

Digital Skills and Research Method (BMSW 4003)

***University of Wales trinity Saint David
(London Campus)***

***Group Presentation
By***

***Name: Nosa Erhahon Omokaro (2018241)
Marcelo Santo Neves (2019781)
Paulo Jorge Conduto Da Silva (2019134)
Manuel Sanuo (2022685)***

Lecturer Name: Mr. Anupam Mazumdar

Background of The Organization

History of Argos:

1918:

- The company was founded on 6 of December 1918 by Richard Francis Tompkins
- He had the idea that people could purchase goods from his "Green Shield Gift House" with cash rather than savings stamps

1973

- The first Argos stores open, on the A28 Sturry Road, Canterbury introducing the concept of catalogue retail in the UK.
- The company trades both through physical shops and online shops

1980

- By 1980, the chain has 91 stores and a turnover of £112million. It likewise moves into adornments interestingly with Elizabeth Duke.
- Within two years Argos strikes gold becoming the UK's fourth biggest jewellery retailer.

1992

- Argos break down their sales records with revenues topping £1 billion.

1995

- Argos launch their first website the same year than other big companies

2015

- Argos is a catalogue retailer operating in the United Kingdom and Ireland, acquired by Sainsbury's supermarket chain in 2015.
- Argos becomes the first UK retailer reaching £1 billion sales from mobiles devices.

Aim and Objectives of Argos:

- Invest in the customers
- Convenience and Great Service
- Choice quality
- Low prices
- Quality products
- Always provide the best for the customers

Vision and Mission of Argos:

- Argos' mission is to be the most trusted retailer where people who love to work and buy. They will do this by putting all clients at the core of all that they do and putting resources into the stores, their partners and their channels to offer the most ideal shopping experience to the customers

The Challenge(s) Before the Introduction of Modern Technology

Argos had some challenges before introducing modern technology, for example:

- The communication was difficult
- It was difficult to reach all the customers
- Delivering the products to the customers could take more time than usual
- The customer's mindset was not the same as today

Insights to the Modern Technology Introduced in Argos

Introduction

- Implementation of technology in business is necessary for gaining competitive advantages
- Argos is a UK based retailer; it competes against Tesco, WM Morrison, etc.
- This presentation has provided insights regarding the modern technology introduced in the Argos.



Overview of Argos

- UK-based catalogue retailer
- Established in 1972, operating in UK and Ireland
- Recently acquired by Sainsbury's
- 420 stores will be closed by 2024 leaving 100 open
- 150 outlets have closed in this pandemic; will not open in future
- Revenue: 1802 Million USD in 2018; 1970 Million USD in 2019

Modern technology in Argos

- Argos launched new mobile app in 2014
- First swipe-to-like shopping web app
- Argos uses Google map for informing the customers about availability of stock
- Two-third revenue of Argos is collected from online
- 50 stores-in-stores have opened; 200 more will open in next 3 years
- Online shopping with fast home delivery service
- Permanent digital specialists and digital experts' recruitment at Argos
- 150 more roles; tech team expansion by 25%
- 2012- single digit digital engagement
- Huge transformation by leaders till now based on technology and e-commerce
- 60% shopping, 80% transaction via mobiles and tablets
- Same-day collection at 800 Argos stores
- Same-day delivery at 95% homes in the UK
- Future: Voice search feature
- Robotics, data analysis- packaging, marketing
- It has launched AI-powered visual search as well
- Argos further uses cloud technology for security
- SaaS scans cloud for exposing real time security issues
- Cloud technology introduced in 2018 in Argos
- Modern technology in Argos has been introduced after it has been acquired by Sainsbury's

Impacts of modern technology

Advantages:

- Argos uses ICT to monitor stock levels, to recognise market developments earlier, to avoid stock shortage situations and to eliminate product theft.
- In store catalogue/tablets.
- Potential for rapid growth - selling on the internet means traditional constraints to retail growth.
- Quick Pay' and 'Text'
- Television, social media and radio advert
- Argos app

Disadvantages:

- Website costs - building, hosting, securing, and maintaining a professional e-commerce website isn't inexpensive, particularly if you expect high and rising sales volumes.
- Security and fraud- If you don't invest in the latest security technologies to secure your website and transaction processes, your company's credibility may be destroyed
- Costs of advertising - while online marketing can be a very effective way of attracting the right consumers to your goods, it does require a large budget. This is particularly true if you're competing in a competitive market or for highly searched keywords
- Customer complaint- easy and simple
- Customer trust- it's hard to trust an online company

Conclusion

- The concerned presentation has provided
- A brief overview of the Argos company
- Features of modern technology introduced within it.

Lessons That can be drawn from the case study

Argos being a catalog store wouldn't have done better if not for the modern technologies introduced

- Argos being a catalogue store wouldn't have done better in marketing if not for the modern technologies introduced
- The introduction of Modern catalogue into the stores makes it easier for customers to shop at its convenient
- The clouding system in Argos enable Argos to store, monitor and control its catalogs online
- With the new click and collect system introduced in Argos stores, customers find it more efficient to shop from home while they can easily pick such items from the store.
- Argos being one of the biggest UK largest catalogue store, customers find it more efficient to always shop.
- The quality of items purchase from Argo's store are of best quality
- Modern technology has assisted Argos to gain more customers.
- Modern technologies introduced to Argos helps the company in gaining more profits.
- It Modern technologies such as websites have given Argos more Recognition worldwide

References

- Calnan, M., (2018). Argos to expand digital and tech team by 25%. [online] The Grocer. Available at: <<https://www.thegrocer.co.uk/hiring-and-firing/argos-to-expand-digital-and-tech-team-by-25/566345.article#:~:text=Argos%20develops%20its%20own%20technology,new%20projects%20and%20future%20innovations.>> [Accessed 7 April 2021].
- Newing, A., Hood, N. and Sterland, I., (2020). Planning support systems for retail location planning. In Handbook of Planning Support Science. Edward Elgar Publishing.
- Wada, K., (2017), December. New robot technology challenge for convenience store. In 2017 IEEE/SICE International Symposium on System Integration (SII) (pp. 1086-1091). IEEE.
- Williams, H., (2018). Retail Technology Driving Change: Q&A with Sainsbury's-Argos - Fast Growth Brands. [online] Fast Growth Brands. Available at: <<https://www.fastgrowthbrands.com/2018/04/retail-technology-driving-change-qa-with-sainsburys-argos/>> [Accessed 7 April 2021].
- <https://argos.careers/our-journey/>