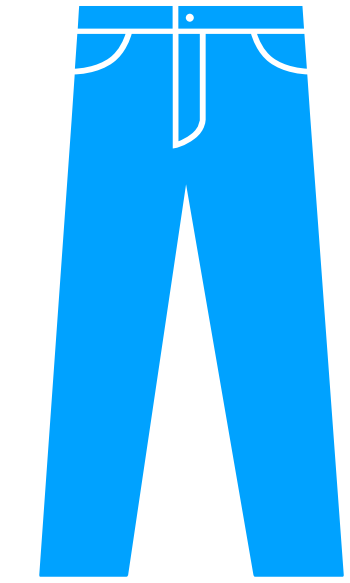
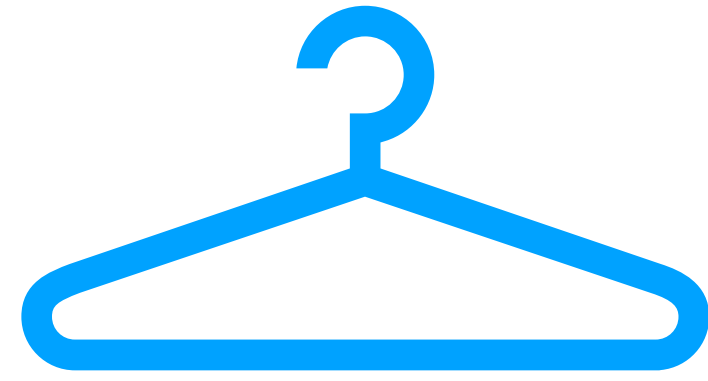
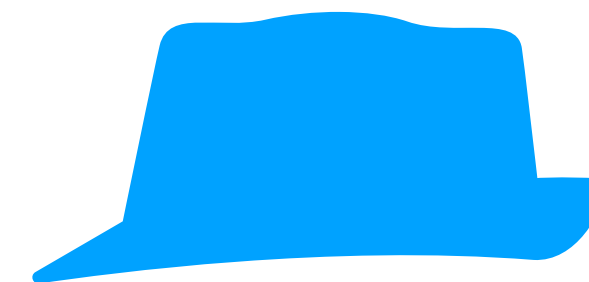
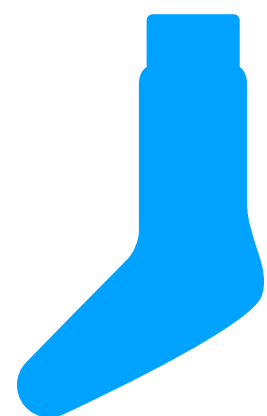
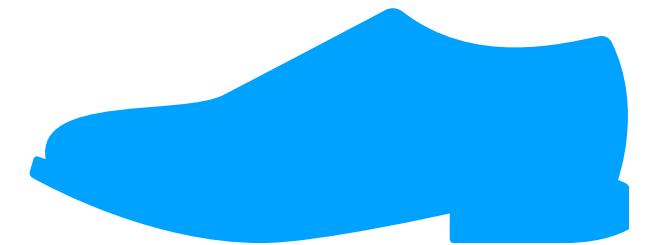




Technology in Primark



PRIMARK

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Digital Skills and Research Methods (BMSW4003_LON)

Terry Walcott

Topic to be covered

- Introduction
- History of Primark
- Shops around the world
- Factories
- Strengths
- Technology
- Weakness
- Recommendation

Introduction

- Our group researched on a big fashion organisation called PRIMARK. Which work without online website and still working for many years. Even have more and more shop around the world. You will know more about Primark , the way this organisation work.

ARTHUR RYAN

1935 - 2019

Primark Founder
Primark opened the first shop in
Dublin in 1969



PENNEYS is

The original name of Primark.
How is called today. The name
changed after moving to UK
1974.





Name of the logo all over the world



Shops around the world

- Around the globe, there are 11 countries where Primark stores are available: UK, Ireland, Spain, Portugal, Germany, Netherlands, Belgium, Austria, France, Italy and the USA.
- The biggest store that they own is located in Birmingham (UK) with the 5 floors (161,000 square feet). You can find 167 places where you can find Primark in the UK.
- The total of employees around the world working in Primark stores are 68 thousand people.

Factories

- There are 1,033 factories in 30 countries.
- United Kingdom:16, France: 2, Morocco: 5, Ireland: 3, Portugal: 5 ,Romania: 13, Netherlands: 1, Spain: 1, Moldova: 5, Germany: 2, Italy: 8, Greece: 1, Slovakia: 1, Tunisia: 1, Bulgaria: 3, Turkey: 92, Georgia: 1, USA: 1,Mexico: 1, China: 525, South Korea: 2, Pakistan: 23, Bangladesh: 107, Myanmar (Burma): 12, Laos: 1, Cambodia: 22, Vietnam: 23Indonesia: 1.



Technology

Primark use Traka's dock door and intelligent management solutions to ensure maximum efficiency and safety across its warehouse and distribution centres.

Primark is a fashion retailer who successfully operates 325 stores in 11 countries. The static storage is supplied by manual conveyor **technology**, complemented by automated inclines and declines, which connect the four floor levels.

“Finance director of Associated British Foods (ABF), which owns Primark, John Bason said that if there were any opportunities for Primark online “it would be click and collect” ”.



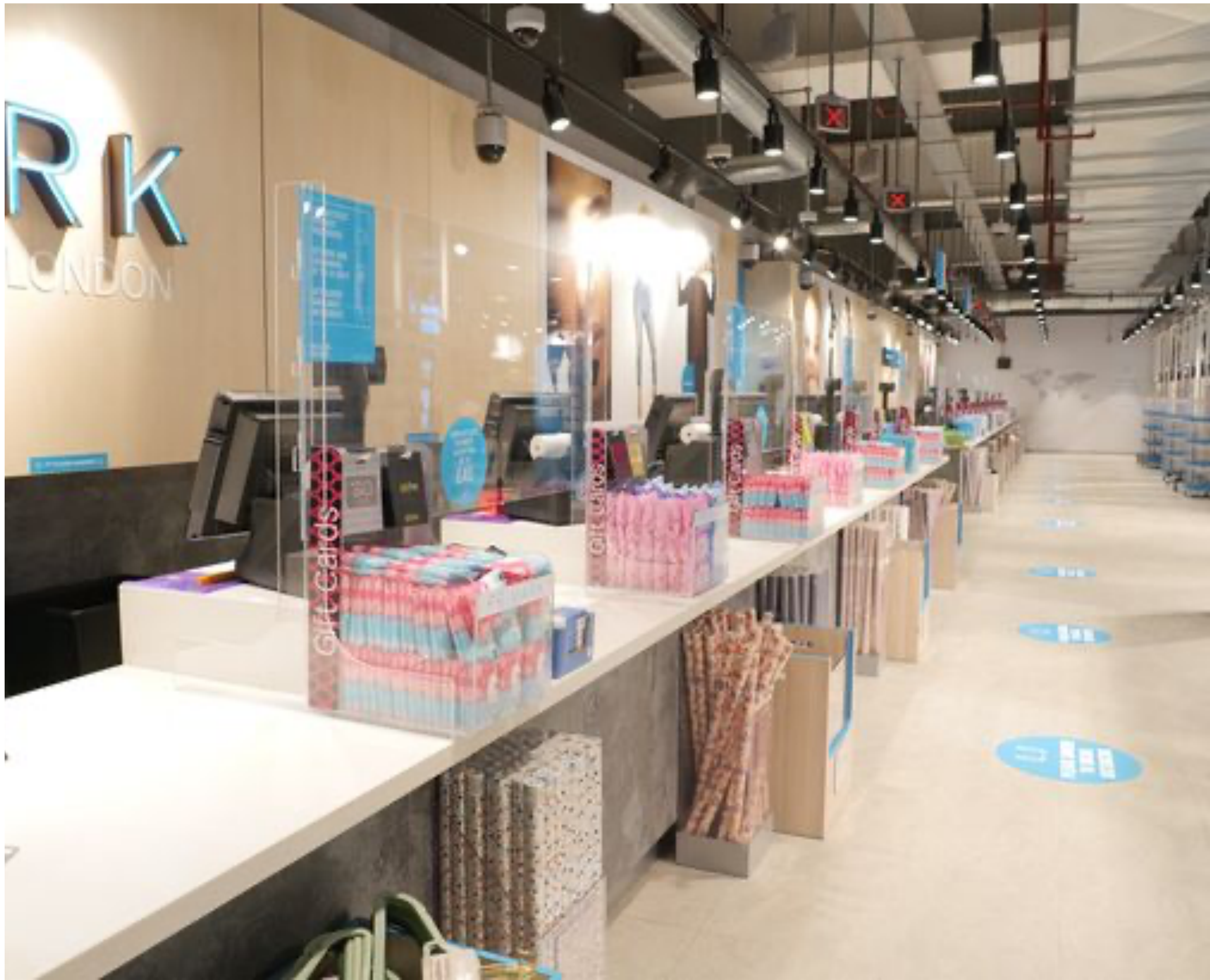
- Primark brought digits in-store at its new Birmingham store. It is latest ever-during the course of the year. The five-floor store features free WIFI, charging for smartphone, digital displays from video walls to LED screens, throughout the store.

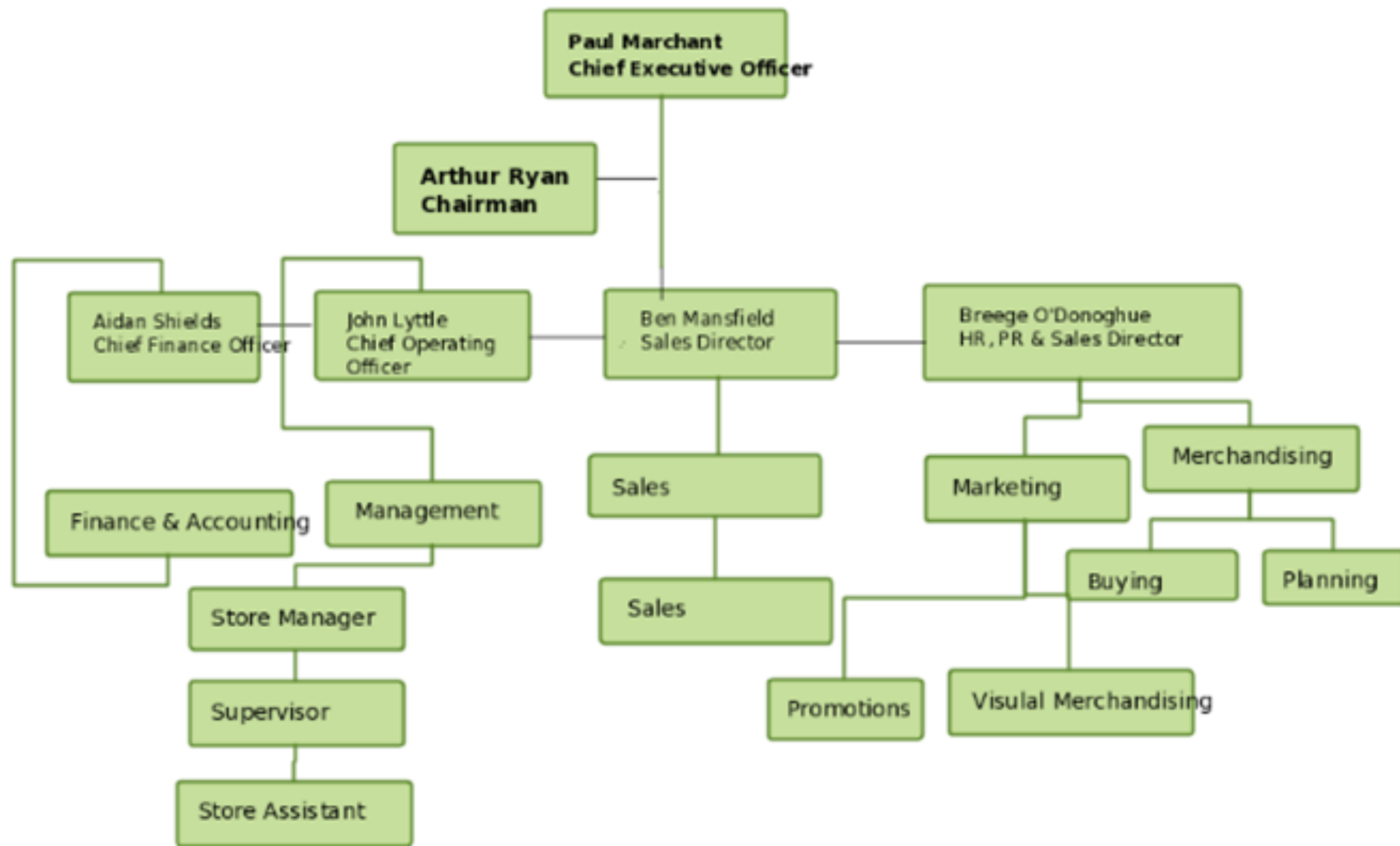




STRENGTHS

- Provides high street quality clothes for all genders, ages, various sizes and at affordable prices.
- The organisational structure is simple and orderly.
- Cheaper than other stores such as Next, H&M, New Look etc.
- Been around for over 51 years and still making high profit margin financially.
- Won so many awards such as Retail week award 2110, Multi market retailer of the year award, fabulous high street award etc.





WEAKNESS

- No form of advertisement but rather relies on customer to talk about their products.
- Stores usually crowded because the products are cheap unlike other competitors.
- Process of return and payments for sales are slow due to large numbers of customer.
- Does not comply with government working conditions, living wages and working hours.
- £100 million loss a month after lockdown due to no online sales.

NEXT STEPS/RECOMMENDATIONS

- Recommend to start an online sales of product.
- Improve the use of return and sales tills to avoid long queues.
- Review staff wellbeing more importantly salary.
- Improve the use of technology

Conclusion

Today we learn more about Primark the history , fabrics and shops around the world, also how the technology is effecting this big faction name. We learned more about the problem that they haven many more interesting facts. For last I would say lets go shopping!

PRIMARK®



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SPEAKER NOTES

**Teresa Onyemah
Student Number-192178**

Speaker notes on Strengths and Weaknesses of Primark.

Primark is a big fashion organisation and has been in operation for over 40 years. The store is famous for trading of high street quality clothes that are designed for all genders and ages in various sizes in good fabrics and at affordable prices.

Some of the strengths of the organisation is bases on the simply and orderly structure of the organisation. Looking at the organogram there are various job positions which reveals that there are many departments in the store such as marketing, sales, merchandise etc.

The quality of their clothes are good hence they are in par with other fashion stores that has been in existence longer than them such as Next, New look, Marks and Spence etc. They are key player in the retail market and have won many awards such as multimarket Retailer of the year and Fabulous High Street Award 2010. Another strength is that they focus on respect for workers and look after staff well being.

In as much as there are strengths in this organisation there are also shorts falls that could be improved. There are weaknesses in the form of advertisement as they mainly rely on customers to talk about their products than them advertising on media or billboards.

The stores are usually crowded due to the facts that their products are cheap unlike their competitors. The process of returns and payments for sales are also slow due to large numbers of customers.

Hence, from the aforementioned Primark is a high and well structured organisation but still need to improve in some areas to make it much better and for its customers to have the customer satisfaction that is needed.

Monika Mitrova

Student number - 1921378

Digital Skills and Research Methods (BMSW4003_LON)

Terry Wallcot

Technology in Primark

Speaker notes: I will be covering the beginning of the presentation and the final part the conclusion . Firstly I would like to present you to my team. Maria who will be covering from slide 6 to slide 10 . After her will be Tracy she will tell you very interesting things about the technology in Primark from slide 11 to slide 13 . Last but not on the last position is Teresa who will tell you more about the strength and weakness that big organisations have. She will be covering from slide 14 to slide 18. Enjoy!

Primark what Primark is us organisation. Let me tell you some history information about this faction shop.

The first Primark opened the first shop in Dublin in 1969. The founder called Arthur Ryan who has born in 1935 and passed away 2019. He was married twice. From his first marriage he had 4 children (Colin , Jr, Barry and Alison) and one with his second marriage had daughter called Jess.

First when hi opened the first shop gave the name PENNEYS ,but in the US there has already organisation with a similar name he decide to change the name to Primark in 1974 and the name has remained up to the present days.

For conclusion I would say this organisation will never end except the problem that Primark have with the online shopping , everything else is going very well . The shops are always full with people from age 0 to age 100 and more. Thank you for your time . I hope you enjoy this few minutes with us. Monika, Maria , Teresa and Tracy.

Maria Virginia Teixeira (1920570)

Where Primark is located and the history behind its name:

On my part of the presentation I will be talking to you about what Primark was first called, when it started and the locations around the world that you can find Primark.

Primark first started in 1969 in Ireland with the name “Penney’s” which is still being located at this present moment. Now in this present time everyone knows this cloth store by Primark, the biggest store that they own is located in Birmingham (UK) with 5 floors.

There are 1,033 factories in 30 countries such as Turkey, Mexico, Romania, UK , Pakistan etc. Around the globe, there are 11 countries where Primark stores are available to shop in: UK for example since 1973, Ireland since 1969, Spain since 2006, Portugal, Belgium and Germany since 2009, Netherlands since 2008, Austria since 2012, France since 2013, Italy since the USA since 2015. The total of employees around the world working in Primark stores are 68 thousand people. In the UK you can find 167 places where you can find Primark, some of them places are; Brighton, Romford, Manchester, Cardiff , Stirling and many more.

Tracy Green (1920947)

Primark is a fashion retailer who successfully operates 325 stores in 11 countries. The static storage supplied by manual conveyor technology, complemented by automated inclines and declines., which connect the four floor levels. Primark marries digital engagement with store- only selling (marketing) 05 Nov.2019 by Chloe Rigby. . Primark strategy of engaging via digital while selling through stores helped it grow sales and profits in its latest full year , its parent company said. The clothing retailer , which marks its 50th year of trading this year, stands out in the UK clothing for not selling online. Digital is still an intrinsic part of its strategy and the retailer operates a non - transactional website that showcases its clothing ranges while pointing shoppers towards their nearest store.

It's social media following has more than doubled to 20million over the last year, after it added 13million new followers during the course of the year , said associated British Foods (ABF) in results for the year to September 14 . This , it said , was down to a combination of “ exciting product ranges, innovative social media campaigns and customer- focused celebrity collaborations.

Primark brought digits in -store at its new Birmingham store. It's largest ever- during the course of the year . The five floor features free WiFi , charging for smartphones, digital displays from video walls to led screens, throughout the store.

Primark provides their customers with the lower prices and an increased number of seasons per year . The need for high efficiency levels among the fast fashion retailers appears as a necessity to survive. Since the area of store operation is directly dealing with the processes at the end of the supply chain , boosting revenues through the increased efficiency and in corporation of new technologies in this area becomes critical. In order to accomplish that in a long - term perspective, this must be done while improving staff working conditions, customer experience in the stores and with more cost effective practices .

The budget company doesn't do online shopping at all to the dismay of many fans during the pandemic. Primark list it's products online along with the prices, however you can't actually buy it. Jason Bason , finance chief at parent company associated British Foods, has previously explained why he didn't want to start selling online.

Speaking h to the mirror back in 2014 , he said: Look at £2 t-shirt . Everyone think it's clickers-click but one third of clothes returned.” That means someone has to pick it up . Someone has to deliver it, someone in the store has to take it back , refold it. It doesn't work at the “ Lower Price Point”. One of Primarks selling points is its budget prices that allow shoppers to fill their baskets with the latest trends without breaking the bank according to a number of sources.

The accelerating development and growth of E-commerce is continuing to open up more competition for traditional brick and motor businesses in the Uk clothing retail as evidenced by the emergence of online pure plays such as amazon , Asos , boohoo and others. This new channel of distribution is opening up the competitive space due to its relative ease and low cost operational base .

The fact that a traditional brick and motor clothing retailer like Primark doesn't operate an e- commerce website makes it vulnerable to a decline in store sales as such technological developments continue to shape retail environment.