

**UNDERSTANDING ORGANISATIONAL STRUCTURE AND CULTURE
(LCBB4009)**

**COMPONENT 1: INDIVIDUAL PRESENTATION
PRESENTATION TITLE**

**THREE WAYS OF DESIGNING ORGANISATIONAL STRUCTURE: A CASE
STUDY OF GREGGS PLC**

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INTERLOCUTION

GOOD MORNING EVERYONE. TODAY WILL DESCRIBE THE THREE WAYS OF DESIGNING AN ORGANIZATIONAL STRUCTURE BY CONSIDERING GREGGS PLC AS A SELECTED COMPANY IN THIS PRESENTATION. IT IS ONE OF THE BIGGEST BAKERY AND FOOD ON THE GO RETAILERS IN THE UK. GREGGS OPERATES APPROXIMATELY 2600 SHOPS (LAMBIE-MUMFORD AND KENNEDY, 2024).



ORGANISATIONAL STRUCTURE AND ORGANISATIONAL CHART

ORGANISATIONAL STRUCTURE

- ☐ DEFINES ROLES AND RESPONSIBILITIES
- ☐ SHOWS REPORTING RELATIONSHIPS
- ☐ SUPPORTS COMMUNICATION
- ☐ IMPROVES COORDINATION

ORGANISATIONAL CHART

- ☐ VISUAL MAP OF THE ORGANISATION
- ☐ SHOWS LEVELS OF AUTHORITY
- ☐ EXPLAINS REPORTING LINES

IMPORTANCE

- ☐ BETTER COMMUNICATION
- ☐ FASTER DECISIONS
- ☐ CLEAR ACCOUNTABILITY
- ☐ HIGHER PERFORMANCE

FUNCTIONAL STRUCTURE

FUNCTIONAL STRUCTURE

❑ EMPLOYEES GROUPED BY FUNCTION

❑ MARKETING

❑ FINANCE

❑ HUMAN RESOURCES

❑ OPERATIONS

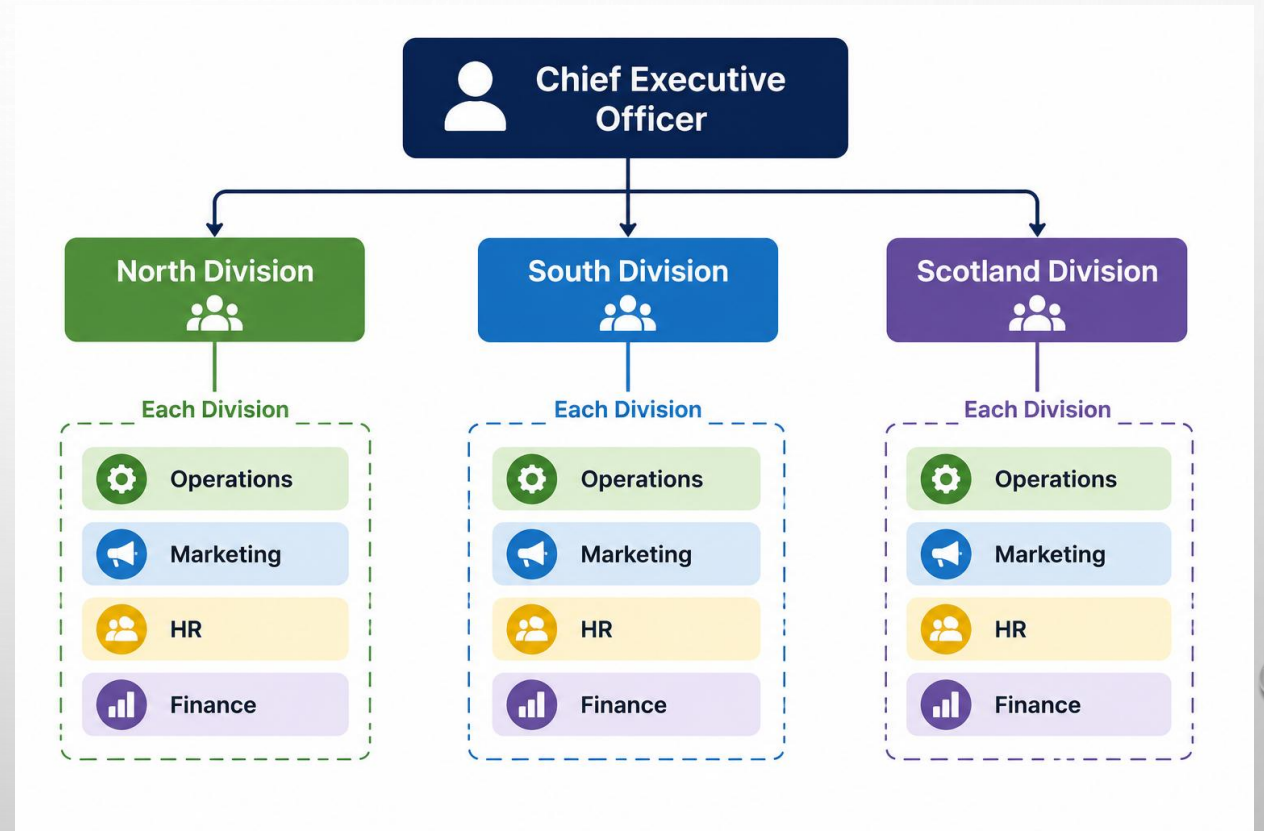
❑ INFORMATION TECHNOLOGY



DIVISIONAL STRUCTURE

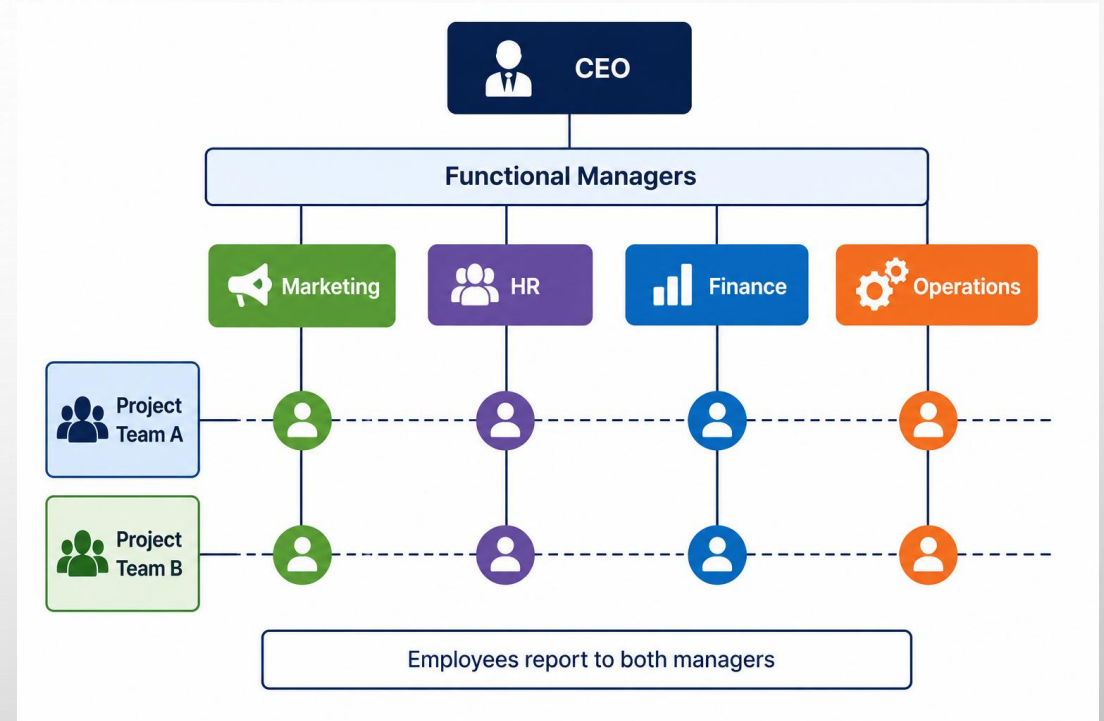
DIVISIONAL STRUCTURE

- ❑ ORGANISED BY BUSINESS UNITS
- ❑ REGIONAL MANAGEMENT
- ❑ PRODUCT RESPONSIBILITY
- ❑ LOCAL DECISION MAKING



MATRIX STRUCTURE

- **MATRIX STRUCTURE**
- COMBINES FUNCTIONAL AND PROJECT TEAMS
- DUAL REPORTING
- CROSS-FUNCTIONAL COOPERATION
- FLEXIBLE WORKING





CONCLUSION

- STRUCTURE SUPPORTS BUSINESS SUCCESS
 - FUNCTIONAL IMPROVES EFFICIENCY
 - DIVISIONAL IMPROVES FLEXIBILITY
 - MATRIX IMPROVES COLLABORATION
 - GREGGS MAINLY USES FUNCTIONAL STRUCTURE
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