

Community Engagement

(LCBB4002)

Student Name: Shafrina Jauffar

Student ID:1 713417

Lecturer: Y. Kumar



Contents

- Introduction
- Vision, mission and values
- Swot analysis of Lidl
- Pestle analysis
- Offices of Lidl
- Employees
- Employee motivation
- Training and Development
- Awards won
- Future plans
- Conclusion

LIDL

Introduction

In 1930s Lidl was started in Germany by the founder Mr. Schwarz with 3 employees just with about 500 products. It is a private retailing industry Today Lidl stores are found in about 30 countries of the world and being operated in 29 of them. Around the world more than 10000 stores have been established. Across the world Lidl is employed around 260000 employees in different sectors. First branch entered the UK in 1994. in the today's market more than 700 branches are found and about 20000 employees have been employed across Scotland and England. Lidl is one of the fast growing supermarket which supplies variety of grocery, food, cloth and home essentials and etc.

Vision, mission and values

Vision and mission are very important tools for an organization for guiding, decision making and directing in a successful path. Borah's statement in Development Cooperation Handbook says that the mission of a company differentiates it from all other organizations. Mission is a brief statement which says the purpose of an organization. Simply mission is the answer for the questions such as what they do and why they do. Make the customers satisfied, gain successfulness through training and progress of the employees, maintain trustworthy relation with the dealers and suppliers are the mission of Lidl retailer.

The word 'vision' indicates what the organization is hoping to achieve in future. The vision of Lidl organization is to improve the lifestyle of the consumers by giving standard products at reasonable price as well as fulfil the wishes and desires of the customers.

Apart from mission and vision every organization has its own values. Values are some postulates that directing an organization and its behaviour. Trust, responsibility, respect and recognition are the valuable values of Lidl.

Apart from mission, vision and values it has some principles that distinguished its tasks. They are motivate one another, contentment of the clients, top quality products at cheap price, extension of the business is decided by the improvement of the stores and etc.

SWOT Analysis of Lidl

SWOT analysis is a tool used by the organizations and the business people to identify their strength (S), weakness(W), opportunity(O) and threats(T) in order to develop their business. Strength and weakness are considered as the internal factors, on the other hand opportunities and threats are considered as the external factors of an organization. This is one of the easiest ways to improve the business as it costs nothing as well as no any business consultant is needed to taken the steps.

Strengths

- Reasonable price
- Having own labels
- Satisfaction of the customers
- Focusing on common stocks
- Open in all days
- Employee benefits

- Options for cashless payment

Weakness

- No way for purchasing in internet
- Confined branches only in Europe

Opportunities

- Starting new stores in developing countries
- Extract online business

Threats

- Competitors
- Changes take place in retail industry regulations and policy

PESTLE Analysis

Pestle analysis is a tool used by the organizations to recognise their external factors and challenges. The word, 'PESTLE' stands for political (P), economic (E), social (S), technological (T), environmental (E) and legal (L) aspects. This analysis focuses on business marketing and business planning processes. The analysis provides chances to identify more opportunities and to reduce the effects of threats.

Political factors: It determines which government policies influence the certain business. Like taxation and minimum salary range authorised by the government.

Economical factors: The growth of grocery market around Europe and national living cost of the people.

Social factors: This explores the social environment of the industry which determines the trend of the business. Like the rapid changes happening in the lifestyle of population.

Technological factors: Either favourably or unfavourably factors that affect the operations of an organization, such as people are more attracted to online shopping.

Legal factors: The laws that effect the certain industry and something the industry has to follow by itself.

Environmental factors: All the factors that determine by the surroundings of the business.

Lidl is the one of the fastest growing retailers in the UK. It targets different customers segments. Its main focus is on the consumers who deal with product quality because of products. Apart from this it targets all income range of people.

A great customer service is provided by Lidl. As it is having a friendly service team. We will be helped via phone call or direct visit to the store. In addition to that the products which are not covered by the guarantee, will be covered with six months of period. Within twenty eight days we will be able to refund if the item is suitable for selling with the labels and proof for purchased.

Offices of Lidl

The offices of Lidl Grocery retailer can be catagorized into three: they are Head Office, Regional Office and Property Office. The Head office of Lidl is located in Wimbledon, London. It consists of

number of departments for various purposes. All financial transactions are operated by Account & Finance Department, the Buying group is responsible for offering top quality products in cheap price, HR Department takes care of employees and their training and development, Legal Department carry on the processes consent to rules and regulation of the government sectors, Advertising & Marketing team focuses on attractive new customers in creative ways, Supply chain & Logistics make sure that the products are reached to all the stores from the suppliers and Sales operation group helps for the continuous progress of the stores across the UK. Additionally the Quality Assurance Department ensure the quality of the products consumed by the customers are high and standard.

The Regional Office includes Administration team, Customer Service team, Group of HR, IT team and Supply Chain. On the other hand Lidl has ten property offices which are deal with the constructing and renovation matters of the organization.

Employees

Employees are the crucial resource of a business. The performance of the employee is an essential aspect at workplace. The role of employees in an organization is in-creditable. Here we will have a brief discussion about the role of some employees and their duties plus responsibilities. Moreover how they contribute Lidl to achieve its goals.

Store Manager:-

He/ she is given 47 and half hours per week to monitor the tasks going on and to ensure of the completion. He has the responsibility to make the store touching its target. He has to have ability to solve the problems as well as good time management.

Shift Manager:-

He is in charge of the store while he is in shift and has to manage the Customer Assistants team. Furthermore, the team is being encouraged and guided by him to complete the workload, deal with the cash and make sure of the stocks received. Additionally, he is the one responsible for verifying that all the processes in the store are running smoothly and making the customers satisfied.

Area Manager:-

About 4-6 stores run under his/ her leadership. Regular attendance to the stores is must. On the other hand he works along with the Store manger while involving in getting stuck. He shows the team, the route of access to the particular target.

Customer Assistant:-

The main duty of the Customer Assistant is to ensure that the store is in a fit state for the valuable customers. He looks after the cleanliness, neat, well arranged and tidiness of the store in order to makes the shopping of the customers comfortable and enjoyable.

Employee motivation

In order to increase the productivity of the employees, regular motivation is compulsory in an organization. Motivation brings numerous advantages to the business. It increases not only the efficiency of the staffs but also their satisfaction. Automatically the motivation enhances the commitment from them. In case of Lidl, the employee motivation is appreciable. The employees are provided discount of ten percentage for all the items across all Lidl stores in the UK. The staffs are supplied with reasonable salary and sufficient holidays. In addition to these they are given fourteen days full pay maternity holidays.

Based on the employee position, they are given extra benefits like sick pay, pension and etc. The speciality of Lidl is that the staffs are offered equal opportunities as well as treated fairly. The Management always concern about the less favourable treatments among the employees team and to make sure that none of them are suffered with unlawful and unfavourable treatment due to sex, nationality, age, colour, disability and status. Lidl wishes all the suppliers, customers and employees to be served with kind and respectful manner. The workplace of Lidl is always maintained with assistance and impartiality.

Training and Development

Training is one of the most essential parts in a business organization because it grants chance to improve the knowledge and skills of the employee team. Obviously a well trained worker is capable of perform well in his job than the rest. It creates a supportive working environment with a positive mindset. Apart from that the training and development programme give an opportunity to understand the policy, expectation and strategy of the organisation. It extents the work rate, effectiveness in processes and alternation in new by-products. By the way the rate at which employees leave the workplace is reduced through training and development programme. The great outcome of the programme is that it brings the brand of the company to a high level in business market.

Lidl provides Learning, Training and Development programme for gaining the everlasting evolvment in its journey. Though the staffs have some weakness, it gives the possibility to identify them and to overcome. This programme has organised under different categories by different team of people. They are Global Mobility, Training Mentors, Regional Trainers, Operational Training and so on. Overall target of these Training programmes are to make sure that the Lidl employees have the needed knowledge and skills to support Lidl to achieve its goal, support the team to lead in their path and exchanging the ideas and experiences with the new employees.

In addition to above programmes, Lidl conducts some other development programmes. Such as programmes like Graduate Management developing and retail graduate management have been organised in order to give knowledge on HR, leadership and operational development with soft skills.

Awards won

Lidl has won many awards for different achievements in last few years. Mother and Baby award 2019 was given for the best baby food products. In 2018 the champion award for Grocer Own Label, Own Branded Spirits Range of the year, IWSC and Good Housekeeping Institute awards were won by Lidl. Meantime the award for Drinks Retailing, Great Taste, Quality food, Made for Mums were proudly received in 2017 and 2016.

Future plans

Lidl strongly desires to start sixty new shops a year by the way it is planning to build about 3000 houses and a primary school but now it has included flats students hostel and hotels in its project. They are hopefully anticipating to end up their project work by next year. Lidl's expansion plan is to exceed about thousand stores in coming few years. (Searale, 2018)

Conclusion

In order to stay strong and gain more success in Grocery industry, Lidl has to concern more on 4 P's analysis. It is comprehended product, place, promotion and price. To lead their competitors the brands of the products are being sold should be in greater than other supermarkets. Though the price has to be reasonable not much cheaper because the customers interpreted them in a negative way. The products in the stocks should be maintained perfectly to attract more customers. Lidl has to have more discounts to the consumers rather than selling in the cheapest price (CIM, 2009).



On the other hand, even though the employees are paid well, the workload seems to be in high range so the staffs are not able to pay more attention on the customers. This scenario might effect on valuable customers. Furthermore establishing more stores not only in the UK but also in other countries will definitely opens new doors for the victory of Lidl.

References

Armstrong, A. (2017) *Telegraph*, [online].

Available at:

<https://www.telegraph.co.uk/business/2017/07/07/lidl-add-60-new-shops-year-ambitious-15bn-uk-expansion-plan/> (Accessed: 02 December 2018)

CIM (2009) *Report and financial statements*. The Chartered Institute of Marketing.

CIPD (2017) [online].

Available from:

<https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet>
(Accessed: 28 November 2018)

Glass door (2018) [online].

Available from:

<https://www.glassdoor.co.uk/Reviews/Lidl-Reviews-E7428.htm> (Accessed: 25 November 2018)

Indeed (2018) [online].

Available from:

<https://www.lidl.co.uk/en/Awards-997.htm> (Accessed: 02 December 2018)

Indeed (2018) [online].

Available from:

https://careers.lidl.co.uk/cps/rde/career_lidl_uk/hs.xsl/training-development-1822.htm
(Accessed: 27 November 2018)

Indeed (2018) [online].

Available from:

<https://www.indeed.co.uk/cmp/Lidl/reviews> (Accessed: 03 December 2018)

Lidl (2018) [online].

Available from:

<https://www.lidl.co.uk/en/Our-Products-601.htm> (Accessed: 23 November 2018)

Lidl (2018) [online].

Available from:

<https://www.lidl.co.uk/en/About-Us.htm> (Accessed: 30 November 2018)

Lidl (2018) [online].

Available from:

<https://www.lidl.co.uk/en/Vision-and-Mission-Statement-13338.htm> (Accessed: 25 November 2018)

Lidl (2018) [online].

Available from:

<https://careers.lidl.co.uk/en/4174.htm> (Accessed: 02 December 2018)

Lidl (2018) [online].

Available from:

<https://careers.lidl.com/en/1917.htm> (Accessed: 04 December 2018)

Searale, F. (2018) 'Aldi and Lidl plan rapid store expansion', *Fresh Produce*, 27th March.

Available at:

<http://www.fruitnet.com/fpj/article/175133/aldi-and-lidl-plan-rapid-store-expansion> (Accessed: 29 November 2018)