

LCBB4009 Understanding Organisational Structure and Culture

Component 1: Individual presentation

Title: Explanation of the three ways of designing structure of Morrisons

Student's ID: 2516174

Student's Name: Rares Constantinescu

Slide 1: Title slide



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

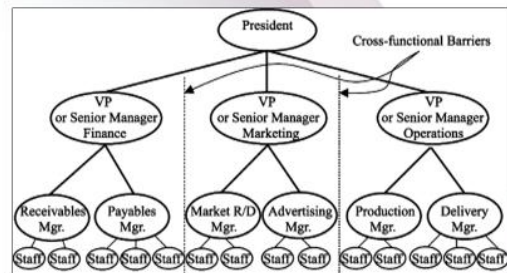
LCBB4009 Understanding Organisational Structure and Culture
Component 1: Individual presentation
Title: Explanation of the three ways of designing structure of Morrisons

Student's ID: 2516174
Student's Name: Rares Constantinescu

Slide 2: Introduction

Introduction

- The presentation aims to explain three ways of designing the structure of an organisation
- The concept of organisational structure, chart, and its effectiveness has also been discussed here
- Morrisons, a UK-based retail firm, has been selected here.



(Source: Ramezan, 2025)

Speaker notes:

I am going to highlight three ways of designing the structure of a selected UK-based retail organisation, including the organisational chart for each of them. Morrisons, the selected UK-based retail brand, operates more than 497 supermarkets in the country (Morrisons PLC, 2026). The presentation even highlights the in-depth concept of organisational structure and chart while explaining its effectiveness for an organisation.

Slide 3: Concept of organisational structure, chart and its importance

Concept of organisational structure, chart and its importance



- Organisational structure refers to the way of arranging departments, people and responsibilities in an organisation (Meyer, 2022)
- An organisational chart visually represents the internal structure of an organisation
- It is essential to influence efficient and economic performance of an organisation

Speaker notes:

I am explaining the concept of organisational chart, structure and importance over this slide. Organisational structure is the formal system of authority relationships and tasks that can control the ways people use resources and cooperate for achieving organisational goals (Robbins and Coulter, 2021). Furthermore, an organisational chart can be defined as a visual description of organisational structure. Organisational structure is highly efficient in fostering resource utilisation while enhancing efficiency and economic performance. It even helps in monitoring activities of the organisation while influencing flexibility for responding to future development and demands.

Slide 4: Three ways of designing the structure of Morrisons

Three ways of designing the structure of Morrisons

- Traditionally, Morrisons can follow a functional organisational structure
- In terms of contemporary structure, the retail firm can follow a matrix organisational structure
- Morrisons can even follow organic structure



Speaker notes:

As per my lesson learned, organisational structure can be designed by following mechanistic and organic nature, contemporary design, and traditional organisational design. The design of organisational structure involves the structuring of business processes into functional processes in a firm (Tyapukhin, 2023). In terms of "Mechanistic and organic structure", Morrisons can follow an organic structure to manage their operations regarding changing environments. Functional structure can be designed based on traditional organisational design to get cost-saving advantages. Matrix organisational structure can be followed by Morrisons to manage operations by more than one manager at the same time.

Slide 5: Three ways of designing the structure of Morrisons

Three ways of designing the structure of Morrisons



Organic organisational structure can help Morrisons to reduce conflicts among employees

Functional structure can help them to achieve cost-saving advantages

Matrix structure can help to do multiple tasks at the same time

Speaker notes:

Morrisons has employed more than 46,019 males and 57,611 females across its stores. Therefore, as per my observation, by following an organic organisational structure, Morrisons can improve interaction among the employees, which might reduce conflict resolution in the wide employee base. Functional structure needs to be designed by them to achieve cost savings advantages from duplication of people and equipment, as well as economies of scale (Robbins and Coulter, 2021). Furthermore, the weakness of the structure can include little understanding of what other units are doing as in the structure; people have worked in groups or have similar tasks as per specialisation. Matrix organisation needs to be followed by them to perform different tasks at the same time by engaging more than one manager in different work.

Slide 6: Conclusion

Conclusion

- Matrix, functional, and organic structures have been designed for Morrisons
- The structures can help them to achieve cost-efficient and resource-efficient performance
- The adaptation of the structures can even help them to improve the decision-making process

Speaker notes:

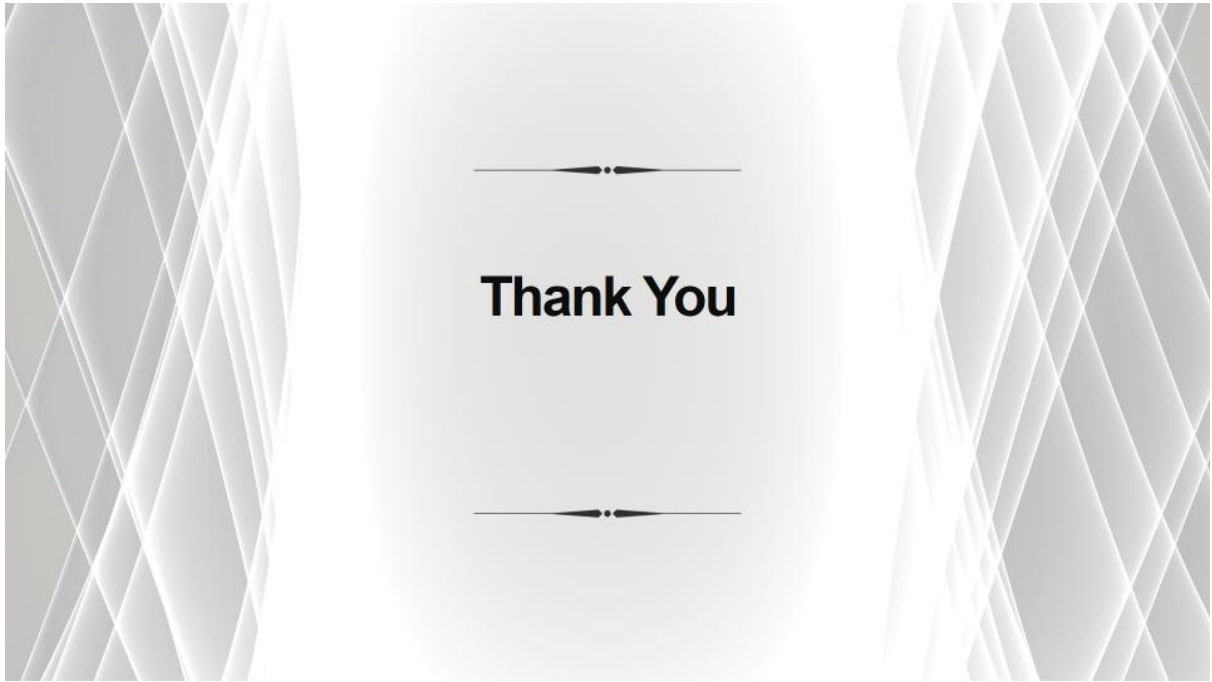
Based on the entire result, I can conclude that matrix, functional, and organic structures need to be designed by Morrisons to make coordination and management control over their higher employee base easier. The adoption of these structures can even help them improve decision-making while achieving cost- and resource-efficient performance.

Slide 7: Reference list

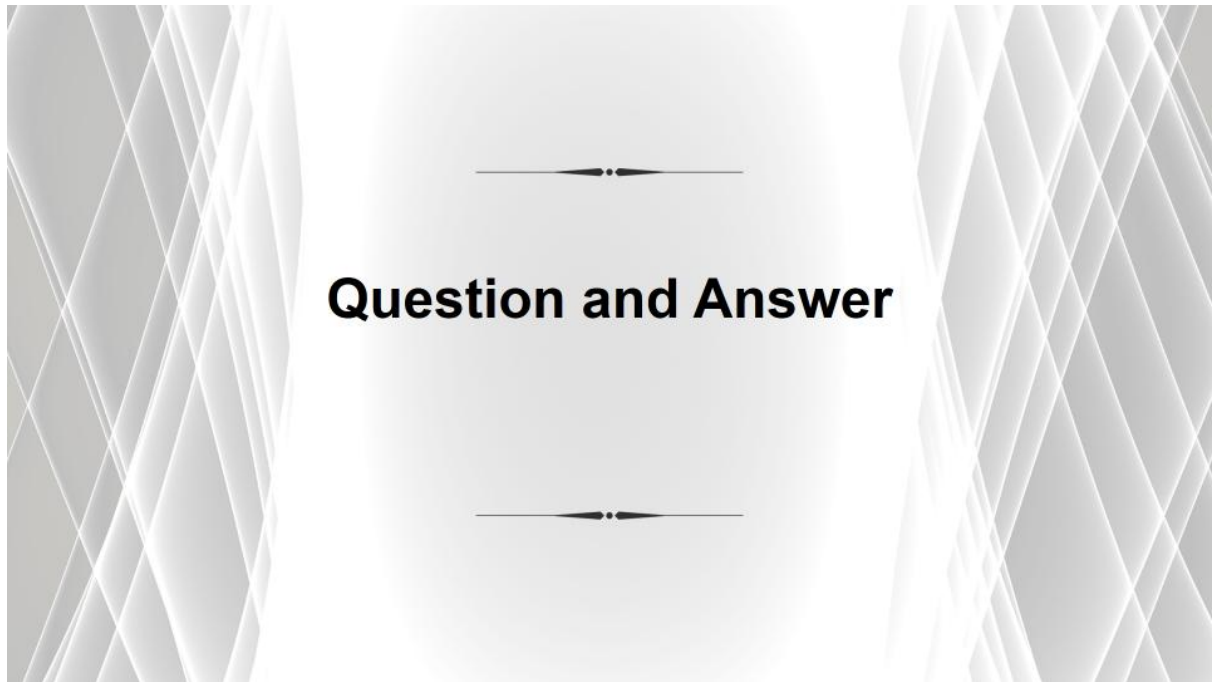
Reference list

- Meyer, M.W. (2022). *Theory of organizational structure*. Indianapolis: Bobbs-Merrill Educational Publishing.
- Morrisons PLC (2026). *Company history - Morrisons Corporate*. [online] Morrisons. Available at: <https://www.morrisons-corporate.com/about-us/company-history/> [Accessed 11 Aug. 2026].
- Ramezan, M. (2025). Intellectual capital and organizational organic structure in knowledge society: How are these concepts related? *International Journal of Information Management*, [online] 31(1), pp.88–95. doi:10.1016/j.ijinfomgt.2010.10.004.
- Robbins, S.P. and Coulter, M.K. (2021). *Management*. 15th ed. Harlow, England: Pearson.
- Tyapukhin, A.P. (2023). Systematic approach to the designing management objects: From concept to organizational structure. *International Journal of Management Concepts and Philosophy*, 1(1), p.1. doi:10.1504/ijmcp.2023.10054451.

Slide 8: Thank You



Slide 9: Question and Answer



Reference list

Meyer, M.W. (2022). *Theory of organizational structure*. Indianapolis: Bobbs-Merrill Educational Publishing.

Morrisons PLC (2026). *Company history - Morrisons Corporate*. [Online] Morrisons. Available at: <https://www.morrisons-corporate.com/about-us/company-history/> [Accessed 11 Aug. 2026].

Ramezan, M. (2025). Intellectual capital and organizational organic structure in knowledge society: How are these concepts related? *International Journal of Information Management*, [online] 31(1), pp.88–95. doi:10.1016/j.ijinfomgt.2010.10.004.

Robbins, S.P. and Coulter, M.K. (2021). *Management*. 15th ed. Harlow, England: Pearson.

Tyapukhin, A.P. (2023). Systematic approach to the designing management objects: From concept to organizational structure. *International Journal of Management Concepts and Philosophy*, 1(1), p.1. doi:10.1504/ijmcp.2023.10054451.