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Assessment 2

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1. Introduction

The current business environment is always evolving, and it may be impacted by a variety of external influences. The Covid-19 circumstances have an impact on a firm like EBay. A few of these modifications have an influence on the operating system in different ways. BMW UK has previously made certain modifications to its processes in answer to Covid-19. Nevertheless, they have begun to provide additional environment friendly cars, including as parts and other services. BMW UK has created effective production and distribution strategies in order to give a customizable product purchasing and exchange procedure. When BMW UK produces additional items, it exists for the purpose and online application to connect with customers. BMW UK has seen a large decrease in the selling of luxury goods while seeing a rise in the purchase of environment friendly cars.

2. Analyzing the changes that the company have made

BMW UK is a significant automotive company that works to offer environment friendly cars, costly cars, and other related facilities. Change is an unavoidable challenge in the automotive space, wherever BMW UK has worked. All of these modifications have an influence on the operating system in different ways. A few very particular modifications were already noticed as a result of the covid-19. Transformation in the digital economy denotes a fundamental reorganization of the production flow, which BMW UK has made in relation to the covid-19. The differentiation strategy has undergone the first adjustment (Wuest et al., 2020). BMW UK has always placed a premium on technology since it gives them a competitive edge. BMW UK was able to readily contact consumers as a consequence of concentrating only on technologies. BMW UK has previously made certain modifications to its processes in reaction to Covid-19. Companies are already lobbying for the use of technology to develop a balanced structure for clients. The operating structure has already been altered in order to provide clients with more flexibility. For example, in 2019, BMW UK used to have an item replacement policy that required buyers to contact BMW UK directly after a minimum period 7 days. Nevertheless, the situation has altered substantially, and clients are no longer expected to raise immediately with BMW UK. As a result, BMW UK has implemented unique customer experiences as a reaction to the Covid-19 (Harris et al., 2020). Nevertheless, they have begun to provide additional environment friendly cars. BMW UK has implemented several improvements to its operations in answer to the covid-19. Manufacturers have also offered bigger discounts on things that clients may need while remaining at home, such as different maintenance and after sales services. These were the most significant adjustments made by BMW UK during the covid-19 epidemic. BMW UK has created effective production and distribution strategies in order to give a flexible product ordering and return procedure. They've begun producing even more things that consumers have requested, in order to provide the fastest delivery feasible. As a consequence, distribution centers and routes are undergoing substantial transformations. In terms of infrastructure, BMW UK has integrated a covid-19 post on its applications to keep clients up to date on the latest developments on any pandemic-related difficulties (Kumajas et al., 2021). Aside from that, environment friendly cars sales have just been altered. Industrial production of the masks and disinfectant has surged by 900 percent since the beginning of January. BMW UK was already compelled to put up a tight delivery route at the point of purchase given the sheer volume of

orders. As a consequence, BMW UK was capable of adapting to the shift brought on by covid-19. In a similar vein, there had been challenges with technologies. When BMW UK produces additional items, it makes use of a number and online version to connect with customers. They're ramping up manufacturing and stocking up on environment friendly cars to take the place of high-end items. As a result, BMW UK's sales have increased in comparison to the previous year. These are the most significant adjustments implemented by BMW UK in order to combat Covid-19 (Mitkova and Mlynarovič, 2021). The sale of environment friendly cars typically linked to the covid-19 has surged on BMW UK. From the other hand, they have reduced total sales of luxury items such as high-end cars, equipments, and services. All of these high-end items were out of reach for clients during the moment of Covid-19. BMW UK has seen a large decrease in the selling of luxury goods while seeing a rise with in sale of protective clothing. Customers demanded that they make this modification, so they did. The international economy has suffered a huge toll as a result of the Covid-19, and everyone has been impacted. As a consequence, people's spending on luxury things has decreased, but their spending on everyday accessories has increased (Guan et al., 2020). People must use masks and other protective equipment, per the World Health Organization. As a result, many of these accoutrements were becoming indispensable in everyday life. As a consequence, BMW UK has pulled all of the high-end items and shifted its focus to environment friendly cars. The work atmosphere and recruiting techniques at BMW UK have evolved dramatically. BMW UK has been determined to have completely committed towards the work remotely policy. BMW UK seems to have been effective in providing their office to the house because of its work-from-home culture. When it comes to workplace concerns, there are a variety of safety requirements to follow. However, in several nations, covid-19 instances are on the rise, forcing businesses to provide an employment atmosphere (Spieske and Birkel, 2021). As previously said, BMW UK is well-known for its technology-related tactics. To build a remote work atmosphere in this location, they employed numerous platforms such as Zoom, social networking sites, and so on. They've set up a virtual workplace system that allows employees to function from home. Many staff are pleased with how adaptable it is. That's how the workplace culture has evolved in the years after the Covid-19. BMW UK has altered several of its employment standards due to recruiting concerns. Individuals with a deeper understanding of personal safety hazards are now being sought. BMW UK has mainly focused on offline job recruiting throughout the hiring process (Remko, 2020).

Interviews, preliminary exams, and other job-related activities are all conducted online. It is believed that the tendency would continue beyond Covid-19 since it has provided BMW UK and applicants with the most options. BMW UK made no adjustments to the salary, and all rules relating to these wage rates remained unchanged. However, certain shifts in roles, behaviors, and cognition could be seen. BMW UK has introduced some new contact center job opportunities. Individuals in these positions are responsible for ensuring the subsystem safety. This shift is a result of the consequences of Covid-19's difficulties (Ajami, 2020). From the other hand, it was seen how employee engagement has altered in terms of efficacy. The workers' entire thinking and temperament have been altered in this location. Performance appraisal has also improved in terms of efficacy. BMW UK's operating system and processes have been altered in various areas. The processing industries has been used by BMW UK on a continuously channel flow. BMW UK seems to have been effective in assuring the maximum amount of merchandise by doing so. Aside from the sheer amount of manufacturing, BMW UK also was adept at delivering things in a timely way. Prior to Covid-19, they worked on an interrupted constitutive model. BMW UK, on the other hand, has been employing the controlled release approach to provide items connected to personal protection. With the support of this working channel flow, they were able to supply over than 3 million environment friendly cars in only four months (Nickels, 2021). BMW UK seems to have been able to visualize the entire work flows and procedures by implementing this work circulation system. BMW UK has not undergone any integrations, demergers, or purchases. Companies still have not overhauled BMW UK's business. Companies have, somewhat on contrary, altered their monetary transmission tactics. The procedure is accompanied by a number of strategic financial options. BMW UK has amalgamated with local businesses in a number of countries. BMW UK has partnered with a number of local firms in the United Kingdom to produce environment friendly cars. As a consequence, BMW UK's manufacturing operation has only been altered in a number of ways. Their shared understanding was therefore altered to cope with advertising and nature of competition consistent with the economic involvement (Hojdik, 2021). They raised transmitted data since clients were being connected with and more often than before. As a consequence, BMW UK was already working with consumers on a constant schedule and has influenced connectivity concerns to a degree.

3. Sustainable changes and recommendation

In summary, three modifications have been implemented at BMW UK, including the creation of more flexible conditions for consumers, an increase in the distribution of environment friendly cars, and the introduction of a new work culture and recruiting system, among others. BMW UK has contributed significantly to its services configuration system in the first place of the Covid-19 attack. The timeliness of their business has improved as a result of this layout (Ajami, 2020). The importance of service responses is improving as a result of this increasing service solution excellence. The adjustments are permanent since they are based on a high quality customer structure. BMW UK has concentrated its efforts very much on the sale of environment friendly cars. The fact that BMW UK has become able to emulate current client needs is a result of the current sales environment. Nevertheless, the state of covid-19 will alter in the hereafter, and the requirement for this safety precautions will diminish in the process (Nickels, 2021). As a result, BMW UK's current approach is unsustainable. It will be necessary for BMW UK must keep up with the new client needs in order for this approach to be successful. As a result of this, BMW UK recently worked extensively to its recruiting process and company culture. BMW UK has made it possible for employees to work at home. Professionals like the practical and adaptable working atmosphere that exists here. In order to provide a flexible working environment, businesses are still keener to implement a strategy for functioning from the comfort of their own homes. It is more likely for workers to solve difficulties when they are operating people in person. As a result, working remotely would not be a viable option in the long term. BMW UK would need to maintain a healthy mix between remote work and functioning in the office in way to make things viable. This will make it feasible to achieve sustainability at BMW UK (Hojdik, 2021). For the services common associated, BMW UK has chosen a continuous circulation system as its primary approach. For the time being, this flow is ideal for the things that are in high demand among buyers. The demand, on the other hand, will not remain the same from the following days. In order to meet this need, BMW UK would need to develop a hybrid working system that integrates both a continuously circulation system as well as an interrupted flow.

4. Conclusion

As a result of the covid-19, BMW UK implemented the following adjustments to its operations in order to react to the crisis. BMW UK has integrated a covid-19 desk into its applications, which will keep users up to date on the latest developments on any difficulties relating to the outbreak, according to the company. When BMW UK increases the number of things it sells, it will use the applications and online site to reach a wider audience to sell them. The employee engagement and recruiting techniques of BMW UK have undergone tremendous transformation. BMW UK has made no modifications to its salary, and all of the company's rules pertaining to these salary have remained unchanged.

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