

University of Wales Trinity Saint David
Developing Workplace Critical Thinking
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300-500 words Report

In every organisation we can find some problem that influences the business trend, but the most important thing for a company that wants to achieve its goals is the reaction to the problem, which must be ready and decisive, so as to restart the business as soon as possible; thus giving the impression from the outside of having a strong cohesion within the company. (Lumsdaine E. et Lumsdaine M. 1994)

In this report I will analyse one of the most serious problems encountered within a world-renowned retail company such as "Primark".

The problem appeared when all the venues around the world of "Primark" had to remain closed for almost a year, nothing strange given that all the competitors of the company had to respect the same rules, except that "Primark" was not equipped with a website where its customers could shop and this caused the organisation a total block of profits and a huge loss of customers, in favour of competitors.

Primark found itself unprepared for such a situation, even though it was unimaginable before the pandemic broke out; but the problem of not having a website should have been fixed for some time, in fact a company of global standing should have a way to help their customers choose their purchases from home as their competitors do. (Simpson E. 2021)

Furthermore, in addition to not having any kind of profit for over a year, "Primark" had to use a preservative policy to protect its business, closing some venues, causing unimaginable job losses. (2020)

Here, too, unlike other businesses, "Primark" stood by and did not try any moves of any kind to recover.

In conclusion, after having thoroughly analysed the problem and found its source, I will look for my theories to follow to solve it that the company could implement, but above all so as not to be found unprepared in the future; but first we must understand if the problem was generated by the system of values and beliefs on which the company is based and therefore certainly should be reviewed for the good of the company. (Victor D. 2017)

Reference

Lumsdaine Edward, Lumsdaine Monika 1994 Creative problem solving IEEE Potentials Cap. 13 Pag. 4-9

Simpson Emma 14 January 2021 Primark refuses to go online despite £1bn lockdown loss BBC News [Primark refuses to go online despite £1bn lockdown loss - BBC News](#) 15 June 2021

Primark UK stores closing until further notice 22 March 2020 BBC NEWS Primark UK stores closing 'until further notice' - BBC News [Primark UK stores closing 'until further notice' - BBC News](#) 20 June 2021

Victor Daniel 6 July 2017 When the Boss Wants you to Do Something Unethical The New York Times