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Introduction

Sainsbury is one of the leading retailers in the United Kingdom as it is known to have 16% of the supermarket share in the whole of the United Kingdom. It was founded in 1869 and since then it has remained the largest retailer in the United Kingdom. Sainsbury has always tried to maintain the various social, economic and environmental responsibilities that initiates that they have a good sense of social responsibility and cater their success on the dependence of the success of the society (al Habibi, 2019). Today since the world is undergoing different social problems like poverty, unemployment, and many other things Sainsbury has come up with different initiatives that are helping them in securing a good place with the different values that are driving in the whole of the UK and the entire world. Sainsbury is one such brand that tackles the UN sustainable development that ensures that they get to end all kinds of injustice, inequality, and end poverty.

On the other hand, they have taken various measures that ensure they tackle the different climate change in society. They have undertaken near about 17 goals that also ensure they have a great opportunity to grow and tackle the situation and crisis that the world is facing. It also makes sure that they have a huge opportunity to grow in terms of competitiveness and this ensures they work as one of the leading brands in the retail sector (Chin, 2019). All these values help this brand to secure its position in the global market and it also allows them to bond with the different stakeholders around the globe, also to mitigate trust, and address the different global issues.

Analysis of the project

Relationship with different stakeholders

There are many stakeholders in a particular company all of them work towards the betterment of the company betterment. There are different stakeholders in a company. Some are internal and external stakeholders. The different internal stakeholders include the various shareholders, employees, and different managers at all levels. On the other hand, there are different external stakeholders as wells such as the different customers, numerous suppliers, and many more. Different shareholders and stakeholders in a company look forward to different goals and

interests. It is often seen that these people might coincide with the goals and interests (Rizal, Suhadak, and Kholid, 2017). They even use different social media platforms to mitigate the different people from different communities. They might have the same goals and interests. The shareholders are also like the other owners who want their business to grow and have a good profit in the different industries. They are also dependable upon the success of a company. Their power and position cannot be underestimated or looked down upon. They have an influential role to play in the company therefore Sainsbury is known to have a good relationship with their stakeholders. Sainsbury is known to maintain its standard by having a good employer's source and this, in turn, helps them to stay connected to the different community of people (Modood, London and Bleich, 2019). The different margins of people from all around the world. It also works on fulfilling societal goals and works on improving its standards.

The Different range of skills, knowledge, and strategies that the employees require

From 1889-1989

Sainsbury's was founded in the year 1889 and has been a food retail store initially but later on, with passing days, it has started on initiating with different loathing as well as other household items. This has initiated a growth in the company's overall standards and has helped it acquire a stage of competitiveness. The employer's responsibility was the major concern during those days and was looked on with a new connotation.

From 1900-2009

Sainsbury is one of the largest retail companies in the entire United Kingdom has seen it grow and expand its business all across. It has come up with different marketing strategies and it has also banded with different companies during this phase. The employers were given proper training during these phases. Their communication skills with the customers were also upskilled and it has helped the employees to get a sense of learning that will help them in the future. Sainsbury also looked to the different social aspects that will help their employees to grow on a better font.

From 2010-2021

This period has been a great challenging one. During this phase, Sainsbury has grown to a great extent. It has grown to such depths that this period has not only developed on the sense of only profit maximization but also grown on the sense of technological advancement, new learning procedures and also maintaining the social responsibilities towards the society and its people (Tamzid, and Parves, 2017). The employees and the staff were given special training and on the same hand, they were taught different skills that will initiate smooth functioning of the company.

It can be seen that from all these eras Sainsbury has evolved in a newer sense and a more comprehensive manner and has worked on strengthening its position worldwide and working on the community involvement and organizational practices.

The use of different social media platforms as an outreach to support the program

The use of the internet has been a source of great boon to most of the industries from the time of its birth. It has also influenced the business of Sainsbury more comprehensively. It is found that Sainsbury plays an effective role in influencing social media than any other UK retail brand. It shows that the different ways in which Sainsbury is using social media are very successful. Currently, Sainsbury has partnered with Conversocial which is a social media management specialist. It helps in identifying the different social problems that the different consumers are facing currently. Due to the presence of social media it becomes very easy for a customer to state their problems regarding the different issues that they are facing lately and this on the other part also helps brands to showcase the different customer service that they are offering to the different industries and this initiates the improvement that they undertake. Sainsbury has not only worked on the creation of different social media. But has come up with two different social media channels of their own. This has influenced the marketing strategies of Sainsbury to a great extent. This has helped the company to shape and mould its company's future to a great extent (Alandia et al., 2021). Apart from that, the different motivational message that they deliver on the different social media platforms accounts for a large number of social media posts that work on increasing their social configuration as well. Different social

media like YouTube, Face book, And Twitter generates the growth of this company to a great extent.

Training and development required to equip employees in dealing with socio-cultural Issues within society

Different training is given to the people to come up with the different issues that the society is facing in the current situation. Social-cultural diversity reflects the various cultural and social diversities that are there in society. There exist diversities within the various employees regarding their nationalities, backgrounds, educations, and also personalities as well. It is seen that the industries are coming up with different work cultures that are initiating the people to respect each other's community and work in a socially responsible work front (SPAGNOLO, 2019). Different organizations are coming up with different initiatives that are encouraging different employees to respect each other's working condition as well as their cultural and ethical backgrounds. They are also looking forward to instilling a sense of brotherhood among all its employees so that they can come up with working with different people with different cultural differences. Sainsbury very well knows that all employers have a common set of goals in managing a company. All of them work towards strengthening and bettering the company's position (Aluko and Knight, 2017). Therefore they are all given special training where they are asked to appreciate each other's cultural differences and also the different skills that are present in the different people. This way Sainsbury is improving the working of its employees in the cultural differences. This has also stimulated the growth of the company.

Multiculturalism and the external factors that should be considered in building and sustaining business

Multiculturalism is the diversity in the different cultures of people working in a company or different cultural groups. Sainsbury is one of the largest retail business brands that need to work in developing the multiculturalism approach that will help it create unity among its people or workforce (Rohwer and Topić, 2019). They will appreciate the different cultures and ethics of the different people working under the same roof. An organization needs to have good employees that respect each other's culture and ethnicity therefore if Sainsbury takes the initiative in building this kind of culture it will help the company grow on a wider scale and will help the company on a global font as well.

The different external factors that should be considered while stressing the relationship between its organization and its network places are economy, competitors, politics, and many more. All these factors are an important deterring factor. The economy of a company determines the economy of a country as well. Competition is a very important external factor to be considered as well. There are different rivals or competitors present in the economy that affect the business relationship of an organization with its other networks as well. The various changes in government policy also have an important role to play in the company's business (Raum, 2018). The company along with its network gets on to decide on the working of the various government policies as well. All these external factors affect an organization and its network partners.

Recommendations

A recent study on the SWOT analysis on Sainsbury has shown an increasing labour cost in the market is affecting the sales of Sainsbury to a large extent. Hence it should be recommended that Sainsbury must improve and work on the different internal marketing and branding. This will initiate an increase in employee retention from the market. This will also allow the employees to work on a great note. It is also recommended that the CEO of Sainsbury Michael cope must also work on the different social media platforms to be more socially active and this will also initiate an active involvement of the members who are the backbone of this industry. The active involvement of the CEO will also ensure that the staff doesn't turn over and work collaboratively to figure out the best working possibilities. This will also ensure that the British people actively participate in the working of these social media that enhance the growth of the company. Apart from that, it is also recommended that Sainsbury must come up with online stores to combat the current situation of Covid-19. The operation of the online store will help people to prevail in the markets without stepping in it.

Conclusion

This report deals with analyzing the different social programs that the company of Sainsbury has initiated in maintaining its social responsibilities towards the company. This has ensured the better functioning of the company and also the different active

involvement and measures it has taken. The different relationships that it has shared with the internal, as well as the external stakeholders, are shared here. Apart from that how the company has evolved from the late 18 century in the different community engagement and organization skills are also discussed here. How the different social media platforms have played an important role in bringing up the business of the company is also discussed and the different skills that they have initiated in giving training to their employees have helped in dealing with the different socio-cultural issues within the society. Apart from that why a company must adopt its employees in different multiculturalism is also discussed here in this report. The different recommendations required for the betterment of the working of these modules are also discussed in this report.

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