

In this report I will be discussing and giving you an insight to my chosen topic of industry which is ASDA superstore. I will apply critical thinking and evaluate in the context of belief, and value systems, and management theory. I will apply and demonstrate an appropriate level of critical thinking interims of improving quality products and improve customer engagement and services, conduct an evaluation of the agreed scenario.

ASDA is a group of company's operating as one of the largest food retails in the UK, the company's store sells a wide range of products including food, and household items, along with books, music, and videos etc. They were once known as a dairy conglomerate and was takeover by Walmart stores Inc in 1999. Asda has around 259 stores in its catalogue, each with the average of 42000 square feet, with some as large as 100,000 square feet.

Tesco has 31% of the UK grocery market while ASDA's shares is 16.4%.

ASDA store Ltd, was established as a supermarket committed to offering customers everyday discount prices. They have stayed true to their heritage and have never lost sight of their gold.

ASDA has more than 145.000 committed colleague serving more than 18 million customers who use their store. their assets have a range of format which includes a large superstore and supercentres as well as smaller convenient size supermarkets also they have their committed ASDA Living stores across the UK.

Supermarkets

Supermarkets are the smallest outlets stores and are distributed across the UK, from Newquay to the most northerly store in Taine, which is located in Scotland. The smallest store is in Mean woods, Leeds which is 3000 square feet. Their supermarket procedure focuses on food and convenience and offers essential non-food items. you can click and collect from all Asda supermarkets.

Asda Living Store

ASDA Living stores are committed to George and non-food products offering a range of George home products fashions and general merchandise to their customers.

Ethical Values

ASDA has a business which has recognise the importance of ethics in their values and protecting the environment and complying with green issues and always try to aim to do the right thing.

To meet their Commitments, they hire a team of esthetical specialists, both at the UK headquarters and also at the grounds in the country where their clothes are being produced to monitor and ensure safety standards are being kept. To ensure this continues and that they progress towards their goals they also include monitoring results of independent audits

www.theguardian.com

(HRM) Human resource Management at Asda

Human Resource Management activities are design to increase the productivity of a company's workforce, in achieving the company's gold. Human Resources consists of many activities which are as follows.

- Health and safety, and wellness, etc.
- Development and evolution.
- Training and Development skills.
- Performance evolution and compensation.
- Employment recruitment, Motivation, selection, and orientation.
- (EEO) Equal employment opportunity.

Recruitment & Selection:

ASDA always looks for the potential employee with new ideas, solid experience, and fresh prospective. Application may be completed online or by visiting ASDA.s store and getting an application form. ASDA is determined for future and present manpower requirement to coincide with planning, and job analysis.

The success of any business relies on having the right amount of staff with the right ability, and skills. Recruitment involves the utilization of the companies practice influencing the numbers and type of individuals who are willing to apply for the vacancy. (Ryners,1991; Rayners & Cable,2003).

Asda's aim is to keep it as simple as posable, but they are a big company and want to make sure that their adds are seen by the right individuals. So, they use a three-step process for their recruitment guide, which are as follows.

- Step one Asda has a particular job advert on the website with a score submitted application.
- Step two the application process online is a personality test, which includes some verbal and numeral as well as an application form.
- Step three Asda's employer may ask applicants to attend an interview.

www.ukessay.com/essay/commerce/a-brief-introduction-of-asda.php

Management Theories

What does a manager do? What should you do? Simple but surprisingly hard question to answer, to choose a job you'll exceed in and enjoy you'll need to know what you are letting yourself in for, unfortunately it is not clear to most people what being a manager really means, the answer may seem to lie in the list of things managers do. However, such a list is of little value. You are unique and every managers role is unique. The answer lies in recognising how you can gain and maintain a full understanding of your management role.

Objectives of Management

- To develop a clear understanding of the specific role you need to perform to be successful.
- To find a way to create, discover, and explore the role that is right for you.
- To have realistic expectations of new management roles.

Common issues in achieving these objective

Managers changes jobs, and roles regularly. Even experience managers can struggle with a new role.

Promotion to managers are typically dependant on their past performance, yet managers role entails different activities, and requires different skills from your previous role.

New manager does not have a Clair idea of what it meant to be a manager, or what it entails and are often surprise and stressed, at the beginning of the job. Usually this a temporary state, but for some managers this leads to delusion and disappointment.

The Management guides

Back in the day it was simple. The manager was the boss, and often the business owner. And what he said goes, he had power. He would rule the same small grouped of people continuously till retirement or death, if anyone had higher education it was the boss, and this was rear. And training in running a business and been a manager was non-existence.

And if you ask anyone what the boss did, they would they would tell you along the lines of the above answer,

That was the image, and we can find many faults with this picture, but at lease it was clear about who did what. Some people who have never worked in a business still think it is like that, on the contrary real life has evolved away from this image, modern managers bear little resemblance to this image.

What is it like now? The manager is almost certainly not owner of the business and if he is it would most probably be a small company. The workers wouldn't just do what the manager says. The manager has limed power and must develop influence to get things done.

The workers are significantly more experience in understand their role as a professional more than the manager does. Although there's exception to the rules the managers holding or contract in a role is at best a few years, sometimes less the manager may have a degree, or even a business degree, but then so might all the other workers, and we don't call them workers any more.

If you ask a range of people what a manager does, you will get a range of diverse answers, the term manager refers to a wide and varied range of roles. This is made more complicated by the use of the word Manager to both define a job title, and a role.

The word manager can be linked to a job title as a honorary label without any managerial responsibilities, but some possibly of modest level of seniority.

(Richard Newton) (2011) the management book

Management, along with leadership is one of the most studied topics of an organization, there is a wealth of literature covering the subject, and there are many views as to what makes a good manager and their rolls and how effective teams are developed and managed. Many hold the view that management is learnt best through doing.

Managers get things done through people; weather they are concern with making and selling of manufactured products or developing and selling services. Managers work in all areas of the business, and apart from providing services, manufacturing products for customers, they can also be involved in delivering services internally for other parts of the business. Ie finance function, and human Resources which often provide services for other parts of the business or company and sometimes often charge for these services, such as (HR) human resources, Finance, IT, and communications.

Marketing and operational managers all use people to develop, make and sell services and products.

Managers in various functions have to manage people in order to deliver and meet their work objectives. These people may work in a team or unit in which the people's manager is responsible, and they also may be others inside or outside the organisation i.e. contracts.

There are many views on what makes a good people's manager. Effective people management is vital to the success of any business, and the efficiency of the functioning of the business.

People manage relates to good Leadership, there is a debate around weather management is a profession, science, or art.

There are numerous views as to what constitute people management, it is difficult to define because there is no general agreed theory as to what people manager does.

Fundamentally people management is about directing and organizing human and other resources to achieve effective ProFormance in meeting an organizations objective. It is about ensuring that the employees are able to deliver the products and services of a company or organising within a given time scale.

It has been defined as the process of monitoring and controlling people through leadership. Inspiring and motivating people with in a team which could be large or small. And also, people management is also about ensuring that staff has the necessary skills, attitude, aptitude, experience and knowledge to Carrie out their allocated jobs.

People manager also has the responsibility to look after the health and wellbeing of the people that they are managing and to provide developmental support.

It is commonly accepted that people are the biggest asset of any firm, company, or organization, and that success is dependent on the quality of the employee,

People management is not an easy task, those in the position are expected to lead, inspire, motivate and encourage people who will more than likely be from different backgrounds, with diverse attitudes, abilities, and behaviour.

The people manager needs to know and understand individual members of the team in order to get the best out of them. He is also likely to be involved in recruiting, appraisal, discipline, and dismissal of staff.

The role of a people manager can vary considerably depending on the nature and size of the business, for example those working in a small business may need to be more flexible, and adaptable in their role due to the limited resources available, while those in larger firms will have more clearly defined roles and may be expected to work in a corporate structure and in line with bureaucratic processes as in the public sector.

(DR. Norma Barry} (2013) Successful people management

. Leadership plays a critical part in terms of management and knowledge in all levels of management in a company. The basic skills of a leader are for him to be capable of problem solving, decision-making, managing meetings, planning, communicating and to self-manage. It also requires human qualities for a current modern nowadays leader these people are capable of understanding and responding to customer needs.

Presently a good leader is not one who fears but one who steps up and takes charge in times of difficulty and Captains the ship in adverse conditions.

Introduction to Leadership

Increase your self-knowledge by clarifying your values and questioning your beliefs, assumptions etc. And use your increased knowledge to gain valuable insight into any potential implication for how you lead people. Discovering how to develop your skills in reflecting can help to increase your self-awareness and self-knowledge

DR..John Marrin. (2011) (Leadership for Dummies.

Leadership is not a position it is a mindset

And therefore, we need to be aware that even if we are not formal leaders in a company, with responsibilities, and authoritarian roles, we can still be a mindset leader, who takes responsibility and has authority in person.

(James Bannerman) Business Genius.

Effective Leadership

Effective leaders know that the position which they hold is not in itself leadership. They are aware that the position gives them the opportunity, the credibility, and the permission, to exercise leadership.

Craig E Aronoff & Otis W Baskin:(Effective Leadership in the Family Business)

The elements of good training course in leadership

Training courses vary widely in what they cover, and how they cover it, but any good course will cover all the following elements: Practice, theory, supervision, structured learning, accreditation, feedback, and learning community. And one of the advantages of a formal training is that they will require you to even try the elements you wouldn't naturally be drawn to.

Anne Scoular (2011) Business coaching.

Critical Thinking

Critical thinking is the ability to analyse information objectively and make a reasonable judgment. Critical thinking involves the evaluation of sources such as Data, research findings, facts, phenomenon, and observations.

Good critical thinking can draw a resalable conclusion from a set of information and successfully discriminate between useful and less useful information to solve problems and make a decision.

(Alison Doyle) www.thebalancecareers.com/criticalthinking

In the case of professional and academic work it's also about asking the way in which different material may or may not be important or useful. Much like in a police investigation, if we are trying to find out what is going on, we may need to consider several possibilities, and use a range of different possible sources, rather than relying on our Immedient feelings, or what is in front of us.

(Tom Chatfield) Critical thinking

Why does Employers Value Critical thinking skills?

Employers require candidates who can evaluate a situation using logical thought and come up with the best solution. Someone with critical thinking skills can be trusted to make decisions on their own and does not needs to be mollycoddled. It's no surprise that critical thinking skills are some of the most sought-after skill. In almost every workplace, and industry you can demonstrate critical thinking by using key words relating to this skill in your resume and cover letter, and during your interview. Part of critical thinking is the ability to carefully examine a situation regardless if it's a problem, a Text, or a set of Data.

People with analytical skills can examine information, and understand what it means

- Asking tough full questions
- Data analysis
- Information seeking
- Scepticism
- Recognising differences and similarities
- Judgment
- Interpretation
- Questioning evidence

Often you will need to share your conclusion with your employee or with a group of colleagues. So, you'll need to be able to communicate with others to share your ideas affectively.

- Asking important questions
- Assessments
- Collaboration

Critical thinking dose not argue that there is no room for traditional beliefs. Nor that it understands and can explain everything. But it does demand that we Setout to test what we think we know and the boundaries of what we do Know. In other words, oppose Dogmatism, the acceptance of certain principals as absolute.

(Sara Miller Muller) (1965)

Critical thinking in terms of personal experience

Critical thinking in terms of personal experience is that critical thinking is not just for the workplace, but it can be used in other areas of life, such as personal, it helps me with my time management, personal development, project planning, problem solving, structured learning, communication skills, and making sound decisions for the future.

Beliefs Attitude & Value Systems

To properly understand their belief, attitude and values system it is important to understand what each component of the theory represent and how they interact with each other. Beliefs are perceptions that sometimes exist or are true, as individuals we have many beliefs. In general beliefs classified into two categories central and preferential. Central beliefs are harder to change because they are central to the individual and become the core of their thinking and perception and how they perceive the world. Preferential Are less important and easier to change and are open to discussion and can be persuaded to change with an open mind.

(Milton Rokeach Theory)

Attitudes

Attitude are positive and negative feelings we have towards people, things or ideas. it is the way a person expresses their values and beliefs through behaviour or words, such as I get very upset when I hear of cruelty to animals and children. it is a favourable or unfavourable evaluative reaction to something or someone, expressing one's belief, feeling or intended behaviour.

GCA Critical of Asda

The supermarket giant ASDA has come under fire from the groceries code adjudicator(GCA) For practices and Tactics which were not respectful or fair dealing policies *In 2015 the supermarket which had developer cost reduction plan with consulting firm Bains has initially had to pay a small fortune the equivalent of the value of a quarter of annual sales in order to maintain their place at the Grocers.

As Discount Store Lidl and Aldi continue to expand their presence in the UK both companies have grown to account for 12% of the total market value of shares. meanwhile the British for big stores Morrison, ASDA, Sainsbury's and Tesco have been losing market shares constantly. still in the lead is Tesco's with 27.8% of the market shares despite their minor fall of 0.5% in 2017.

The major supermarkets are in a Scramble to maintain profit margins to compensate for falling sales due to Lidl and Aldi eating into their market shares. They have embarked on many cost-cutting initiatives, in 2017 Tesco announced redundancies of up to 1400 jobs, while Sainsburys explored new programmes and saving measures conducted by a Consulting firm (Mackenzie & Company) With the goal to save 500 million over the next 3 years.

ASDA who has implemented A project renewal plan conducted with the support of Consulting firm (Bains & Company) in 2015 has come under strong criticism for their own attempt to avoid prophet reduction. in a report published a year after the initial ruling. the UK supermarket watchdog (GCA) the Groceries Code Adjudicator, has condemn the action of ASDA, finding that they had demanded advance payment from suppliers before they could secure a space on the shelf, which in some cases was worth over a quarter of their annual sales value.

And it was reported that those who refused to make such payments were given as little as 4 weeks' notice that their products would be removed from their shelves. other charges which involve the regulator (IRE) was cost price reduction, which was demanded from suppliers with as little as 24 hours' notice, under the group's project renewal plan. following ASDAs compliance with the proceedings the GCA Decline to proceed further investigation to find the company which we paid a six-figure sum to suppliers following the breach of Fair-Trading practices.

www.theguardian.com/buisness/2015/mar/10/Asdareport

Asda shows the worst sales in 20 years as Tesco begins to recover

The big four has also come under attack from discounters Aldi and Lidl which can undercoat the bigger rivals buy stocking fewer higher quality range. they are also able to negotiate rock-bottom prices by buying entire crops from farmers while the biggest supermarkets buy smaller quantities from large number of suppliers so they can offer more choices

ASDA yet again has been affected more than others because it's biggest point of difference with price something that has been slaughtered in recent years with the low-cost operation.

ASDA has been too slow to respond to the competition at times when it's rival Tesco has managed to turn its business around.

Tom Barry retail analyst at global data, said ASDA has chosen to focus on price rather than a range and in-store experience. which has clearly been the wrong strategy

www.theguardian.com/business/2017

Accountability

The present chief executive of ASDA, Sean Clark said, "Our mission is to save customers money through low priced by always securing the lowest possible cost bill on a foundation of a strong, trusted partnership with our suppliers and absolutely in

line with Groceries suppliers code of practice (GSCOP)... The matinees in the GCA's case study occurred over a year ago, and since then we have significantly strengthened our (GSCOP) compliance program. we have engaged openly and transparently with the (GCA) to support her inquiries in-keeping with her collaborative approach."

ASDA George home shopping was launched in 1997 which was entirely food Focus. then changed in 2008 when non-foods were introduced to the network, and 8 years on 98% of the homes in the UK are served by www.asda.com and www.george.com

Click and collect groceries was launched in 2011 and has grown to more than 15 million orders per year. they now have 650 sites including 614 and 46 remote sites, and same day collection which account for 30% of all click and collect orders.

they also have a mobile App device available on Android and Apple that allows customers to enjoy a full shopping experience, in March 2014 they built shopping list feature which allows customers to do their shopping list at home helping them to budget and to remember items while shopping. the purpose of the app is designed to help people to budget by providing beforehand a total of how much this shopping will cost. it also adds a level of Convenience to create a shopping list as customers can use text, scan, barcode and voice recognition throughout the week.

On the Android app they have launched and integrated recipe experience, allowing customers to browse a list of recipes and intentionally add them to their online basket or shopping list in one

They have built in class analysis into the apps to allow them to better understand customer behaviour and usage while using the app, following them to make better changes in the future.

Logistics Services

ASDA logistics services has a group of activities for their business. Latest beautician operation includes 21 food depots, 39 operation nationwide, 2 ambient hub, 2 dot.com fulfilment and 9 ASAs.

They deliver to every shop across five store formats also delivering parcels door-to-door and to stores for Click and Collect.

They produce high quality of products in 2014, they delivered 1.8 billion cases, 31% more in 2006. with such large numbers to manage they have more than 12000 staff working across their distribution Farm.

Their business has grown and so has their transportation they have more than 4,000 heavy goods vehicles and 2,000 home delivery vehicles. Their drivers travel 130 million miles each year, making over 8000,000 deliveries to stores and over 20.000.00 deliveries to their customers

Conclusion

In this report I have included insight into the retail industry of Asda ,I have applied critical thinking, and evaluate in the context of beliefs, Attitude and value system, and

management theory, I have applied and demonstrate an appropriate level of critical thinking in terms of improving Quality products, and customer engaging. I have highlighted Human Resource Management Development and planning ProFormance of Asda, also it is explained the human resource management activity, model of human resource management efficiency of organizing objective ProFormance monitoring at Asda. In addition, I also address the importance of Health and safety, staffing ProFormance, training development, Compensation and benefits, employee labour relations, and human resource research.

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