

MANAGING PEOPLE GROUP PRESENTATION

LECTURER: REXON NTING

Student's name & Student's ID:

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INTRODUCTION

VIOLETA-ROXANA ZANFIR(1813454)

- Human resource policies and procedure is introduced
- organization of Burberry
- The need for a robust and progressive HRM policy

CONCEPT OF BUSINESS ENVIRONMENT



External

Political Factors:

- UK is relatively fair
- The government is proactive (Taylor, 2010)

Economic factor:

- 5th largest GDP
- diversified economy (Torrington *et al.* 2014)

Social factors:

- Free public services like NHS
- Open to migration
- High rate of dependency



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- **Technological factors:**
 - Expertise in science and IT (Marchington *et al.* 2016)
 - Law of intellectual property
- **Legal factors:**
 - The employment act 1996
 - Minimum wage act
- **Environmental factors:**
 - The local council, the government and the charities (Pilbeam and Corbridge 2006)
 - Challenging weather

CONCEPT OF BUSINESS ENVIRONMENT

GEORGIANA-ANDREEA ENE(1813123)



Internal

SWOT analysis of Burberry

Strength:

- Focused branding
- Global presence (Burberry.com, 2020)

Weakness:

- Premium range of price
- Limited line of product

Opportunities:

- Developing into emerging markets
- Expansion of the product line (Burberry.com, 2020)

Threat:

- Available competition from other players
- Changing lifestyle of customers (Burberry.com, 2020)

IMPACT OF EXTERNAL ENVIRONMENT ON HR POLICIES



- The external factors impact the goal set by the HR and relates bring in changes (Taylor and Woodhams 2012)
- It impacts the ability to recruit the required talent in the organization
- It impacts the inclusion and exclusion criteria that is set for the policies
- The implementation of policies and tools including an ethical trading program is evident



BURBERRY

L O N D O N

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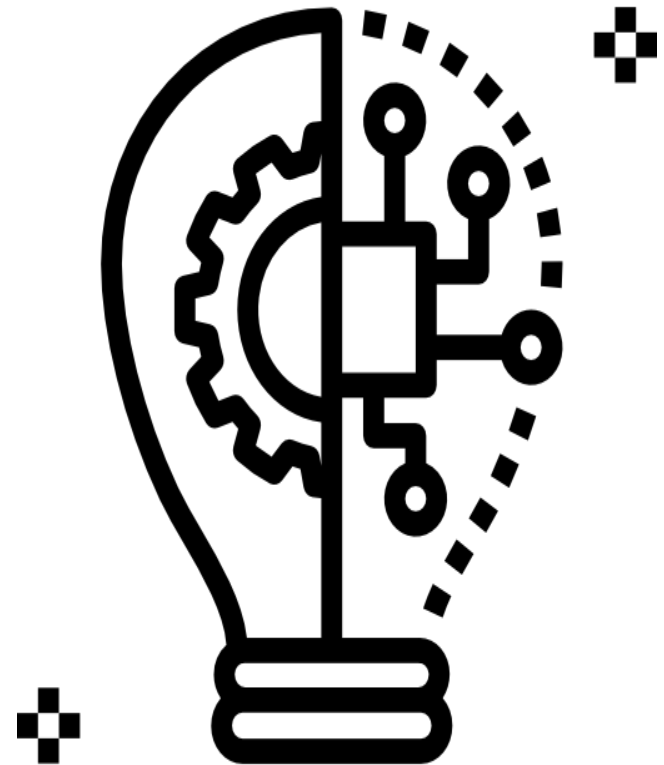
- Steps to drive the human resource outcomes
- Analysis of human rights is placed in the organization (Armstrong and Taylor 2020)
- Measure the effectiveness of human resource policies

IMPACT OF INTERNAL BUSINESS ENVIRONMENT ON HR POLICIES

IRINA BEJENARI(1812797)



- The organization is managing business in a dynamic format
- The promotion of well-being of the worker
- Innovation and leading to create sustainability (Ali, 2019)



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- Group, panel interview leading to drive better talent
- The human rights review (Armstrong and Taylor. 2020)
- The monitoring and reporting of the compliance



LINK TO HRM STRATEGY OF ORGANIZATION MADALIN PETROVICI(1813112)

- Recruitment and development of key talent is a significant strategy (Taylor, 2010)
- The organization is committed to make it the best place to work
- The organization works with a ambitious agenda towards delivering goals



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- The construction of a diverse culture is prevailing in Burberry (Burberry.com, 2020)
- It has driven evolving strategies related to recruiting and selecting of human talent
- It has imparted training for managers and drive a inclusive environment

CONCLUSION



- The critical understanding of the business environment
- The understanding of how managing human resource is impacted by internal and external factors
- The aspect of key principles of HR management

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Thank
you!