

Community Engagement

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INTRODUCTION

Community engagement is a dynamic rational procedure which provide facilities and services communication, interactions, exchange and involvement between an organisation and a community for wide range of social and organisational results. The community engagement is the community which is community centred orientation that are based on dialogue. It enable more contextualisation understanding and evaluating the community members point of view of the topics and facilitate strong relationship between community people as well as organisation. While community organising and managing involves the procedure of developing a grass-roots movement which includes communities (Baldus, Voorhees and Calantone, 2015). Community engagement is a strategic procedure with particular purpose and motive of working along with identifying large number of people, whether they are connected with geographical location, their different interest, or affiliation to recognise and address various issues that directly affect on their well being. The report is based on Trouble to magic which is painting and decorating company and it is situated in United Kingdom. Along with this, the main purpose of this report is to understand and evaluate the concept of transferable skills and describe organisational analysis of the company.

TASK 1

1) The sector in which it operates, the size, structure and explain its goals, mission and values

Trouble to magic is home decorator organisation which is providing their services to the population of United Kingdom (Sallnow and Paul,2015). It is an small size company in which approx. 150 employees are working and its overall operation is related to the interior or decoration of home.

- **Organisation structure** – The same company is following Hierarchy organisational structure in which roles and responsibility is given by owner or manager of the trouble to magic that is followed by each and every employ.
- **Mission** - To design, manufacture and distribute a variety of affordable as well as trendy ready-to-assemble furniture for every home.
- **Vision** - To develop the standards in home living and lifestyle. To be a pace setter in the design of trendy, basic furniture.
- **Goals** – To achieve customer satisfaction and better place in the market area.

2) Include a SWOT or PESTLE analysis to support your explanation

Swot of trouble to magic:

Swot analysis is a chain of activities that help to evaluate in the internal analysis of organisation. In internal analysis it identified its strength, weaknesses Threats and opportunities that are both beneficial and hazardous for organisation. Swot basically the analytical framework that determines that a business what can achieve and what can it not achieve. Swot is Four areas making up quadrant that provides an overview of company's profile. During the swot analysis an organisation have to be realistic about their objectives and missions. In swot majorly information is subjective. It provides short and easy data and information and avoids complexities.

In strength, the key areas in which organisation excels and differentiate itself from competitor. Key strength areas include the brand value, large satisfied consumer, advanced technology etc. are key areas in which company strengths (Dubowitz and et. al., 2015). Trouble to magic is small painting and decorating company which has flourishing and getting growth in the large market place. The owner is also aware about taste and preferences to some of the perspectives customers and thus it can provide best quality based services or facilities in better manner. They are using best skilled and experience workers who perform their job in good manner so they can easily get success and growth. Also they are perform target based job where all employees are getting wages on the basis of per hour. Before decorating and painting the building and house, Trouble to magic require to using content page for presentation in front of client for analysing their view and reviews. The lack of major in house product which develop the business flexible to render the needs and requirements (Hespanhol and et. al., 2015). The company executing their designing ideas and thoughts for attracting more clients in better manner. For maintaining community engagement, it is required to company is to analysing their strength through which they are taking good position in the large market place.

In weakness, the presence of established names and persons within Trouble to magic in the area who are already have loyal clients who makes it hindrance for new entrant to get established in the new market area. Along with this, sometime company does not satisfy all clients' needs and requirements in better way. Sometime the absence of any past business experience of the owner and lack of specialised goods and services. If firm does not provide services and facilities to their customers so they cannot easily maintain relationship with clients as well as other organisation in term of community engagement.

The main opportunities for Trouble to magic decorating and painting company are that they can expand their business operations and functions in different areas. They need to maintain good relationship with all stakeholders such as suppliers, vendors and technicians that can also help in generating accurate referrals for the business which can lead towards enhancing sales. In enhancing delivering services in the area that has led to opening in the completely new market for decorators and painters in the United Kingdom (Tindana and et. al., 2015). If Trouble to magic painting and decorating firm are maintaining strong relation with their customers so this will providing higher opportunities in order to take position in the UK market place.

In threats, current time period there will be constantly changes in consumer tastes in terms of residential and it provide major issue and challenge since they will have to continually update themselves. Sometime large organisation also take reasonable so they are not getting chance of attracting customers towards their price then this will create major threats for them. In UK market, entry of new small players will also create negative impact on their business operations. Intense competition from technology driven organisation such as reflections since various clients prefer to purchase good through online method. Sometime, increasing in product line and services by establishing small stores can base on designing company.

The SWOT analysis indicate that there are ample scope for Trouble to magic decorating and painting company and they have some strength to build up the business in united kingdom. Thus, it can be analysed that threats and opportunities are taken into consideration and try to convert their threats into main opportunities to get higher success.

PEST analysis:

Trouble to magic is a small scale painting and decorating organisation in UK. There are various factors that affect the growth and other decisions on the respective company. These can be understand through PESTLE analysis. It is a tool which helps in understanding the macro environmental elements of company such as political, economical, social, technological, legal and environmental. These are discussed below.

Political factor of PESTLE analysis helps in understanding the impact of government regulation in the operations on Trouble to magic company. As there are various regulations which needs to be followed by the company such as tax, political stability of country, etc. These frameworks provide guidelines to the company. However, it becomes difficult to manage these regulations while operating in international countries due to different regulating bodies in

different locations. In community engagement, Trouble to magic require to analyse political factors in which government develop new strategies and policies which need to be followed by firm effectively.

Economical element helps in understanding the influence of Trouble to magic on the economy of United Kingdom (Laverack and Manoncourt, 2016). As due to the instability in the economy of UK after Brexit. The spending power of the customers have lower down, which has lead to lower down the total sales of respective organisation. For maintaining community engagement, it is required for firm is to maintain and reach with the economic level where they get success.

Social factor is consist of the lifestyle of the customers and other factors such as age, gender, profession and others. The lifestyle of people in UK is moving towards modernisation. Hence, customers are preferring using the services of Trouble to magic which shows a future scope of the respective company. Community engagement help in analysing social aspects which are attracting new clients when company are introducing new design of decoration and painting services that will enhance in income.

Technological factors are consist with different methods and techniques which can be used for providing attractive and unique services (Laverack and Manoncourt, 2016). Trouble to magic company use effective techniques that will help in delivering appropriate designs which are required by clients. This will assist firm in order to gaining attention of large number of people towards their services or facilities in proper manner.

3) Customers and what they expect from the organisation in terms of goods and/ or services

Trouble to magic is the home decorator organisation for them customers are mainly people who leave in homes and interior designers. Because they are the one who require material related to decorating home or offices and so on. If an customer is purchasing products from company then they have some needs in relation to the goods and services. Explanation of these are as follows :-

- Better quality of offerings as per the amount paid by the customers.
- Products and services should be as per the requirement as well as fulfil their needs and wants.

4) Role of the employees within the organisation and how they support the organisation achieve its goals

within workplace each employees are responsible with certain rules and responsibilities. In an organisation each department are attain with certain accountability in achieving organisation goals. There are myriad roles and responsibilities of employees of Trouble to magic in order to attain their objectives and gaols.

- Team work: In organisation employees and business partners work in team as they have responsibility of contributing success for an organisation. In organisation context to trouble to magic, employees and business parters fulfil their responsibilities by attaining customers requirement, help in decision-making process and problem solving. Moreover, task delegation of every employees are able to accomplish organisation goals.
- Technical Expert: Employees and business partners have crucial role in an organisation. The need to perform their work properly in order to attain customer loyalty (Dubowitz and et. al., 2011). Moreover, employees of trouble to magic plays a dynamic role on meeting different design of home decorative ideas. This help them to perform according to mission, gaols, objectives and expectation of organisation.

5) Explain about training and development and why this is important to organisations

Training and development refers to the educational process that involves the sharpening of skills, concepts, changing of attitude and gaining more knowledge to increase the employees performance and reduce in wastage. Trouble to magic use training and development programs in their organization because it increase job satisfaction and moral among employees. It also increase employees motivation, enhance effectiveness in process and result in financial gain for the respective organization. Training and development is important for employees of Trouble to Magic, some of major importance are describe below:-

- Employees satisfaction:- Trouble to magic use training and development which leads generally to satisfaction of the employees and also increase skills , ability, knowledge etc.
- Increase Productivity:- Training and development of employees in Trouble to magic result in increase in productivity because through training employees know how to complete work effectively and efficiently with time management.

6) Select a role from your chosen organisation and explain the importance of this role to the organisation

There are various type of department in an organization like finance, human resource, marketing and so on which are responsible for conducting different task in appropriate manner. Human Resource department is important for Trouble to magic because it play various role such as recruiting staff for various functional department evaluating on basis of actual skills, ability, educational qualification and experiences. It help respective organization to analysis required skills and ability so that they can do their duty or role in effective and efficient manner (Tindana and et. al., 2015). Human Resource plays important role in Trouble to magic, some major importance are mentioned below:-

- It help in making accurate strategies or policies which attract talent and provide appropriate human resource to Trouble top magic.
- They organize required training and development to improve employees skills and ability in respect of improving profitability of respective organization.

7) Explain the skills and knowledge needed to carry out the role.

Human Resource managers need to attain certain skills and knowledge, abilities in performing their task effectively. It is helpful in managing people, effective communication process, motivating their employees in achieving organisation objectives and goals. However, human resource managers should have the ability to performing multi task and conduct various function. Such as recruiting, hiring and selecting best candidate for right job profile so that they are beneficial for an respective organisation. Moreover, they need to attain appropriate knowledge regarding employment rules and regulation which are relevant for their organisation. In context to trouble top magic human resource manager have appropriate knowledge and skills that help to conduct necessary function achieve goals accurately.

8) Explain what training and development requirements need to be considered.

The training and development can be described as to organise programs for improv9ong skills and practical knowledge of staff members which facilitate to increase their regular productivity (Hespanhol and et. al., 2015). It is necessary to provide training as it provide support to increase skills and abilities of people which results into improve quality of products and services of organisation. In context of Trouble To magic, it is required to conduct training of using advanced equipments effectively for maintaining quality of decorations and improve

innovative skills. Moreover, it is essential to make workers able to make strong sense of balance in terms of avoiding falls off roofs and ladders while decorating specific site appropriately.

9) Include a conclusion about what you have found out about the organisation

Through all the above point it is conclude that Trouble top magic is small size organization of Decorating and painting material and their customers are home decorators and people who make new house. The respective organization provide training and development program to their employees so that they can enhance their skills and ability which help in increase in profit and reduce wastage. Through it employees complete their work in effective and efficient manner with time management (Panwar and et. al., 2016).

particular situation to make proper control on it.

CONCLUSION

According to the above described report, it can be analysed that The community engagement is the community which is community centred orientation that are based on dialogue. An organisational analysis is the diagnostic business procedure which can assist organisation for understand their performance and identify opportunity which helps in developing plan of action in order to make proper improvement in their performance. Swot basically the analytical framework that determines that a business what can achieve and what can it not achieve. The SWOT analysis indicate that there are ample scope for Trouble to magic decorating and painting company and they have some strength to build up the business in united kingdom. Porter's five force model helps in identify and analysis five competitive component which help an organization in shaping and determining the strength and weaknesses for the organization There are various factors that affect the growth and other decisions on the respective company. These can be understood through PESTLE analysis. There are various ways which consider about community and it explore the most accurate, each of which delivering various insights in the procedure of community engagement.

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