

Programme: BA Business Management

Module: Introduction to Business

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Introduction

The essay based on introduction to business will describe the vital functions of Sainsbury's which is a public sector company and a multi-national retailer which readily offers groceries, clothing items and general merchandise. Its objectives are to know its customers in a better way which nobody else can, providing better products and services at a comparatively fairer price. Its missions are to offer foods which are good and joyful, accessible as well as affordable for its customers. Its goals are to make the customers' lives simpler and easier, to be a trusted and authentic. This will also describe the main functions of the respective business organisation and the vitality of these functions in running the overall business in the market. The goals The essay will discuss in detail about accounting, finance, marketing and human resource management. The essay will further describe the overall organisational culture of the respective business organisation and explain its contribution towards the organisation environment.

Discussion

Sainsbury's finds itself at the crossroads of strategic decision-making and financial planning in order to stay ahead in the competitive market. The rising demand for maintaining effective and efficient finance and accounting processes is maintained by the respective business organisation (Hillier, 2024). This is practically done to perform the financial roles and with this the company gear up for the impedance of the financial year-end. The finance and accounting roles are indispensable for the respective business and practically delve into the overall advantages of partnering with the recruitment organisation. The main functions of Sainsbury's and its vitality in running the overall business include accounting, finance, marketing and human resource management. Accounting as well as finance professionals efficiently play a crucial function in the overall strategic and functional decision-making process of the entire business concern (Smith, 2024). In case of budgeting, forecasting and assessing the overall investment opportunities, these accounting and finance roles are highly indispensable for the decision-making process. The respective business organisation has to prepare the annual reports by ensuring proper compliance with the overall regulatory standards. The specialists ensure that the monetary and accounting statements provide and reflect the financial health and standing of the enterprise by means of adhering to all the criminal requirements (Oriekhoe *et al.*, 2024). This may be very essential for regulatory compliance as well as building consider and relationships many of the stakeholders.

Marketing is considered as an important and critical device for the respective business organization to assist it develop, make department of profits and reach the centered audience. The marketing additionally allows Sainsbury's to understand the overall needs and necessities of its clients and then growing strategies. These techniques are evolved in order to attract, retain and acquire the prevailing and capacity clients by means of preserving the first-class of the goods produced and

services delivered (Anjorin *et al.*, 2024). Marketing in addition enables this business enterprise to build a sustainable logo consciousness, set up an effective and strong marketplace presence and beautify engagement. Marketing enables in driving sales, building emblem awareness, analysing the needs of the clients and developing strong market presence. The entire marketing system allows Sainsbury's to generate higher income and revenues through creating a typical sense of urgency, selling special and attractive gives and incentivizing purchases. Marketing nearly helps to sell the brand of the respective agency, its services and products which will boom the overall brand cognizance (Collin-Lachaud *et al.*, 2024). This also facilitates in non-stop monitoring and analysing the general desires of the clients that allows you to make sure the meeting of essential roles with its first-rate viable capabilities. An effective and green advertising and marketing techniques almost assist the respective commercial enterprise business enterprise to connect to the centered customers.

This is a continuous and data-driven process which ensures that the respective business organisation has recruited the right people in their suitable place (Argyropoulou *et al.*, 2024). This is done in order to achieve the overall strategic goals and objectives of the respective business organisation. This also involves attracting the knowledgeable, skilled and experienced people to actively work for the respective business concern and then making effective selection of the best possible candidates. Performance management is effectively and efficiently maintained by the human resource management which is essential enough in ensuring that the workers stay engaged and productive (Boselie and Heijden, 2024). A good, effective and efficient human resource management involves clear goal setting, strong leadership and open feedback. This type of management generally prioritise the learning as well as development of skills which are highly essential for the employees for enhancing productivity. Career planning is also a crucial function

of human resource management (Cai *et al.*, 2024). This is also highly responsible for establishing a strong and effective presence of this respective business organisation.

Organisational culture is referred to the overall shared behavioral norms and expectations in the entire work environment. This basically impacts the overall change by influencing the readiness of the employees, their engagement and resistance to all the new initiatives (Wood *et al.*, 2024). This is a set of beliefs, values, attitudes and expectations which primarily influence the way of the interaction of the people within the organisation. This highly affects the decision-making abilities, knowledge and the entire reaction to every change within the organisation. This can further impact the experience of the people in the respective business organisation such as the customers, suppliers, policies of the company and its workspace design (McKellar *et al.*, 2024). This further smoothens the transition and helps every single new thing succeed within the company.

Conclusion

The key functions of Sainsbury's is to effectively analyse the financial data, provide vital insights and interpret trends that truly guide the respective business organisation's direction. Finance and accounting professionals efficiently help the companies to allocate the available resources by adopting a proactive approach. It sets the real tone for the overall financial year and also ensures the stability in the finance. Marketing helps in driving sales, building brand awareness, analysing the needs of the customers and creating strong market presence. This helps to generate higher sales and revenues by creating an overall sense of urgency, promoting special and attractive offers and incentivizing purchases. Organisational culture highly affects the decision-making abilities, knowledge and the entire reaction to every change within the organisation. This further impacts the overall functioning of the respective business organisation such as the customers, suppliers, policies of the company and its workspace design.

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