

BMSW5105 ORAL PERFORMANCE ACADEMIC INTERVIEW

Francisco Jose Valenzuela Garcia 2114960

WORKPLACE CULTURE AND ITS IMPACT ON ORGANIZATIONAL EFFICENCY // TASK 2

EASYJET

In this job, I have learned a lot about the EasyJet company.

To begin with, I will begin by talking about how Stelios Haji-Ioannou started the company with the help of his father in 1995, at first both the staff and the planes were leased, and until the following year, he was not able to buy his first plane. Today a low-cost company established in the market with more than 160 routes throughout Europe in the main airports.

The company has an organizational functional structure in such a way that the diversification of departments offers the possibility of determining the human resources to develop the objectives of the departments. For a company of this magnitude, it is ideal since it ensures that the functions and responsibilities of each division are better fulfilled. As a result, customer satisfaction is more gratifying.

I have used the Pestel analysis to see how the company is affected by politics, highlighting in my opinion the impact of Brexit. The economy, highlighting the covid pandemic. Regarding the social, highlighting the impact on the population of a low-cost flight company. In technology, it is worth emphasizing the adaptation to new technologies. In the environment, highlight how they actively work to reduce the carbon footprint. Finally, the legal part, stresses the difficulty of continually adapting to sudden changes in the laws where they operate.

I Use Porter's 5 forces where I analyze the threat of substitutes where only the train could be a rival. The threat of new entrants, where he stated that the threat is very low. The power of suppliers where he highlighted the importance of fuels. Buyer power is strong due to the nature of the business. And the rivalry is very strong since it is a mature market.

They also use an inclusive ethic that allows workers to give the best of themselves, causing a good work environment, giving the individual the possibility to give the best of himself, leaving aside the hierarchy and focusing more on human values and ethics.

Regarding the environmental aspect, this company is very committed and uses models dedicated to reducing environmental impact.

My recommendations are aimed at improving the environmental impact, improving adaptability to sudden changes, and carrying out social campaigns to improve the community.

For this work, I have used articles, information on the Internet, and access to the university's Moodle.

He has used the Gibbs reflective cycle model, establishing 5 stages: description to explain what happened; feelings, to know what he was thinking and feeling; evaluation, to know the good and the bad of the experience; conclusions, to explain what he could have done and action, to know what he would do if it happened again. With this model, I can deepen my experience and get all the performance possible.

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