LCBB5004 (Managing People) Assessment A 1

Individual Presentation

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INDIVIDUAL PRESENTATION

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Company Overview

- LIDL was founded on 1973 and the headquarter is in Germany.
- LIDL is a retailing industry and they 11,200 stores around the world.
- Their revenue is €57.000 Million
- Their total assets is € 36.706 billion
- The number of employees are 3,15,000
- The mission of the company is to utilize their employees.
- The vison is to provide the customers best products.
- Their core value is to make employees more efficient and open up perspectives (Owusu and Goh, 2020)



LIDL is a retailing industry and they were founded in 1973. The company is special for its unique manufacturing and supply chain procedure. Their main mission is to enable their employees to take the lead and make a change. Their main vision is to make quality products and serve their customers with the best commodities. The company is a private limited company and its total assets are € 36.706 billion.

Human resource Management

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Human Resource Management is a process of organizing people in a structured way so that a company can attain their organizational goals. The main of it is to enhance the productivity of the employees (Sharma, 2021).



Human Resource Management is a broad subject to discuss. It is mainly focused on managing the people but the main goal of HM is way greater. HRM tries to enable the employees to give their best by providing them best incentives.

HR Function Growth Cycle

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- **HR as a HR as a business function**: HR at a business is responsible for handling personnel data, payroll, time and attendance, and establishing company policy, at the very least.
- **business partner**: As a business partner HR tries to help the organisation to achieve its goals.
- **HR as a strategic business partner**: HR leverages a number of automation solutions as a strategic partner for Learning Management, Performance Management, Compensation Management, and Recruitment (Chudzińska, 2018).



HR is becoming evolved day by day and the more it gets matured the more it focuses on the development of the employees. Earlier the main aim of HR was to accumulate the information of employees, payroll management, etc but with the pace of time HR is changing so does the key activities of HR. HR is now not just the strategy of business it's now

a partner of the business. It is now focusing on performance management, recruitment, training of the employees, etc. HR is also the strategic business partner of Lidl as it helps them to achieve their basic business goals with the productivity and strategic development of employees.

HR Functions in LIDL

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- **Compensation and Benefits**: In LIDL all the employees get compensation and benefit package based on their roles.
- **Recruiting and Staffing**: LIDL tries to recruit the best candidate for their organization.
- **Safety and Compliance**: LIDL follows different HR rules and regulations so that they can ensure the safety of the employees.
- **Training and Development**: Lidl gives training to their employees for their development.
- **Talent Management:** LIDL mange the performance of the employees with proper feedback and evaluation.



HR Functions:

Compensation and Benefits: The benefits packages of the employees are assigned based on their roles and responsibilities. Lidl provides interesting and appealing rewards to the customers.

Recruiting and Staffing: The recruitment and staffing of the employees are very important for Lidl so that they can establish a good customer reputation. They follow strategies so that they can recruit the best employees.

Safety and Compliance: The safety of the employees comes first for Lidlc and they follow the safety policies properly. They take care to not make the organisation hazardous for the employees.

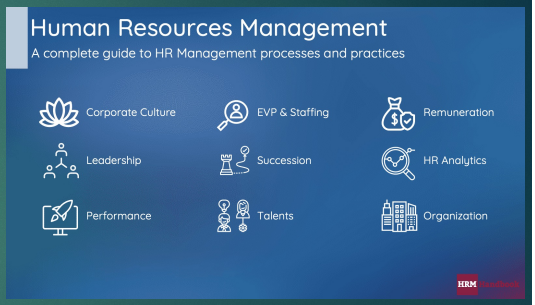
Training and Development: To develop the skills of the employees and to make them productive Lidl provides training programs to their employees.

Talent Management: To make the employees motivated they give proper rewards to the employees. They focus on job satisfaction, engagement, company culture, and workplace planning for the employees to be satisfied.

The key resourcing activities of Lidl

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- Workforce Planning
- Staffing and Recruitment.
- HRM Planning.
- Motivation to the employees.
- Encouraging employees in participation



The key resource activities of HRM all involve attracting new talent to the organisation and providing them with the best organisational environment. The HRM tries to develop the employees and make them motivated to achieve the company's goals (Bobicheva and Revva, 2015).

Recruitment process of LIDL

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LIDL Graduate Schemes

- Retail Graduate Management Program.
- Head office Graduate Management Program.
- Buying Graduate Management program.
- Retail Placement Program.

Recruitment Process:

- Online Application
- Online Assessment
- Video Interview
- Assessment Center
- Work Trial

For attracting fresh graduates LIDL has some graduate programs for the employees. The fresh graduate can join the company and can learn from the seniors and based on their performance they get selected for different permanent roles. LIDL always focuses on getting the best employees for this they plan a very strategic recruitment process with 4 steps. The candidates have to give assessments and they have to give to interviews so that the HR can select the best of them (Al Amin and Greenwood, 2018).

Training and Development Process of LIDL

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- They provide training plan to the employees
- By annual reviews and appraisal the employees can make their own development plan.
- For developing the skills of employees they have videos, podcasts and learning sessions
- They have global mobility group so that the employees can visit the overseas branches of LIDL (Selmer, 2016).



For training and development of the employees, LIDL makes the employees make their development plan by proper reviews and appraisal from line managers. Also by visiting the warehouse, production house the company tries to make the new employees learn more

about the company. They have different learning sessions, videos, and podcasts so that employees can learn. They have a global mobility team to make employees known to all of their branches.

HR Key Roles to LIDL

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- HR is also in charge of the organization's leadership and culture, as well as ensuring compliance with labour and employment regulations.
- HR forecasts the demand and makes demand planning
- The HR team of Lidl tries to attract the young faces and train them to take the leadership.
- They motivate the employees to show their creativity.



The key role of HR is to follow proper rules and regulations to ensure the safety of the employees. The HR team observes the organisational mission and vision and makes proper forecasting in future what new talent they should have and how they can train their employees up.

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The objectives of LIDL

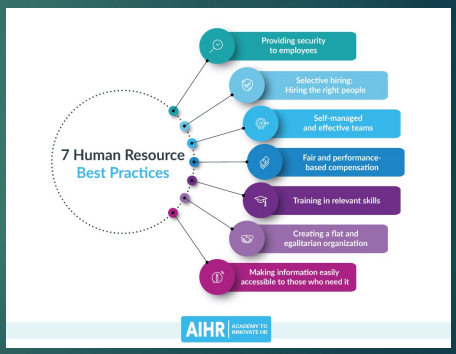
- The objective of LIDL to empower their employees for better performance (Skipworth, 2018).
- They try to develop leadership among the employees.
- With proper training and development they try to make their employees more productive.
- With proper compensation and benefits they try to make their employees satisfied.
- With proper performance management they try to develop the performance of the employees.

The mission of LIDL is to find new leaders in their organization so that they can be better than previous ones and can achieve their goals easily.

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The functions of HRM to develop the mission of Lidl

- Training and Development
- Workforce Planning
- Staffing and recruitment.
- Performance Appraisal.
- Motivation and encouragement.
- Rewards and promotion.
- Demand Planning



LIDL tries to follow proper training and development for the employees to improve their skills. Also, they follow proper staffing and recruitment so that they can get new talents. They do give feedback to the employees and give them both intrinsic and extrinsic motivations.

Internal influences on HRM objectives

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- Corporate strategies
- Operational Strategies
- Marketing Strategies
- Financial Strategies



Corporate strategies: The mission of LIDL has made a positive impact on the objective of HR.
Operational Strategies: LIDL always tries to train their employees up for new and innovative roles.
Marketing Strategies: While coming to the issues of launching new products they try to motivate their employees.
Financial Strategies: They try to make their activities efficient by training the employees

External influences on HRM objectives

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- Market Changes
- Economic Changes
- Technological Changes



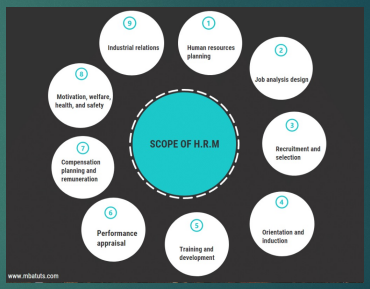
Marketing Changes: To increase competitiveness, a loss of market share to a rival may need a change in divisional management or job reductions.

Economic Change: Because of the unemployment rate the company has to increase or reduce their recruitment.
Technological: Because of the change in technologies the changes in communication with employees can occur.

External influences on HRM objectives

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- Social Changes
- Political Changes
- Legal Changes



Social Changes: Because of the single-family pressure the employees sometimes need flexible working hours.
Political and Legal Changes: Because of the changes in work rules and regulations and orders from the government, the payroll can be changed.

Personal Reflection

- From this presentation I have learned more about HRM program.
- I knew more about LIDL PLC.
- The HR program of Lidl have been known by me more.
- I have know how HR can help the organization to achieve their goals.
- The importance of HR was understood.
- The role and functions of HR has become clear to me also.
- I could present the key points in a better way.
- Buy I should have been careful about analyzing and critical analysis.

Conclusion

The objectives of the company depends on the HR functions and the resourcing activates. The organizations try to attract the customers with their employee branding process to get more talented face. Also they focus on different HR functions so that they can manage the employees properly and make them more productive to achieve the mission of the company.

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