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Soho house & Co

Community Engagement
Modul № LCBB4002

Lector: Navami Leena

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Introduction

This report is based on the Soho house and company and the community engagement of this company. Mainly, how the company engages its employees and other external and internal factors to boost its performance and profitability will be discussed in the report. The Soho house and company are a British company which is mainly hotel chain and clubs for the customers of media and art industry.

Size, structure and objectives

Soho House & Co is a British hotel chain and club which is developed by a group of private members. The hotel chain and club is located at Greek Street, Soho, and London and at this company is now operating several clubs, hotels and different Windows around the world (Clarke Banks, 2019).

The Soho House & Co were founded in 1995, which is a private member club but it operates worldwide, the main leader of the club is Ron Burkle.

Size: The sales volume is 220 million dollars in 2017 which shows an increase of 2% than 2016 sales volume. It has about fifty thousand employees around the world and it already captured 5% of market share in the United Kingdom (Management, 2019). It has 23 clubs worldwide, of which 9 clubs are situated in the United Kingdom, 8 clubs are situated in the United States, 1 club situated in Germany, Turkey, Spain, India, Canada, and the Netherlands.

Structure: The hotel includes a spa, workhouse, restaurant, cinema hall, beauty salon, and other facilities.

Sector: So, the sector it operates is the hospitality industry.

Mission: the mission of Soho house & Co is to provide a good and enjoyable moment while providing with good facilities and services.

Vision: The Soho house & Co have the vision to be the top market player in the hospitality industry around the world and to be the first priority for the persons of art and media industry.

Goals: The main goals of the Soho house & Co is to be the market leader of the hospitality industry in the United Kingdom (Clarke Banks, 2019) and in other countries while providing the best facilities for the members.

Customers and customer's expectations

The membership structure for the Soho House & Co depends on the title of the job and net worth of the person and status level. In 2015 the Soho house & Co had 50 000 members from all over the world and approximately 30 000 members are in waiting list globally.

SWOT analysis

A SWOT analysis is a framework to you know the strengths, weaknesses, opportunities, and threats from the external environment or factors of the Soho house and company (Management, 2019). The strengths, weaknesses, opportunities, threats of the Soho house and company are given below.

Strengths: The main strengths of Soho house & Co are – it`s branch reputation and recognition to the persons of media and art industry. The brand equity of the Soho house & Co is about 10 billion dollars which are increasing (Lakin and Scheubel, 2010) because of the worldwide popularity of the so house and company in the media and art persons.

Weaknesses: The weaknesses of the Soho house & Co are - it is concentrated on a particular segment of customers. The sales are (Clarke Banks, 2019) concentrated amount one customer segment which is whiskey. In the time of recession, it faces slow growth and lower sales rate.

Opportunities: The main opportunities for the Soho house & Co are, the Soho house & Co can expand in other countries and they are good opportunities for or its reputation increase in the famous persons of art and media industries of different countries which will add more equity and brand equity value to the company.

Threats: The common threats for the Soho house & Co are, there are many competitors and big market players in the hospitality industry in the United Kingdom which causes hi competitive pressure for the company to decrease price range.

PESTLE analysis

Pestle analysis is a theoretical framework which can help up to determine the factors from the external environment which influence the operating activities of the Soho house and company.

Political Factors: Among the political factors, the government of the UK is supportive of the hospitality industry of the UK but the Soho house & Co are operating in other countries too (Management, 2019). That's why it needs to obey global regulations and compliances to operate business activities. Overall political factors are a table for the Soho house & Co.

Economic Factors: Among the economic factors the interest rate of the capital market are increasing, the neighbour and wage rate are also increasing, which are related to the business activities of the Soho house & Co. The GDP growth rate of the UK has increased by 1.0 5% from 2000 to 2018, whereby the wage rate has increased by 0.8% from 2000 to 2017 (Hoyt, 2013).

Social Factors: The social factors are very much important for the Soho House & Co as a targeted the customers of art and media industries which is highly related to the social belief and values. The customer's perception of the luxurious hotel and facilities can positively change the business activities of the company but it can also affect negatively as well (Management, 2019).

Environmental factors: Environmental factors like maintaining the eco-friendly e environment in the hotel and clubs, use of healthy products, maintenance of effective recycling system m and other compliances need to be maintained for the Soho house & Co.

Technological factors: The technological factors are very important as this is the era of e-commerce and digital marketing. The facilities of the Soho house & Co are mostly affected by technological improvement and the facilities are dependent on the technological system.

Legal factors: The legal compliances need to be maintained by the CEO house and company as it is operating globally in different countries (Clarke Banks, 2019). The legal cost may be high as it needs to maintain safety security measures for the safety of members and customers of the hotels and clubs (Kolb, 2008).

Roles and responsibilities of the employees and how they support the company

The Soho house & Co have three levels of management.

The top-level management consists of the CEO, Directors the main roles and responsibilities of the top level management are to determine the key strategies to follow in future, approve the budget and financing sources, manage the overall activities of the company whereby to attain a competitive advantage by ensuring efficiency in overall business activities (Sohohouse.com, 2019).

The main roles and responsibilities of middle - level management are to ensure the performance and activities of separate departments (B2U - Business-to-you.com, 2019). Middle-Level management consists of of-of managers, functional managers, regional managers, and others.

The lower level management consists of team leader for supervisor of each functional areas which are finance, beauty and grooming, restaurant it, human resource Management, design and development, food and beverage, health and fitness, information technology, kitchen comma maintenance and housekeeping, marketing, membership, people and development, membership, Soho workspace (Clarke Banks, 2019).

Training and development of the employees and the importance of training and development

There are many categories of training such as management training, sales training, marketing training, project management training. Two main types of training are - on the job training and off the job training. Off the job training means giving training through other means like - seminar, presentation, classroom learning, and others. Trained human resource are important assets for the organization (Hoyt, 2013).

Firstly, the employees of the Soho house and company receive training who is more capable to perform the job activities better and the training will give the employee better understanding and responsibilities of their specific responsibilities. Secondly, the satisfaction level of employees will be improved as the training creates a supportive of what place former employees will gain better knowledge to perform job activities (Info.creditriskmonitor.com, 2019).

Management role of the Soho house & Co and the importance of the manager role

The manager of - of human resource Management division of the Soho & Co insurance the employment and recruitment of the employees needed for the job that is vacant (Investopedia, 2019). The manager needs to specify the skills and qualities required for the specific vacant job position and open application for the new applicants to you apply for them. The manager of human resource department also needs to specify the salary and compensation training and development of other facilities for the human resource (Hoyt, 2013). This role is very important as it is important to know who is job positions are vacant and which job activities need to be done.

Skills and knowledge required for the manager job of - of human resource department

For the role of Manager of the human resource department of the Soho house & Co the skills and educational background required is:

- To have a minimum degree in the management course.
- Also, show seven years of experience candidate for the manager positions.
- The manager should have intellectual skills to understand and should be able to control the employees under him (Bloomberg.com, 2019).

Training and development for the manager position of human resource development

The Soho house & Co need to give proper training and development for the managers of the human resource department so that they can efficiently manage and use the human resources of the Soho house & Co. They can give if in the job training to the managers so that they can get experience from the real situation. Also define seminar and conference need to be held for the training session of the managers of the human resource development so that they can learn different techniques at the new system through you manage employees (Sohohouse.com, 2019).

Conclusion and findings

In conclusion, it can be found from the above discussion that so house and company use effective training and development system for the managers and other employees of the company so that they can increase their performance and behave efficiently to the customers (Hoyt, 2013). But they can use digital presentation and seminar system to give more training to the managers of human resource department so that they can handle the employees more efficiently which is ultimately increase the performance of the Soho house and company.

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CPD Plan

Name: Beatris Toncheva		Covering the period from: 08/11/2018 To: 15/05/2019
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What do I want/need to learn?	What will I do to achieve this?	What resources or support will I need?	What will my success criteria be?	Target dates for review and completion
I want to become the Chief Manager of one of the hotels.	I need more skills to manage different sectors. I need to complete a hotel manager course.	Time and money.	- There will be more responsibilities - I have knowledge in different departments	01/04/2019