

Digital skills and Research Method

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Content

- Background of organization - Alpesh
- The challenges before introduction of modern technology – Aminul
- Insight to the modern technology introduced – Esha
- The impact of technology introduced – Aminul
- Lessons learned that can be drawn from the case – Ashley



INTRODUCTION

Alpesh Machhi 2022470

**Introduction and Background of
Organization**

Lecturer: Alfred Mensah

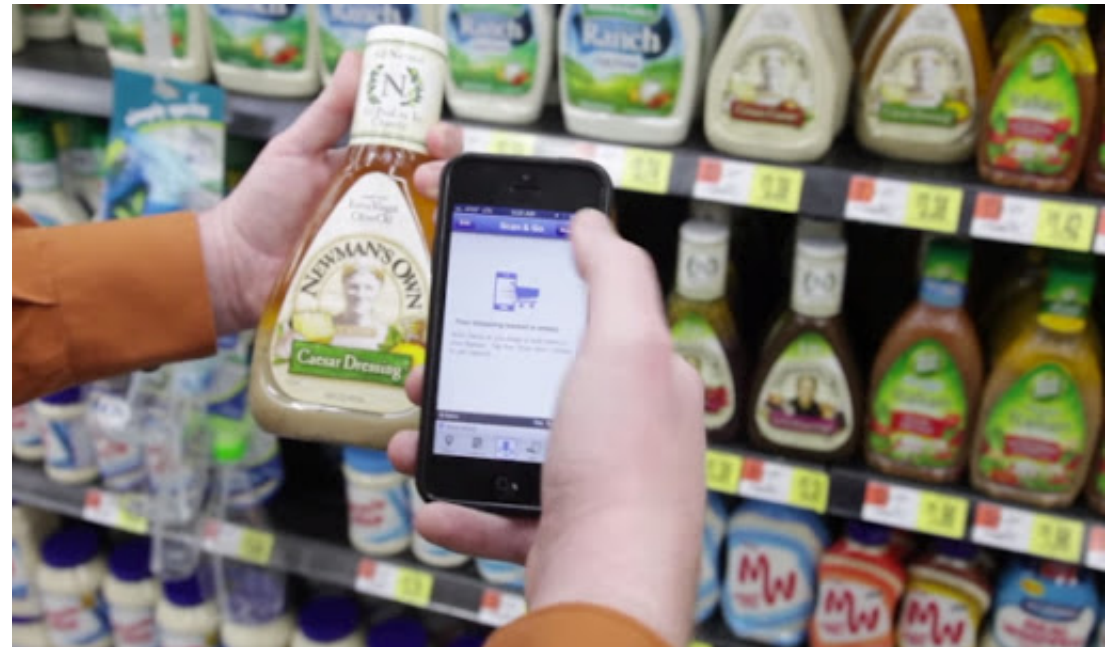
Introduction and Background of Sainsbury



- Sainsbury supermarket was founded in 1869 by two people John James Sainsbury and Drury Lane.
- Sainsbury is one of the most popular supermarket chains in the UK, also second largest.
- Sainsbury has 2400 stores, also online shopping option for consumers.
- The company earn a sales volume of 28.4 billion British pounds in 2019.

Background of Sainsbury

- Sainsbury's has introduced their own online website where consumers can buy range of goods, product and services
- Sainsbury's is multi branded and multi channelled business now this how they can help all their consumers to have easy excess to online shopping and in person store shopping.
- Using technology helps in offering a simple, fast and convenient shopping experience to the consumers.



Reference

- Sainsbury's, 2021. *About Sainsbury's* [Online] Available at: <https://en.wikipedia.org/wiki/Sainsbury's/> [Accessed 09 April 2021].
- Sainsbury's, 2020. *Groceries*. [Online] Available at: [_https://www.about.sainsburys.co.uk/great-products-and-services/groceries](https://www.about.sainsburys.co.uk/great-products-and-services/groceries) [Accessed 09 April 2021].
- Sainsbury's, 2021. About us [Online] Available at: <https://about.sainsburys.co.uk/about-us/our-purpose> [Accessed 09 April 2021].
- Statista, 2020. *Sainsbury's retail sales in the United Kingdom (UK) 2008-2020*. [Online] Available at: <https://www.statista.com/statistics/386342/sainsburys-retail-sales-united-kingdom-uk/> [Accessed 09 April 2021].
- Sainsbury's, 2021. *Online Shopping* [Online] Available at: https://en.wikipedia.org/wiki/Sainsbury%27s_Online

The Sainsbury's logo is displayed on an orange rectangular background. The word "Sainsbury's" is written in a white, serif font. A white, curved line, resembling a stylized smile or a swoosh, is positioned below the text, starting from the left side of the orange box and ending on the right side.

Sainsbury's

Technology in the workplace
Scan & Go

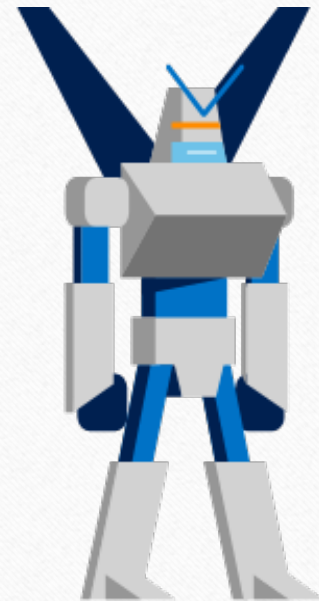


Bleep! Help I'm only Human

Challenges before the Introduction on Scan and Go

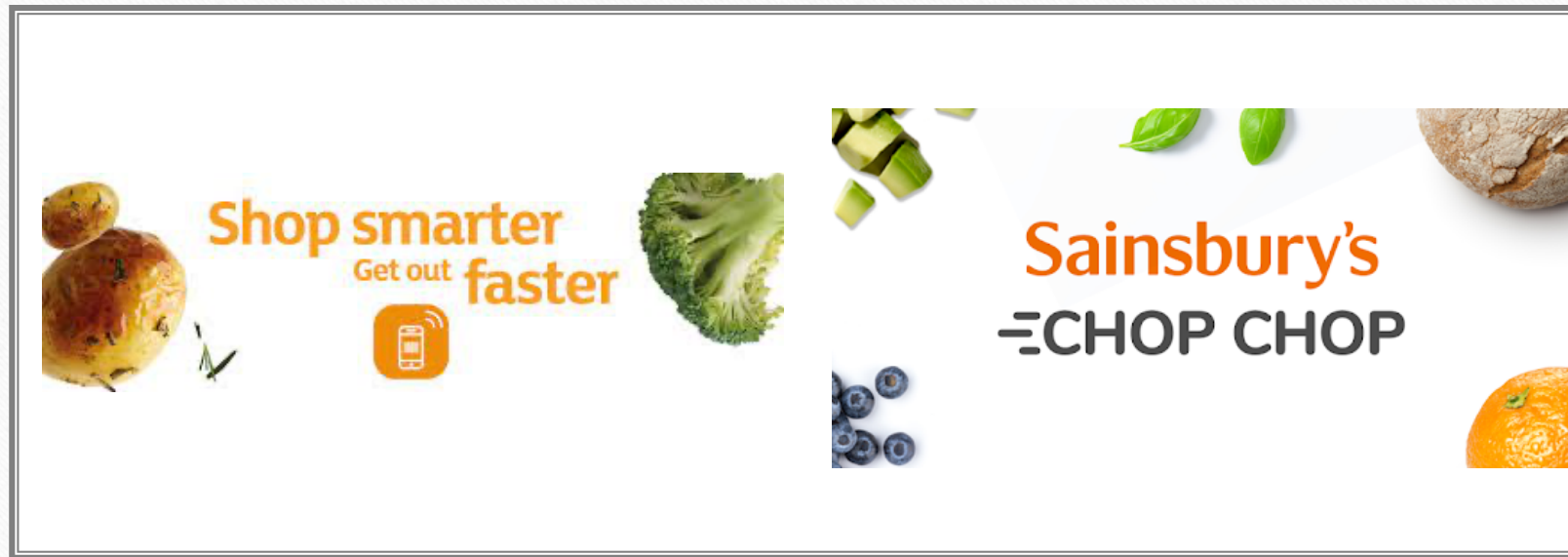
What Happens If I Press This Button ?

- Challenges and Impact to the Introduction of new technology Scan & Go



I want Human contact! The Impact of Technology Introduced

- <https://about.sainsburys.co.uk/news/latest-news/2018/new-till-free-shopping>



Insights of modern technology introduced

Chop Chop

- **What is chop chop?**

Chop Chop is a mobile platform owned by **Sainsbury's** Supermarkets Ltd which may be accessed via the **Chop Chop** App. The App puts you in touch with grocery personal shoppers making it easy to buy **Sainsbury's** groceries for delivery within a 1 hour time-slot.



Smart shop

- **What is smart shop?**

Smartshop is a new in-store **shopping** app trial that lets you scan as you go! This means you'll be able to skip the checkout queues and be on your way in no time. There are two ways to get started:
... **Smartshop** in-store handset – Tap on a handset to release it and scan your Nectar card to start a **shop**



Reference

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- https://www.google.com/search?q=search&rlz=1C5CHFA_enGB938GB938&oq=search&aqs=chrome..69i57j69i60l3&sourceid=chrome&ie=UTF-8
 - https://www.google.com/search?q=what+is+smart+shop&source=lmns&bih=798&biw=898&rlz=1C5CHFA_enGB938GB938&safe=strict&hl=en&sa=X&ved=2ahUKEwiTgqLEyZLwAhUMYBoKHbv3D7oQ_AUoAHoECAEQAA



**Lesson learned
that can be drawn
from the case**

Traditional VS Modern Technology

<u>Traditional</u>	<u>Modern</u>
Paper vouchers	Smart shop – super quick for customers scan , pay & go.
Manned checkouts	Self service checkouts
Calculator	Nectar cards – collect points and rewards



Why modern technology is important?

Sainsbury's supermarkets, convenience and Argos stores have invested over the years to be the new digital future;

- Technology plays an important part in our everyday lives, everywhere you go or whatever you do will include technology some how so Sainsbury's has used this to their advantage to gain more profit & sales.
- As Technology advances this gives businesses such as Sainsburys the power to spread and multiply across countries
- Sainsburys first came out with nectar cards in 2018 and has over 18.5 million registered users, Sainsbury's nectar card collects data on what customers are buying in store this will enable Sainsbury's to know what exactly customers want and get rewarded.

Sainsbury's without modern technology

- Sainsburys without modern technology would mean that they wouldn't be as successful as they are now
- Increasing Sainsbury's digital skills & capability in recent years they have generated £4.7 billion sales online , this means that without modern technology Sainsbury's could lose a lot of sales and eventually go bankrupt as most of their sales are online.
- Lack of technology would not allow Sainsburys to keep up with their competitors also the technological infrastructure affects the culture, efficiency and relationships of the business.

Reference

- [Sainsbury's Technology - Bing Images](#) – (Accessed:21/04/20201)
- [Https://Www.About.Sainsburys.Co.Uk/~ /Media/Files/S/Sainsburys/Docuements/Reports-and-presentations/2019/Ar-docs/Sainsburys-ar2019-priority4.Pdf-](#) (Accessed:21/04/20201)
- [Https://Digitaledenz.Com/Why-technology-is-important-in-our-daily-life/-](#) (Accessed:20/04/20201)
- [Https://Www.Oksbdc.Org/Why-is-technology-important-in-business/-](#) (Accessed:20/04/20201)

Sainsbury's
live well for less

Thank you for listening...
