitor my decision, I had to ask myself all these questions in order to measure the performance of adaptation efforts in terms of relevance, effectiveness, efficiency, results and sustainability of the results

Slide 15 16

After answering my questions, I gathered all the answers in this board where you can see the necessary resources, key indicators, targets and my communicators.

Thank you for your attention! This is a list of the references I worked with.