

Researching and Analysing Data

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Introduction

The aim of the assignment is to discuss about the effective skill for the workplace to gather information and data about the new online shopping facility of John Lewis from the market research. Afterwards, the data analysis has been undertaken to determine the positive and negative impact of the new scheme. In order to provide the task a complete shape, the management committee of the company John Lewis needs to know the exact definition of the term data, information, knowledge, understanding and wisdom. These are the essential keys to the researching and analyzing data of the company John Lewis in accordance with their new policy ‘click and collect’ strategy with the Collect+ scheme to extend online shopping. The facility of this service will enable the shoppers to buy and return the product up to 5,000 independent retailers via corner stores of Scotland, Northern Ireland and southwest England in this autumnal season. The company is now going through the changing procedure to make the change to their business and prepare the organization to fit with new business environment. The target of the topic is to objectify the differences caused by the new scheme and the effectiveness to the global market.

The online Collect+ scheme with the ‘Click and Collect’ strategy of John Lewis:

The company John Lewis has adopted the new multichannel shopping behavior strategy as the effective instrument towards their business expansion (Storey and Salaman, 2017). The market research put the company to adopt such a tactical strategy to drive the company to gain a massive increment at the profit rate. This strategy puts the company on the position to face some positive and negative impact to their internal and external environment. The information and data of the current market research enables the company to analyze the pros and cons of the new adopted online service for the international retailer store of the company. The scheme is to extend the online shopping empire to acquire a wide range of customer over the Christmas.

Expanding the business via corner stores

The company John Lewis Partnership has 49 shops, 352 Waitrose supermarkets and thousand plus corner stores with 86700 employees across UK. This UK based company is the largest store- based company with parcel service facility via above 5,000 corner stores, newsagents and petrol stations. At the end of 2014, the company adopted the new collect+ scheme allowing the shoppers to buy and return the product via the corner stores (Prabhakar and

Nisar, 2017). This model is to expand the business area providing a better online facility to the customers. The motto of the service is to serve the customer with three essential key factors- research online, purchase and offline research. The scheme furnishes the e-commerce, retail service via multi-channel, click and collect strategy, digital selling process and the customer experience report. The terms of this online service is to provide the utmost satisfaction to the worldwide customers and the retailers of the corners stores. The facility of the scheme is the flexible return policy for only £3 as the charge of each return. The entire network is connected via the collect+ stores, which was free for the retailers. The online service grabs the 47% of total customer before the Christmas with a huge increasing rate of selling and flexible exchanging facility. The company has fixed their deal to serve the online facility with the giant like online service provider Amazon and Asos. The click and collect has the report to raise the ecommerce service to 35% within 2014 and hike in online selling to 44%. The scheme provided the company double increment at a time to increase the selling point and the service area expansion. Here the consumers pick up the products from the chain of the sister supermarket through the online service and get the chance to return the bought item within the given time period. The free standard delivery facility is available on the orders over £50 and the standard time is 6-7 hours and the no boundaries for the slot. In case of next day the customer will get the chart with £19.95 with time period of 4-hour slot: £8.50 and 2-hour slot: £19.00. The service was available in 2014 from 7am to 9pm. The Sunday and Saturday were the off day. The customers and the retailers can access the tracking facility of the delivery of the bought and returned item.

Rationale of expansion

Every strategy of the business expansion is the result of market research and the relevant SWOT analysis. The business expansion strategy of the company John Lewis has a rationales to place it in market (Johnson *et al.*, 2018). The basic reason to introduce this online service to the external stakeholders is to attract more customers to make the establish strong and stable position of the company in the global market. The marketing research of that year has provided the data and put the company to use this facility. The report said that women are of the major user to the service click and collect, in comparison with men (52% v 44%) and it is very famous among the people of 25-34 year where 65% have experience of earlier Click & Collect service. The remaining percentage of the customers is the new user of this service. The second reason is to expand the range of the retailers to join the company according to the

terms and conditions. The online service providers like Amazon and Asos is playing the role of the third party in the business expansion of the company (O'Higgins, 2018). The main motive of this service facility is to provide the best online facility to the busy customer to avail the home delivery facility to save their valuable time and the special bonus like facility of the fabulous return policy. The company snatched away the customers of the competitors with this attractive returned and refund facility. Others rationales are the positivity towards the time discounting, synergies of multiple channels, the compatibility of the product delivery service, enlarge the closeness with the customer to enable them to select the product from a huge online collection. The main reason was to reduce the dissatisfaction of the customer providing them the benefits to choose the product according to their demands. The multiple channels to the corner stores works as the network is to link the customer and the retailer to make the return replace service more fluent and fast. The retailers and the customers at the same time uses the collect+ online service to satisfy their needs instantly having the flexible system to communicate between the toe stakeholders with sending confirmation details about the product. The service provides the customer to receive the ordered and bought product at their own scheduled time from the nearest warehouses. The in numerical availability of the warehouses makes the service more acceptable and reliable to the customer. This service is also making the customer to take the service from their locality. The is to minimize the conveniences of the customer to receive the product smoothly and at low cost in comparison with the current market pricing level. This service is more reliable and flexible to the home delivery service, because the click and collect scheme does not have any delivery charge. The most effective rationale is that the strategy is the money and time saver to the customers and the retailers. The people of this 21st century always face the scarcity of time to live their life in the way that is more leisurely. They are always looking for the time saving scheme and the company uses this strategy to attract more customers all over the world. These two major factors are the main ingredients to enhance the business quality and area in the market.

Viability of expanding the business

The company faced some impact after placing the click and collect service facility in the market as the business expansion instrument. The company follows the ethics to ever-changing marketing strategy to make their company fit to the current market and gain more profit to in the global market. This online service facility provide the company at the eve of the Christmas festival a surprising increment at their selling point with 225,605 parcel at

December (Storey and Salaman, 2017) . The partner of the company Waitrose also unlock past record of their refrigerator selling point in the market. The competitors of the company John Lewis like Marks and Spencer, Top shop, Tesco face a drastic loss during this season. The new techniques avail the corner stores of the company to sale 83% of total selling product through the online service facility. The customers of the company need to follow a short procedure to complete the online purchase and instantly receive the confirmation mail. Then the chosen parcel arrives at the collect+ store with another affirmation mail containing a unique code number and simple way to go to the store to collect the product or place it to the return corner (Basterretxea and Storey, 2017). The minimum complexity to the retailers attracts new retailer to join the company in order to enhance their business and working area. The service is to implement the existing service policy of the company as to attract the existing customer and to expand the range of new customer.

The newly adopted strategy is not devoid of the negative impact.. The main defect of the strategy is the delivery and return policy from the nearest warehouses (Arrowsmith, 2017). Now a day people are very busy to get enough time to receive and return the product to the nearest warehouses. This specific reason cutting down the customer level of the company in the global market of competition. In a word, the terms and conditions of the company in related to the click and collect online service is not completely flexible to use by the customers as well as the retailers. The traditional way to provide the online service is not so well accepted to the worldwide customer. In order to hold the top most position in the global market, the company John Lewis needs to smoothen the terms and conditions. The main negative impact to the retailer is the high transportation cost, which is negotiable to the free delivery service facility of the return product (Lasc *et al.*, 2017). The company invests very little to improve and implement the online service to increase the selling point. Another weakness of this service is the poor browsing service, which is the reason behind a few delivery failures in time. In case of the return service, the customer faces the packaging problem, as mentioned in the policy of the company. The parcel must be of 90*60cm in size and the weight must be under or less than 15kg. Though the service charge to the returned product is very low, £3 per product, but the rate increased with the passing day by day.

Conclusion

The assignment is the detailed research and analysis of the company John Lewis Partnership Plc UK based company and their new strategy to extend the business area through the

combination of the online and offline service mode (Cathcart, 2013). The very facility of the online service is called as the collect + scheme in addition with the click and collects strategy. The main rationale behind this strategy is to implement the retailing service to implement the external business environment. The multi-channel corner stores of the company expanding their business through the online and offline mode in order to make the wider range of consumer about their tiny existence. The company focuses to beat the strengths and opportunities of the competitor via thousands of the corner stores. The survey report of this click and collect service facility shows that the delivery and receiving service becomes 37% easier and respondent to 28% (2015). The company John Lewis partnership Plc boosted up their business area in the international trade market with the help of Click and Collect service facility.

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Appendices:

John Lewis

Managing Director: Paula Nickolds



Figure 1: John Lewis Retail sales

Source: (Buckley, 2017)

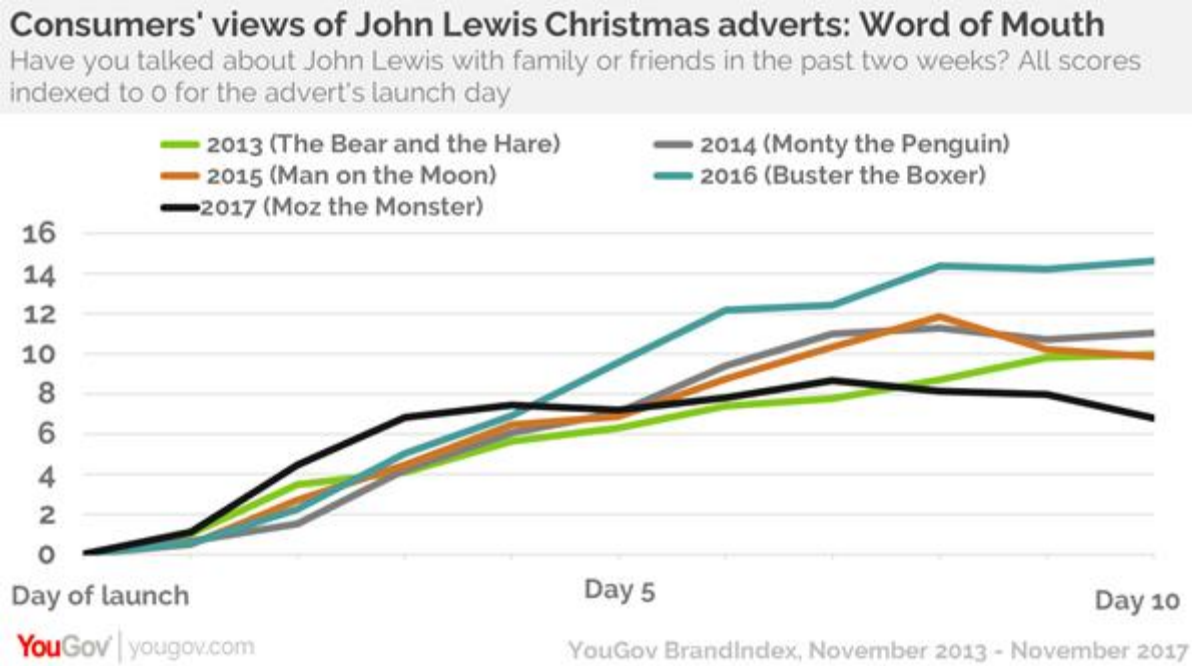


Figure 2: Consumers views based on Christmas season

Source: (Avittathur and Biswas, 2017.)

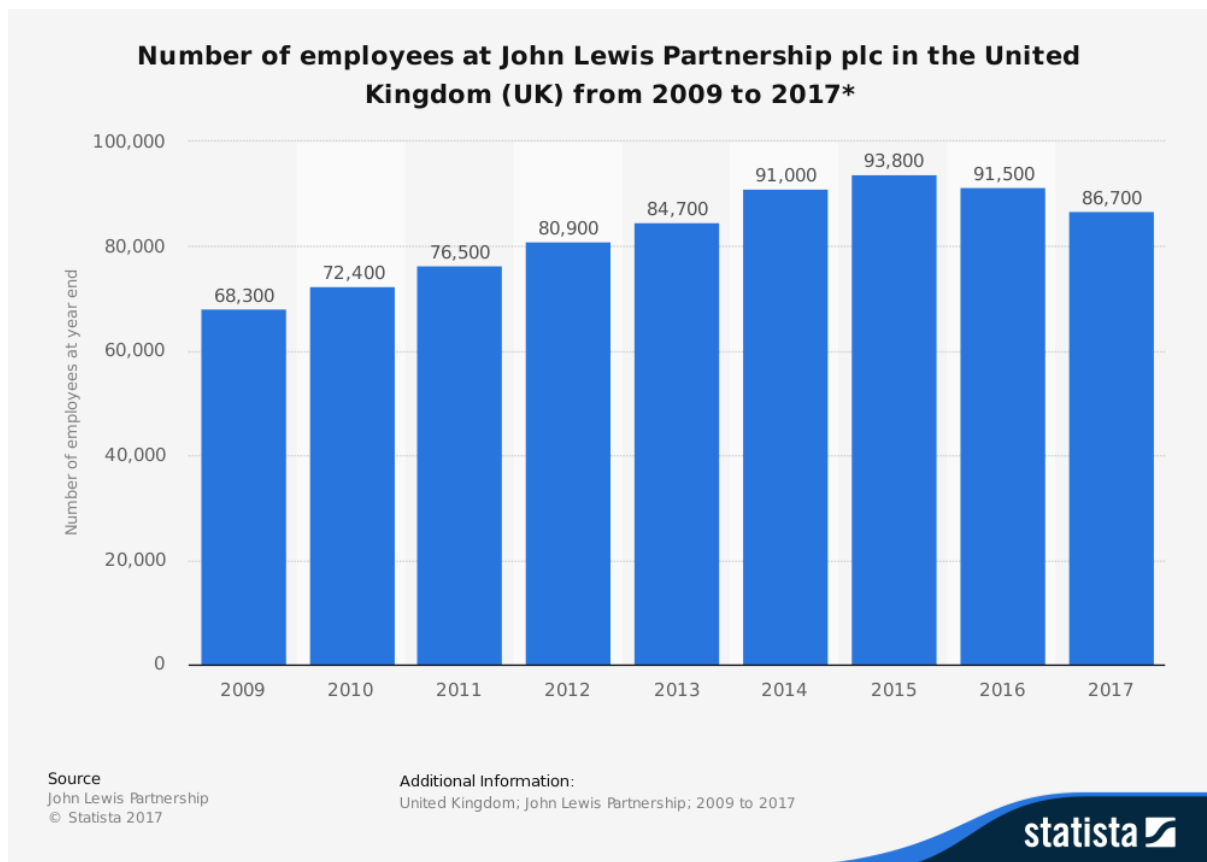


Figure 3: John Lewis Plc Employees level

Source: (Harrison, 2017)