

The Sainsbury's logo is displayed on an orange rectangular background. The word "Sainsbury's" is written in a white, sans-serif font. A white curved line, resembling a stylized smile or a swoosh, is positioned below the text, starting from the left edge and ending at the right edge of the orange box.

Sainsbury's

Bmsw4003

Digital skills and
research methods

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SAINSBURYS LIVE WELL FOR
LESS

Digital skills and research methods {Sainsbury's } 1914924

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Topic

- ▶ Challenges before introducing modern technology
- ▶ Insight of modern technology introduced
- ▶ Impacts of modern technology introduced
- ▶ Lessons drawn from the case study

Sainsburys

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Introduction

Sainsbury's is a company that is a must to talk about one of the biggest companies in the United Kingdom that is known for great customer service!

I will be talking you through about how Sainsbury's started and how it has improved till this date.

(masuma khanom 1914924)

The Sainsbury's logo is displayed in a bold, orange, sans-serif font. Below the text is a thick, orange, curved line that starts under the 'S', dips down, and then rises to end under the 's', resembling a stylized smile or a swoosh.

Background of the organization
history of the organization
Aim and purpose of the organization
masuma khanom 1914926

Background and history of the organization

1900-1939

- ▶ The year was **1869** when a man named John James and his wife Mary Ann had opened the first ever Sainsbury's store on London Dury Lane. It didn't take long for their business to become popular in the public eye, providing high quality food however with a good affordable price.
- ▶ When it came to the year **1881** three more stores had been opened due to high demand from the public. **1882** was the year the company had opened their first store in Croydon and it escalated on becoming Sainsbury's flagship store.
- ▶ These years were all about women's power due to the war starting from 1914. Sainsbury's had recruited female colleagues to solve the colleague shortage. From 1918-38 female managers were hired due to the war. In my opinion that was a good choice to give women the feeling of being independent and not just being housewives.
- ▶ War was on, the government had to introduce rationing on sugar.
- ▶ By 1918 this had expanded to butter, margarine and various other products.
- ▶ Reference : sainsburysarchive.org.uk

Aim & objectives of the organization

- ▶ I believe that Sainsbury's is known for good customer service than any other organization. Sainsbury's aim is to pass customers suspense for healthy, safe fresh and tasty food to make people's lives easier every day. Sainsbury offer customer their own branded products where it's a healthier and affordable option for customers to purchase. I have done research and found out that the organization from the large supermarket offers over 30,000 products 40% of these are Sainsbury's own brand.
- ▶ Reference from the report
- ▶ <https://www.ukessays.com/essays/marketing/marketing-analysis-and-strategic-planning-of-sainsburys-marketing-essay.php>
- ▶ Customers are the heart of Sainsbury's business and their success for a brighter future growth for everyone's needs. In addition I'd like to add that Sainsbury's have a current aim to keep customers and colleagues safe and happier due to the 2020 COVID-19 in every local and superstore we have been limiting customers to come in making sure they are 2 meters apart moreover shields in the checkout have been placed for everyone's safety and gloves and mask are provided to every staff for their safety and customers safety. 2020 COVID-19 lockdown had made Sainsbury's staff keyworkers to the community due to risking our lives to work and provide good service to them. Moreover due to the panic buy it made us realise as a company we should limit items so it's more fair on everyone especially the elderly.



Images to show that sainsburys is all about helping people from all background and making they get support. 1914924

Scopes ,purpose ,vision , mission and current status and services of the organization

- ▶ One of the purpose I will be talking about from oursainsbury website is from a report that is marketing healthier products to children. I have picked this because children are vulnerable and their lifestyle choices on when it comes to eating healthy is important due to their learning development in school is crucial to the organization. Sainsbury have a policy where its always being updated so that the organization know they are being looked after.
- ▶ They have two schemes where they are advertising products on television to ensure that parents and kids are aware of how the organization are giving awareness that we want a healthy lifestyle for their kids. The second scheme is to help promote healthy lifestyles which is why in the year 2005 sainsburys has launched active scheme vouchers scheme since then the company has donated over £185million worth of equipment and experiences over to 40,000 schools and clubs providing for 9,000 teachers across the uk and this has made the uk largest donation of its kind by this retailer.
- ▶ I have spoke abit this specific purpose from sainsburys report because children life matters how they progress in school by having a healthy diet with sainsburys help will make a difference and it wil keep the parents ,teachers also the community positive. This mission of their company is to encourage and accomplish to trust the organization for a better lifestyle for children.
- ▶ Reference : <https://www.aboutsainsburys.co.uk/about-us/our-business-strategy>

- Sainsburys have a lot of motive for their company but in this presentation I would like to talk you through this specific scheme they have come up with a upgrade on 2018 they have launched sainsburys active kids holidays club . This club has been made to help and support children from 5 tp 15 years for a healthier lives by being active ,eating well and enjoying their holiday in more fun way with their friends. This scheme motive is for their mental and physical health so they can benefit a better life.
- Speaker note-
- The company has accomplished their mission by making sure this club has activites such as arts and crafts ,badmington ,tennis ,football ,dogdeball and many more . This club offers a week of fun for chuldren and parents to stay active during their summer. The current status on this scheme was a success with over a figure of 23,000 children attending and 99.5% of the 111,010 places on offer booked up.

<https://www.about.sainsburys.co.uk/~media/Files/S/Sainsburys/Marketing-healthy-products-to-children-2019.pdf>

Reference:

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Challenges before introducing modern technology (1909127 Nataliya)

- ▶ Challenges before introducing Modern Technology:
 - ▶ Slide 01- Speaker Notes
 - ▶ Sainsbury's had its first decline in the early 1990s and it lost its position as the market leader and king of food retailing. That year the company was trying to modernise and improve customer service through its "Customer First" plan, investing in refurbishing 97 stores, and introducing new own-brand ranges in chilled and frozen food, hiring 5,000 extra staff. Sainsbury's also introduced new services such as pharmacies and petrol stations to attract more customers.
 - ▶ But by that time Sainsbury's had already know that the margins had fallen. They declared that they will suspend the opening of new stores which led to writedown in the value of its land.
 - ▶ In 2004 Sainsbury's spent a lot of money for a new IT system that didn't work.
 - ▶ On the shelves of the shop customers couldn't find the groceries they needed.
 - ▶ Despite the attempts to improve, Sainsbury's in the 1990s failed and continued to lose market share for years until falling to the third position in the UK right behind Asda in 2003. (Ruddick, 2013)
- Margins had fallen 1996
 - Slowdown in store openings
 - Devaluation on land
 - It system issues
 - Improperly filled shelves

A historical black and white photograph of a busy market street, likely in a Russian city. The street is wide and paved, with a patterned carpet or rug laid out in the center. On the left, there are several stalls or shops with people standing behind them. On the right, there are more shops with large windows displaying various goods. In the background, there are more buildings and a sign that reads "КАМНИ" (Stones). The overall atmosphere is one of a bustling marketplace.

Challenges before introducing modern technology Part 2 slide (Nataliya 1909127)

Part 2 – Nataliay(1909127)

- ▶ In 2004 thanks to Justin King, a new chief executive, Sainsbury's sales finally began to recover.
- ▶ The first year King fixed the IT system and ensured shelves were well-stocked. He abandoned the Shaw's, Sainsbury's US expansion and looked inwards with a strong focus on own-brand food that turned out to be successful. In fact its Taste the Difference and By Sainsbury's ranges were outselling branded food two-to-one.
- ▶ In ten years King double the number of stores, and increased sales.
- ▶ As he thought people have busy lives and needed convenience, King chose to open more smaller stores. In 2013 Sainsbury's was the Retail Industry Awards' supermarket of the year.
- ▶ Thanks to Brand Match Sainsbury's widened it's appeal and reached more audience with a 17% of market share.
- ▶ King's collaboration with popular chef Jamie Oliver and the Paralympics in 2012 sponsorship were successful. (Stokel-Walker, 2014)

- He looked inwards;
- Build
- Convenience is key
- Quality/value balance
- Keeping big names



Part 3 –nataliya1909127 (challenges before introducing modern technology

▶ Sainsbury's have been investing carefully in three technology areas for some time.

- ▶ Sainsbury's invested in faster supply chains to speed up the time it takes for products to make it to our shelves.
- ▶ Self-service checkouts were first introduced in European retail stores by Sainsbury's, thanks to that the queuing time were reduced. With over 1,000 stores Sainsbury's now serve over 22 million customers a week – nearly half of those customers use self-service checkouts. Sainsbury's introduced a new technology Mobile Scan and Go, where customers can scan items using their smartphones and pay at the till without unloading their baskets.
- ▶ Brand Match is a technology that checks the prices of branded goods against Tesco and Asda in a fraction of a second and

- ▶ Sainsburys have been investing carefully in three technology areas for some time
 - Faster chanes to spend up the time it takes for products to make it to shelves
 - Improved self service chechouts to reduce queing time
 - Coupon at till technology

ibliography (nataliya 1909127)

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Insights of modern technology introduced (1915727 kidist)

- ▶ Technology by Sainsbury's supermarket
 - ▶ □ Necta card
 - ▶ □ Online shopping
 - ▶ □ Mobile app

Kidist 1915727

- ▶ Online shopping app
- ▶ You can do your groceries shopping wherever and
- ▶ whenever it suits you with the Sainsbury's Groceries
- ▶ app. That means alots of products in your pocket
- ▶ ready to be delivered to your door at your chosen date
- ▶ and time.
- ▶ Here are some of the things you can do with it:
- ▶ ☐ Browse or search for food, drink, and household
- ▶ products
- ▶ ☐ Create a new order or edit an existing one
- ▶ ☐ Link your Nectar card and collect rewards points
- ▶ whilst you shop
- ▶ ☐ Get all our best offers and deals
- ▶ ☐ Use the app for food and drink deliveries all over
- ▶ the UK, or Click & Collect your shopping from
- ▶ one of our stores.

- ▶ Mobile app
- ▶ ☐ We see mobile and social retailing as
- ▶ complementary to our in-store offer and the
- ▶ key is to offer customers choices as to how they
- ▶ shop while continuing to offer great products
- ▶ at fair prices. We're keeping a close eye on
- ▶ developments in this space. As with any new
- ▶ technology, our goal is to make the shopping
- ▶ experience at Sainsbury's – be that in-store,
- ▶ online or on mobile – as simple and easy as
- ▶ possible.

Insights of modern technology kidist

Nectar card

Our Nectar loyalty programme continues to be a key source of competitive advantage. Nectar is the UK's largest and most popular loyalty programme and Sainsbury's has 11.5 million active card users. With data from Nectar, we can reward customers directly at the till with points, and relevant rewards and promotions. Coupon-at-till in particular achieves great returns on our marketing investment and,

because of its effectiveness, is widely supported by our supplier.

New technologies can help improve the customer experience and we've been investing carefully in three technology areas for some time: faster supply chains to speed up the time it takes for products to make it to our shelves; improved self-service



Kidist key notes

- ▶ ☐ Sainsbury's started e-commerce home delivery operations in 1995 when it
- ▶ introduced 'Wine Direct' for internet wine sales.
- ▶ ☐ In 1996, on Monday 30 December it was announced that Sainsbury's has joined
- ▶ forces with Hewlett-Packard for the development of an Internet-based
- ▶ supermarket offering a full range of products.
- ▶ ☐ Cloud Computing is the use of hardware and software to deliver a service over
- ▶ a network (typically the Internet).
- ▶ ☐ Cloud computing is the use of various services, such as software development
- ▶ platforms, servers, storage and software,
- ▶ ☐ Technology also impacts spending habits and changes the way customers
- ▶ make their shopping decisions.
- ▶ ☐ Analyzing customers behavior, technology helps them make quicker purchasing
- ▶ decisions, however, some of them are rash.

- ☐ Technology improves planning and decision making.
- ☐ Technology also impacts spending habits and changes the way customers make their shopping decisions.
- ☐ Analyzing customers behavior, technology helps them make quicker purchasing decisions, however, some of them are rash.
- ☐ The latest modern technology examples include the 5G network which provides blazing fast internet to the users, the self-driving cars, and reusable satellite launchers. The advancement in the modern automotive technology contributed a significant improvement to the humankind and the earth itself.

Pros and cons (kidist)

Advantages of Shopping Online

- Time saving we can buy from home or from work place
- Compare the price
- Easy Price Comparison attention we can
- No Sales Pressure

Disadvantages of Shopping Online

- Returns Can Be Complicated
- You Don't Know Exactly What You're Getting
- Unfriendly, Scammy, or Complicated Website
- No Sales Assistance

Sainsbury supermarket CCTV Cameras

- Deter Crime. This is the biggest and the most obvious benefit of installing security cameras....
- Monitor Scenarios and Activities....
- Gather Evidence....
- Arrive at the Right Decisions....
- Maintain Records.

Reference by
Sainsbury website
The guardian

Impacts of modern technology introduced (1916155 sarray)

•Positive Impacts:

- Improved self service check outs reduce queuing time.
- The Nectar Loyalty Programme enables the company to reward customers directly at the till with points and relevant rewards and promotions.
- Sainsbury's is trialling a new initiative called Mobile Scan & Go that lets customers scan items as they shop using their iPhone or Android mobile device and pay at the till without unloading their trolley or bags. This is a very new technology and makes the shopping experience even more convenient for customers by letting them track how much they're spending, view savings instantly, and then pay at the till without unloading their trolley, basket or bag.
- Electronic point of sale (or EPOS) is a system that monitors and controls stock, performs analysis and collects data faster and more effectively than before.
- Self checkout reduces the impact of human factor such as staff illnesses or training periods of new employees. It improves productivity enabling staff to do other tasks such as shelf restocking or assisting customers with queries.

Negative impacts –sARRAY

- ▶ **Negative impacts:**



- ▶ Implementing new in store technology can be disruptive if it doesn't work the first time.

- ▶ Staff on site must be trained and supported ahead of implementation.

- ▶ The company must take on board first customer and employee feedback before a full rollout.

- ▶ Potential for a system crash. A corrupt hard drive, power outages and other technical issues can result in the loss of needed data.

- ▶ An inventory system connected to point-of-sale devices and accounting is a valuable resource to hack into in search of potential financial information or personal details of owners, vendors or clients.



Sarray – speaker notes

- ▶ In this slide we look into the pros and cons of modern technology at Sainsbury's . Technology is rapidly advancing and we come up with
- ▶ systems that speed up processes such as check out, analysing and collecting data and stock taking. While this is convenient, there are
- ▶ setbacks such as relying to much in technology, misuse of personal data, and human impacts such as the loss of jobs by employees that
- ▶ gradually become replaced by machinery and technology.

Sainsburys cahsiers in
1950



Sainsburys cashier Now



stock photo



- ▶ Sainsbury's
- ▶ Differences between traditional and modern technology
 - Supermarkets chains are trying to experiment the use of new technology
 - Making customers life easier
 - Shopping quicker
 - More efficient

Jamila speaker notes 1913129

- ▶ speaker note for slide number 1- In the last ten years technology had a very big impact on the supermarkets as businesses. Nowadays almost the total number of actions, that were taken manually now are automatic. It is truly incredible to note how technology has managed to make several leaps and bounds, and consequently to improve and simplify many aspects of our lives. Just think of all the tools that have become commonly used so much so that they become practically indispensable for numerous aspects of the life of each individual. (Natter, 2019)

- Differences between traditional and modern technology!

Jamila 1913129

why modern technology is important for the organization ?

- Save time

- save money

- more technology less workers (Bandoim 2018)

Jamila speaker note for slide number 2 1913129

Classic shopping has been heavily affected by the hi-tech evolution that has been witnessed in the last ten years: from mobile payments to customer experience within the store, the way to shop has been revolutionized to say the least. In particular “Electronic labels” have significantly improved time management for the stores as the processes that before were taken using paper and pen are now quickly done scanning the barcodes. The introduction of club cards has a very big impact on the organization, as the stores can see and analyse what costumers prefer and buy more and which product and prices are affordable for them and according to that they can do “personalized advertisements” and they can make some changes on the stores, for examples: how shelves are organised or which product can be sold more. Another aspect that can be underestimated but makes a big impact on the organization in monetary and safety aspects is the security point of view: the use of cctv to protect customers privacy and possibly attacks in the shop , security tags as well as fire alarms and so on. (Bandoim 2018)

Difference between traditional and modern technology (jamila 1913129)

Consequences of not using modern technology in the organization

- ▶ Lack of efficiency at work
- ▶ Lack of communication
- ▶ More mistakes
- ▶ More time taken



Jamila 1913129 speaker note 3 for slide 3

The consequences of not using technology in supermarkets can be: slow down the work process ,it can be necessary to hire more people to finish all job in time that would imply a very excessive cost to the company and without cctv cameras it would be impossible to make sure everyone safety. If weren't any automatic checkouts customers will spend extra time on shopping . (caines 2012)

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Conclusion!

(masuma
khanom
1914924)

In conclusion I would like to say that Sainsburys has developed and progressed well from before when there was no technology moreover no availability for programmes. Right now Sainsburys has more wide opportunities for colleagues and customers. We as a group have researched and acknowledged on what Sainsburys is about and how the modern technology is helpful than ever before to make life easier for colleagues and customers.