



# ***Training and Development needs for an HR officer: ZARA***

MODULE: Developing Relationships and Workplace Achievements (BMSW5102)

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STUDENT: Alexandru Cosmin Stefan (2008651)

# Background of the organisation

- ❖ ZARA is part of Inditex, a Spanish retailer that activates in the fast fashion industry for more than 40 years.
- ❖ Zara is a known and trusted brand for high quality and unique design at affordable price (Srirang, Veeramani, 2021). Their products includes clothing for women, men and children, beauty products, accessories, perfumes.
- ❖ Is an international organization that is in direct competition with brands such as Gap, H&M, Asos, Uniqlo, Amazon (Business of fashion, 2021).



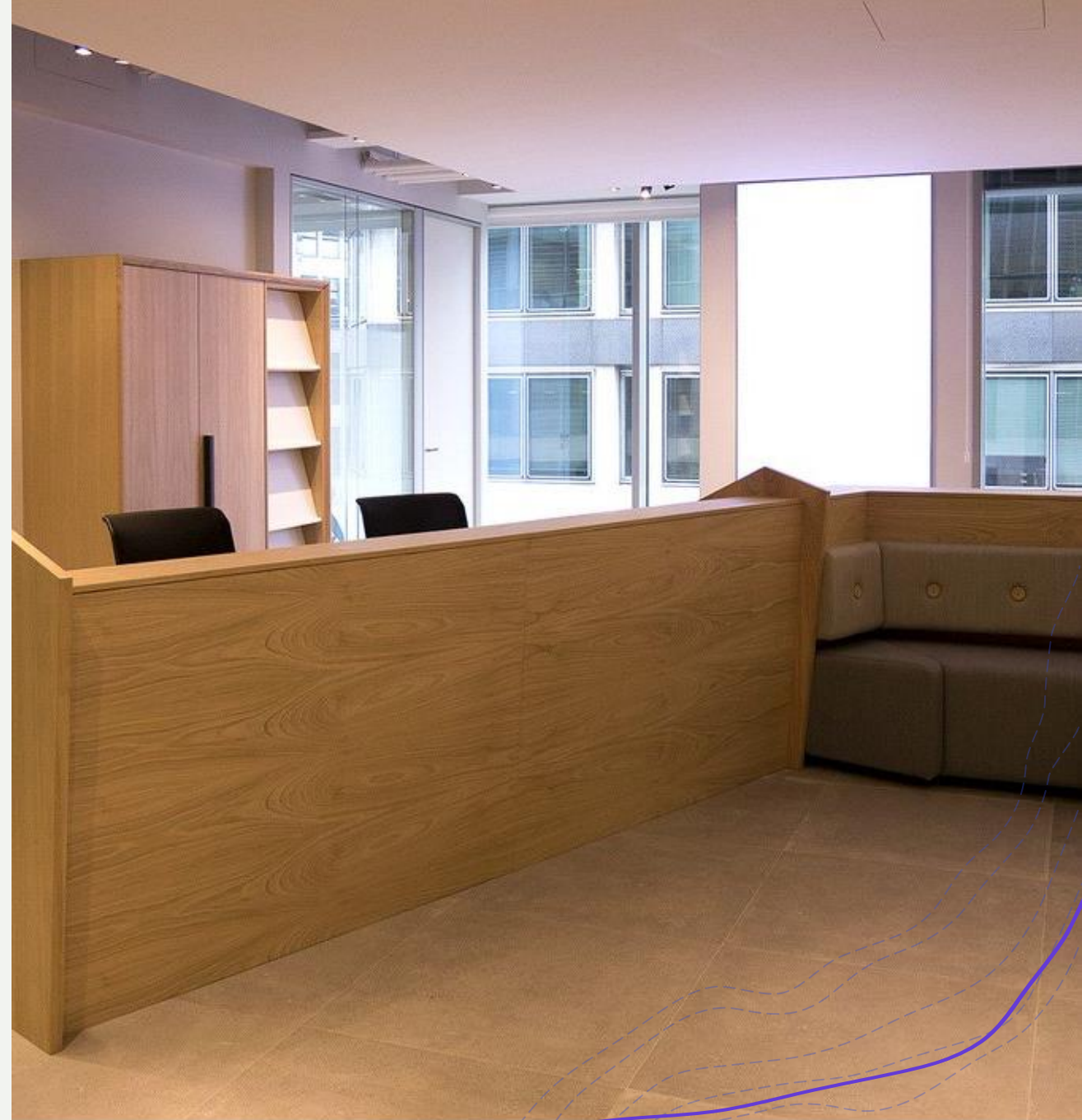
# Knowledge and behaviour of HR officer

The Human Resource (HR) Officer should have specific knowledge and skills and adequate behaviour such as:

- ❖ Personnel and Human Resources
- ❖ Administration and Management
- ❖ Law and Government
- ❖ Education and Training
- ❖ Customer and personal service
- ❖ Psychology
- ❖ Clerical
- ❖ Sociology and anthropologies

# Personnnel and Human Resources

- ❖ In the United Kingdom Zara's HR is separated from the stores and is part of the "talent centre" of Inditex.
- ❖ HR officers are responsible with the recruitment which is realized at HR headquarters in a very creative way (Inditex, 2022).
- ❖ The HR ensures the labour relations and negotiation and has access to the personal information systems of the employees.





# Administration and Management

- ❖ The HR officer requires administrative and management knowledge on Zara's business activity, from resource allocation to the promoted leadership style
- ❖ HR officers are responsible with the coordination of people and resources and select the methods and techniques which are more beneficial for the organization.

# Law and Government

- ❖ Zara is an international brand based in Spain and the HR department has to adhere to the legislation and Governmental request from each country where they activate
- ❖ The HR department has to ensure that all the processes are abiding the legislation such as Employment Law, for wages, working hours, redundancy, right to work (CIPD, 2022).

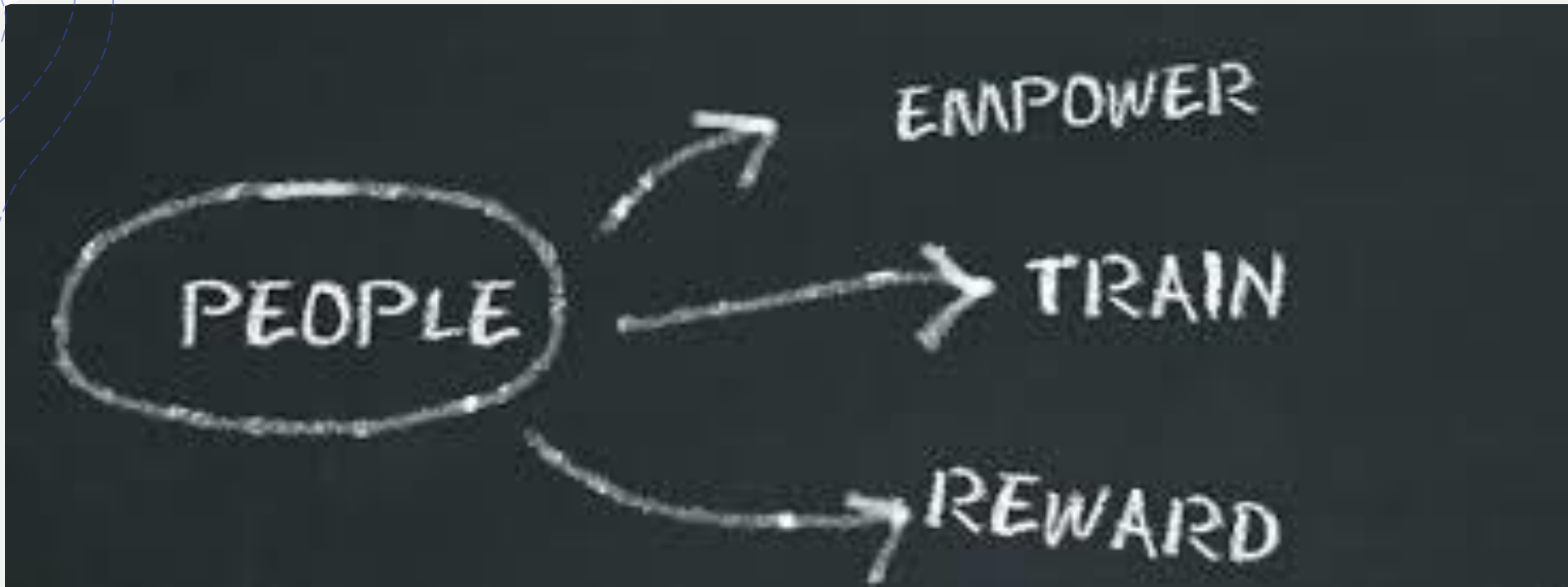


# Education and training

- ❖ One of the responsibilities of HR is to ensure adequate training is provided and for that purpose an HR officer should apply methods of curriculum and training design, but also keeping track of the results.

# Customer and personal service

- ❖ Even if it does not necessarily involves direct contact with the customer it is important for an HR officer to have good customer and personal service skills for ensuring customer satisfaction at all points.
- ❖ For Zara the customer has great importance and put greats efforts to keep high levels of satisfaction.



# Psychology

- ❖ Working with people is part of the HR main preoccupation. it is very important for an HR to be able to analyse different behaviours
- ❖ Knowledge related to psychology is important for dealing with employees, solving conflicts and identifying best motivational strategies

# Clerical

- ❖ The HR officer requires knowledge of specific administrative procedures involved in performing the job.
- ❖ IT skills are essential to keep records, to manage files, to organize training, to design contracts and essentially to communicate with the other departments

# Sociology and Anthropology

- ❖ Aspects related to societal trends are important for HR because they are indicators of the market characteristics.
- ❖ Zara embraces the local cultures and although has a centralized control it promotes diversity and inclusion

# Benefits for ZARA

- ❖ valuable team player
- ❖ experience in managing people
- ❖ leadership skills
- ❖ good communication skills
- ❖ task achievement and results oriented



# References

Armstrong M. (2020) “Armstrong’s handbook of human resource management practice (Fifteen Edition, p. 1, online resource, London, England; New York, New York; New Delhi, India

Srirang K., Veeramani S. (2021) “Sorting Responsible Business Practices in Fast Fashion: A Case Study of Zara”, Journal of Management & Public Policy, Vol. 12, No. 2

Business of fashion (2021) “Zara” [Online]. Available at:  
<https://www.businessoffashion.com/organisations/zara> 18.07.2022

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18.07.2022

# Appendix

## **STRENGTHS**

*LEADERSHIP SKILLS  
ORIENTATION FOR ACHIEVING  
TARGETS  
PLANNING SKILLS  
COMMUNICATION SKILLS*

## **WEAKNESSES**

*COMPULSIVENESS  
PROCRASTINATING  
IT SKILLS*

## **OPPORTUNITIES**

*DEGREE IN BUSINESS MANAGEMENT  
APPRENTICESHIPS  
BUSINESS EXPANSION*

## **THREATS**

*COMPETITION  
INTERNAL PROMOTION IN  
ORGANISATIONS  
ECONOMIC REGRESSION  
PANDEMIC UNCERTAINTY*

Appendix C

Personal Skills Audit

|                                  |                         |
|----------------------------------|-------------------------|
| Name                             | Alexandru Cosmin Stefan |
| Job role: Human Resource Officer |                         |

Please tick as appropriate to indicate how you would rate your skills in relation to the following work / functional areas.

|                               | Very good | Good | Adequate | Little or no experience |
|-------------------------------|-----------|------|----------|-------------------------|
| <b>Information Technology</b> |           |      |          |                         |
| Use Microsoft Office Word     |           | YES  |          |                         |
| Use Excel spreadsheet         |           | YES  |          |                         |
| Use a Database                |           |      | YES      |                         |
| Use specialist HR software    |           |      |          | X/O                     |
| Use the internet              |           | YES  |          |                         |
| Use e-mail                    | YES       |      |          |                         |
| Use PowerPoint                | YES       |      |          |                         |

|                                           | Very good | Good | Adequate | Little or no experience |
|-------------------------------------------|-----------|------|----------|-------------------------|
| <b>Communication Skills</b>               |           |      |          |                         |
| Drafting contracts of employment          |           |      | YES      |                         |
| Taking notes of disciplinary hearings     |           | YES  |          |                         |
| Write reports                             |           | YES  |          |                         |
| Produce material to support presentations |           | YES  |          |                         |
| Delivering a training session             |           |      | YES      |                         |
| Resolving disputes/complaints             |           | YES  |          |                         |
| Interviewing                              |           | YES  |          |                         |
| Advising on HR issues                     |           |      | YES      |                         |

|                                                                                                             | Very good | Good | Adequate | Little or no experience |
|-------------------------------------------------------------------------------------------------------------|-----------|------|----------|-------------------------|
| <b>Problem solving skills</b>                                                                               |           |      |          |                         |
| Make good use of verbal reasoning skills, able to handle complex data and make selective use of information |           | YES  |          |                         |
| Explore more than one solution in order to solve a problem                                                  |           | YES  |          |                         |

|                                                     |  |     |  |  |
|-----------------------------------------------------|--|-----|--|--|
| Consider the ideas of others to help solve problems |  | YES |  |  |
|-----------------------------------------------------|--|-----|--|--|

|                                                   |                                    |            |            |
|---------------------------------------------------|------------------------------------|------------|------------|
| <b>Supervisory Management</b>                     |                                    |            |            |
| How much experience have you had in your role?    | <input type="checkbox"/> < 1 month | 1-3 months | > 3 months |
|                                                   |                                    |            | YES        |
| How many people have you managed at any one time? | None                               | 1-5        | Above 5    |
|                                                   | —                                  | YES        |            |

|                                                                  |                         |
|------------------------------------------------------------------|-------------------------|
| <b>I declare that the information given in this form is true</b> |                         |
| Signed                                                           | Alexander Cornin Stefan |
| Date                                                             | 18.07.2022              |