

Table of Contents

Introduction...

About Holland and Barrett...

Reasons for Choosing this Organisation...

Evaluating the Concept of Transferable Skills...

SWOT Analysis of Holland and Barrett...

Strengths...

Weaknesses...

Opportunities...

Threats...

Training and Development of Employees...

Conclusion...

References...

Name: Sevie Asanova

Student ID: 1917330

Community Engagement

Lecture's Name: Tanja Nathan

Holland and Barrett

Introduction

Community engagement can be defined as the process by which society benefits the people as well as the organisation (Bandy, 2016). The individuals within the organisation help in building ongoing and permanent relationships, which is necessary for building the collective benefit of society. This field of business management is an essential part of the industry as it refers to the activities undertaken by the organisation to build a strong relationship, along with bringing improvement in the community. According to (Bandy 2016), "While community organising involves the process of building a grassroots movement involving communities, community engagement primarily deals with the practice of moving communities toward change, usually from a stalled or similarly suspended position."

This report aims at discussing Holland and Barrett organisation and reasons for choosing this company. Moreover, the concept of transferrable skills and how they should be adopted in this organisational setting. The SWOT analysis of Holland and Barrett will be discussed in this report that will outline the factors that could potentially impact the success of this company. The role of employees, as well as the importance of training and

developments, will be demonstrated in this report. In addition to this, the skills and knowledge required for the progress of the organisation will be thoroughly discussed.

Discussion

About Holland and Barrett

Holland and Barrett are one of the leading international organisation that is well known for its health and wellness. This company is the largest retailer in all over Europe (BUSINESS, 2016). They have been providing its customers with a wide range of products such as minerals, specialist foods, vitamins, health supplements, and beauty products. They have been operating in the retailing industry for the past 145 years (Davidov et al., 2018). They have gained fame and have been familiar in every town and city of the UK. Similarly, this company is becoming more visible in further markets, which includes India, Netherlands, Malta, China, Ireland, and the UAE. They have around 1300 stores in around 16 countries.

This international organisation has the following operating sections that include food and drink specialist, VHMS, ethical beauty, active nutrition, and FNSS. They have been selling a wide variety of local and branded products in all over the world. The headquarters of this company is based in the city of Nuneaton in Warwickshire. They have supported the local society by offering around 350 local jobs. More than 7000 talented employees are a part of this organisation. Their global turn over annually is more than £36 million with their subsidiaries (Delimitas, 2016).

The ultimate goal of Holland and Barrett is to increase the wellbeing of their consumers by supplying the best quality and valuable health products. They aim towards bringing wellness in the world through one contented customer at a time. The mission statement of Holland and Barrett is to deliver top quality and finest health and nutritional products with the best value to their consumers and clients. This organisation expects all their subcontractors and suppliers engaged by the enterprise to conform and respect to their vital

values that are called as TIARA. Their values are to work as a team, with integrity and accountability, respect as well as agility.

Reasons for Choosing this Organisation

The key reasons for selecting this organisation is their outlook, success, and innovative products. It is a million-dollar organisation with more than 1300 stores spread all over the international market. With the arrival of technology, Holland and Barrett have been very active online and supplying their products to their clients through different social media channels. They have built a strong social media strategy and digital production that allows them to create an interactive platform for their customers. Their retail stores have been visited by a greater number of clients every day as they have always been able to satisfy their customers with their great products. Another factor for choosing this organisation is the location and layout of its stores that attract people. All of their health and wellness products are unique and of great quality. They have a wide range of products that does not matches the products of another retailing company. Their vitamin supplements are well are very much famous among the buyers. Their products are subjected to critically stringent quality assurance that ensures all of their products and supplements are of the best standard.

Their customers expect a lot from this organisation. They have been supplying their consumers with all sorts of health care needs. Either its vegan products, supplements, winter wellness. This organisation offers health experiences with the help of a large range of customisable packages. Their customer satisfaction level is quite high, that makes them a reputable health and beauty brand in the market. Moreover, their teamwork and corporate social responsibility are what makes them stand out.

Evaluating the Concept of Transferable Skills

Transferable skills can be defined as the abilities and the skills that relevant and helpful in different stages of human life, whether it is school life, social or professional life. They are also termed as portable skills. It is the common thinking of the people to develop these skills before they are applying for a job. Most of the organisations and employers look for such individuals who possess transferable skills. These skills include teamwork, adaptability, management, leadership, dependability etc. (Battaglia et al., 2019). All of these skills are transferrable depending on where they are being transferred to and from. There are many situations during jobs where individuals are expected to work in a team.

Teamwork can a huge value for any organisation as it helps them in achieving their goals.

Holland and Barrett value teamwork. It is teamwork that has helped them in achieving great success in the retailing market. They look for such abilities in their employees. Effective leadership, integrity, communication and adaptability of the environments is what needed the most in organisations. These transferrable skills can be adopted through learning, training and experiences. Most of the employers focus on the training and development that helps in building these transferrable skills. Another trait that is transferrable is adaptability. This helps the employees to adapt themselves according to the internal organisational environment (Dostilio and Welch, 2019). This skills aids in working towards collective goals thorough teamwork, management and projects. Holland and Barrett always focus on hiring such employee who is talented and can quickly learn new skills and procedures to make sure that all the operations, as well as the organisational functions, are running smoothly and effectively.

SWOT Analysis of Holland and Barrett

SWOT stands for strengths, weaknesses, opportunities and threats. It is an analysis tool that is used by several organisations for evaluating their potential threats that hinder their

success (Delimitas, 2016). It is basically a technique and framework used for analysing four vital aspects of any business. The swot analysis of Holland and Barrett is given as follows:

Strengths

The biggest strength of Holland and Barrett that they are always able to please their customers and has achieved a greater customer satisfaction level. The aim of identifying the organisation's internal strength is to enhance their competitive advantage and more opportunities for business. They have given their consumers multipurpose cards for avoiding any inconvenience. This membership card helps this organisation to cross-market and cross-sell their products and become prominent in the market and known in the public eyes. Another biggest strength is the strong branding of their products. They have been investing a lot in their promotion and maintaining the quality of their products that is the source of building their brand image in the market. Furthermore, they have invested in a biodegradable bottle that can be easily recycled. This attracts and encourages its consumers to buy from their outlets.

Weaknesses

Other than their strengths that make their products stand out in the retailing market Holland and Barrett has weaknesses too. The outlook of their stores is quite attractive, but inside their stores, the promotional stacks are small and not prominent due to which the products can easily get lost. In a few of their stores, there are certain merchandises where prices and tags were missing, which resulted in detracting buyers from purchasing. Moreover, Holland and Barrett stores are not bright enough to gain the attention of the customers.

Opportunities

The biggest opportunity for Holland and Barrett is to increase their sales by making their staff more proactive. They have a higher volume of customers on their stores which can increase if their staff started interacting more with the buyers. They can even increase their stock levels on promotional levels which will attract more customers adding to their sales. Another thing that can be beneficial for them is increasing their manpower during busy trading months. This will help them in losing potential clients. On the other hand, Holland and Barrett can raise their profit margin by merchandising date wise and evade marking down all of their products.

Threats

The potential threats to their company are the big chain retailers that can have a huge impact on their sales. Moreover, they have limited parking spaces, outside their stores that result in deterring clients. Their stores have some loose stock items on the shop floor that can injure their customers and prove to be a health hazard. This will influence their business in a negative way. In some of their stores, the lack of staff during peak times has affected their sales.

Training and Development of Employees

Training and development of employees are necessary. Holland and Barrett have invested much in providing proper training to their staff that would help them in their progress. It is a vital part for every organisation as it improves the employee's performance, satisfaction levels and morale (BUSINESS, 2016). Training helps in polishing the staff's skills that make them perform well in their jobs. The invested amount for training the employees shows the workforce that they are valued by the organisation. This would

considerably reduce the employee retention rate and eliminate the weaknesses they have. If Holland and Barrett invest more in training and learning programs, their company profile and reputation will be enhanced, making it attractive for new recruits.

Conclusion

This assignment gives insight on the Holland and Barrett organisation. This report discusses the factors that make them the most reputable health and wellness company all over Europe. The organisational analysis has been done through the SWOT analysis tool. The potential strengths, weaknesses, threats and opportunities have been highlighted in this assignment. Furthermore, the reasons for choosing this organisation, the concept of transferrable skills, and the importance of training for Holland and Barrett had been thoroughly discussed.

References

- Bandy, J., 2016. What is service learning or community engagement. *Center for Teaching, Vanderbilt University*. <https://cft.vanderbilt.edu/guides-subpages/teaching-through-community-engagement>.
- Battaglia, T.A., Pamphile, J., Bak, S., Spencer, N. and Gunn, C., 2019. Connecting community to research: A training program to increase community engagement in research. *Progress in community health partnerships: research, education, and action*, 13(2), p.209.
- BUSINESS, L., 2016. Vitamin firm looksback for new name.
- Davidov, E., Schmidt, P., Billiet, J. and Meuleman, B., 2018. *Cross-cultural analysis: Methods and applications*. Routledge.
- Delimitas, S., 2016. Project Management: How a company can enter to a new market-a research.
- Dostilio, L.D. and Welch, M., 2019. *The Community Engagement Professional's Guidebook: A Companion to The Community Engagement Professional in Higher Education*. Stylus Publishing, LLC.