

*Workplace Culture and its impact on
Organizational Efficiency (BMSW5105)*

Lecturer: Nadeem Mirza

Task 2: SUMMARY OF TASK 1

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SUMMARY OF TASK 1

1. The report I wrote is about Easy Jet. The company is one of the leading low-cost airlines operating in UK and Europe. It delivers both national and international flights to its passengers. It was founded in 1995 and has 308 aircrafts in total which are functioning in 34 countries. It covers the relationship between their organisational culture and structure of respective organisation along with the impact on financial and non-financial performance.
2. I also discussed the evaluation of external environment through Pestle and Porters five forces. In addition to this I included the ethical approaches used by Easy Jet which is considered as the ethical and socially responsible employer as the company respect the human rights. For example, the organisation is great with maintaining the privacy of their clients as well as for their employees.
3. The success of EasyJet depends strongly on their organisational culture and structure. EasyJet's organisational culture is concentrated on offering customers cheap tickets as well as offering a diversity of features. Easy Jet's organisational culture affects the company's objective, which is to create travelling affordable for the customers.
4. The PESTEL and Porter's five forces analyses.:
Political factors are positive for Easy Jet due to the stable European parliament.
Economic factors: The rise of prize of fuel brought more expensive tickets and less flights available for passengers.
Social factors: The company manages to provide satisfaction to all their customer's needs and to create a route for flights in places where there is no other availability.
Technological factors are big part of Easy Jet since their service includes transport with aircrafts and the use of website and mobile applications which are created for the easy use of their customers.
Environmental factors: Easy Jet is following the emissions trading scheme for contributing with the environment so that its activities don't harm the atmosphere.
Legal factors: Easy Jet follows all legal requirements.

The threat of new entrance is low for Easy Jet due to the high capital needed for a start. However, the company is seeing big competence from all other existing airlines. The bargaining power of suppliers is high due to low number of them which can provide quality products. The bargaining power of customers is low because it's difficult for customer to switch to other airline due to different availabilities of routes. Easy Jet has low threat of substitute because of their reputation as the company is known for their good and cheap services they provide.

5. Recommendations for Easy Jet:
Strengthen public confidence, modification of safety policies, use techniques to reduce prize of fares, train their employees and use passenger health locator tool.