

REFLECTION ABOUT THE COMPANY HOLLAND AND BARRET

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Introduction

Holland and Barrett is a health and wellness company located in Nuneaton, UK. The company focuses on the sale of products that enhance the health of people like minerals, vegetarian food, and minerals. Other products marketed at Holland and Barrett's organisation are beauty enzymes, grocery products, and herbal medicine. The tremendous success witnessed at Holland and Barrett over the years is caused by the effort of the management to engage people of the community in the production of different products. Community engagement is supported through assessment of the needs of people in the products of Holland and Barrett, and such an assessment will help improve the brand of final products to satisfy the demands of consumers (Bandy, 2016, p.1). Management of Holland and Barrett works to empower a permanent relationship between them and consumers. Learning from experiences is fully encouraged in the business management at Holland and Barrett. Therefore, the writing reflects on how Holland and Barrett is organised based on the Gibbs' reflective cycle.

Reflection

The Gibbs' reflective cycle constitutes a description, thoughtful feelings, evaluation of what is good or bad, analysis, conclusion, and action plan. The application of Gibb's cycle will help explore the industrial aspects of Holland and Barrett and the community engagement deals that are prioritised to influence changes in the operations of the organisation. In matters of health and wellness, Holland and Barrett is the best organisation satisfying the interests of consumers. Holland and Barrett continue to experience growth in all of its operations. Senior management of the organisation is strengthened through the modern leadership approaches that focus on staff

training on the best nutrition practices (Battaglia et al., 2019, p.209). Nutritional services and herbal medical interventions offered to consumers improve daily and excite customers.

Description

At Holland and Barrett, efforts on community engagement are prioritised to help the company remain competitive in the international market. By the end of 2018, strong financial performance was reported at Holland and Barrett organisation. In the retail market, the operations of the organisation are improving in demand. In 2007, the senior management of the Holland and Barrett began the Plan-it Green project to allow conservation of the surrounding environment as the organisation continues with its business of vitamins, specialist foods, minerals, natural beauty products and health supplements (Business, 2016, p.2). The implementation of the approach on community engagement has helped the organisation advance its business in the Netherlands, UK, India, UAE, and China. Currently, Holland and Barrett has maintained prosperity in business operations for more than 145 years. A new segmentation began at Holland and Barrett to allow the spread of transferrable skills. All segmentation procedures were organised in the internal operations of the organisation. Senior management and employees were engaged in allowing segments like VHMS, FNSS, Active Nutrition, Specialist food, and ethical beauty. I was involved in the segmentation process and explained to the senior management the role of improving the quality of products to facilitate profitability. Other workers of the organisation participated in evaluating change strategies that will benefit people in the workplace environment. The above actions helped Holland and Barrett earn more income in the UK. Segmentation paved the way for extensive specialist training for both the workers and the managers. Currently, efficiency and accuracy are maintained in all business operations of Holland and Barrett.

Feelings

I like the progress that Holland and Barrett is maintaining in the international market. A wide range of products are available from stores of Holland and Barrett, and such products meet the demands of customers at local and international level. I think that the focus on ethical beauty facilitates the increased selling of beauty products in India. Indians are attracted by beauty, and Holland and Barrett prioritised that need while branding products for marketing in India. I feel excited whenever I view good comments concerning the business products from Holland and Barrett Company. I appreciate the way the management of Holland and Barrett offers many job opportunities to local people in the environment it is established. Holland and Barrett's stores in India have a large number of Indian employees, and the case is similar in other regions (Davidov, Schmidt, Billiet and Meuleman, 2018, p.17). Delivering top-quality products for all clients seeking herbal medicine is an act that has allowed more corporate profits at Holland and Barrett's organisation. I like the way the management of the organisation emphasises creating closer relationships with customers to allow meet their demands. Regular meetings are organised by the management of Holland and Barrett to instil the best values among workers that will allow them to work diligently to meet the demands of all customers.

I have chosen the Holland and Barrett organisation because it appreciates the diversity of workers and focuses on satisfying the demands of customers despite their cultural or racial background. I appreciate the way respect is maintained in the marketing operations of the Holland and Barrett Company. Whenever the company ignores the cultural demands of customers, it ends up producing specialist foods which are not appreciated by the target customers. The retailing industry of Holland and Barrett prioritises social media in reaching customers, and this has become another reason for choosing the organisation because I

appreciate social media business marketing. Holland and Barrett present the layout of business stores online, and this attracts more people to target its specialist foods, herbal medicine, and other supplements from its industry (Davidov, Schmidt, Billiet and Meuleman, 2018, p.21). Online platforms at Holland and Barrett Company specialise in advertising the beauty products of the company. I like the efforts of Holland and Barrett in community engagement, for this has allowed the company to be visible in business operations in the Netherlands and Indian markets. In the UK, customers always target the products of Holland and Barrett Company. The over 1300 stores of Holland and Barrett provide high-quality products, and this makes me congratulate the efforts of the senior management. I will continue to like the operations of Holland and Barrett because the company fully provides health care needs to its customers. Over the years, it has maintained a reputable beauty brand in the international market. Focusing on corporate social responsibility and sensitising employees to take a multidisciplinary approach and work as a team are efforts that have made Holland and Barrett reach a notch higher in its business operations.

Evaluation

I was involved in the effort of Holland and Barrett on community engagement. The event of supporting community engagement in the business of Holland and Barrett focused on increasing customer satisfaction levels. Community engagement is an effort of the corporate social responsibility of Holland and Barrett (Delimitas, 2016, p.2). The company, in the event to engage all stakeholders, focuses to improve the brand of different categories of its products. Questions prioritised in the evaluation process include: will the Holland and Barrett increase its profits after investing in several events of community engagement? Will customers access the right information on the company's products after participating in the community engagement

activities? Which segment of the company's products cause more benefits to Holland and Barrett? Does sports nutrition require more marketing at Holland Barrett?

The above questions help explain the organisation of the stores of Holland and Barrett and the standards maintained in the selling and marketing of business products. A high level of discovery is maintained in the stores of Holland and Barrett. The organisation allows customers to fully interact with all products, including herbal medicine, to help develop a positive feeling towards them. All customers of Holland and Barrett are allowed to purchase a favourite infusion after engaging in the event of community engagement, which is organised as part of exercising corporate social responsibility at Holland and Barrett (Delimitas, 2016, p.3). The evaluation process should involve addressing the situation of employees when working for Holland and Barrett in different regions. The evaluation process oversees the communication model adopted to facilitate the sharing of information between the business shareholders of Holland and Barrett in the event of community engagement. The experiences gained from the activities of Holland Barrett reveal both the good and bad implications. What I found good about Holland and Barrett is its financial success and its ability to win many awards; including the Queen's Awards for Enterprise.

Analysis

The act of Holland and Barrett to incorporate the event of community engagement to favour business progress has revealed the importance of CSR in every business enterprise. Any effort of corporate social responsibility enhances value in the products of a business company. Engaging customers, employees, and the surrounding community is an approach that made Holland and Barrett increase its profitability and maintain high-level customer satisfaction. The situation at

Holland and Barrett depicts the need to implement change strategies that excite consumers and attract them to purchase more business products. Customer loyalty is essential and is maintained in the various segments of the Holland and Barrett. Loyal customers are rewarded at Holland and Barrett, and this should be supported in other business companies. Consumption behaviour improves after administering rewards to customers. Whenever customers are satisfied with the products of a company, purchasing power increases, and profitability improves (Delimitas, 2016, p.6). However, annoying customers ruin the business operations of a company and may cause an organisation to fall into an economic recession. The analysis shows that innovation is encouraged at Holland and Barrett, and the same should be upheld in other business companies. Charitable giving and many efforts of corporate social responsibility are promoted in the operations of Holland and Barrett. The effort of Holland and Barrett to shifts its marketing strategy online was to improve market regulation procedures and increase networking. Modern companies should work to ensure there is business transaction supported through online platforms.

Conclusion

In conclusion, I like the event of engaging all community members in the business operations of Holland and Barrett. Over the years, Holland and Barrett has recorded a positive reputation in the international market. Holland and Barrett utilise community engagement as an effort to improve transferrable skills and boost business prosperity. The senior management of Holland and Barrett works to ensure employees interacts closely with customers to help form interpersonal relationships. In the event of community engagement, I thought that the marketers of Holland and Barrett could assure customers that they will continue offering products to improve on their wellness despite the situation.

Action Plan

If the strategy to engage local people fails to maintain profits of Holland and Barrett, I will work to implement another effort of corporate social responsibility. I believe in the power of corporate social responsibility in improving the business operations of a company.

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