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Part 1
Scenario

The organisation I have chosen is Tesco, a grocery and general merchandise retailer company. However, I have identified some problems which may have harmful effects on the business of Tesco.

1.1

A problem is defined as being a situation that is seen as unwanted and challenging or harmful, it is often regarded as something that needs to be solved and dealt with, and they can either be simple or complex. Examples of a problem include; finances, health, economy, political and technical. The stages of a problem are the process of identifying what the problem is, and finding a solution.

Below is a table showing each stage and what it involves

Stage 1	Identify the specific problem that needs a solution Produce as many ideas as possible for a solution
Stage 2	Rate each solution from the list as to which one is the most ideal and which is the least ideal
Stage 3	Decide on one of the solutions that is most effective of all - this will be the solution that has the least possible side effects
Stage 4	Plan what your approach to the solution will be, i.e how everything is going to be executed and what to focus on
Stage 5	Reviewing the results - looking at what has changed and the impact of the solution, also if the solution was successful

A problem can also impact on human health, especially in a psychological way. Problems within the workplace, in particular big companies such as Tesco, often face difficulty with the health of its employees due to problems within the workplace. For example a problem faced by some employees may be the amount of work they are being set, which can produce stress for them and eventually leading to them being unmotivated, and even reaching a stage where they are unwilling to work, as their health can be damaged due to the amount of stress they face. "The nature of work is changing at whirlwind speed. Perhaps now more than ever before, job stress poses a threat to the health of workers and, in turn, to the health of organizations." - Source: National Institute for Occupational Safety and Health, 1998.

Some examples of simple problems within the organisation Tesco can include; Problems regarding unhelpful staff, having a late delivery which can impact on sales, risks within the stores such as slip and fall incidents and even tainted food which can lead to a loss of customers. Other, more complex problems can include; competition from e-commerce, the

cost of labour, and even understanding the demand, as many more stores are emerging and it is much easier for customers to walk in, creating competition for Tesco.

1.2

In order to solve a problem effectively, the use of critical thinking is essential. Critical thinking means being able to think in a clear and rational way about how to act and what to believe. It involves understanding and making logical connections between different ideas, evaluating arguments and solving problems in a systematic way. Critical thinking involves key steps such as:

Knowledge: identifying the problem and understanding it by asking open-ended questions

Comprehension: to understand what you hear or see

Application: To apply what you understand

Analysis

Synthesis: A combination of analysis to create a theory

Evaluation

In relation to my job within the organisation, Tesco, critical thinking and also innovation can help me tackle the identified problems in my workplace. For example, by using critical thinking I can identify exactly what the focus of the problem is, and what needs to be solved first, for example problems with staff being demotivated. The problem can be identified using critical thinking, which is that sales will go down, as well as customer service standards. Moreover, innovation may also help because by finding new ways to motivate staff, they can reach a level of motivation that will make them meet their work targets and therefore bring up Tesco's sales and improve customer service as the employees are more willing to help them. Innovation may also help with tackling the problem of low productivity, as innovative employees will find many ways of raising their productivity or finding more efficient ways of producing faster.

Part 2

2.1

Some key influential factors on the organisation Tesco, include political, economic, social and technological.

Political

Tesco, the retailing company is known to operate worldwide, and political factors have a great influence on its performance. Including tax rates, legislation acts and the country's stability in which the business operates.

Economic

These are the main concern for the business, as Tesco are more likely to leverage demand, profits and prices, therefore, the company must be aware that there if are any changes in policies, for example changes in taxation or other factors that may affect the accessibility of finance.

Social

There have been a variety of social changes, and trends show that customers in the UK have been moving towards bulk shopping and 'one-stop' shopping. For that reason, Tesco has boosted up the number of non-food items it is offering for sale. The goods and services that are demanded by consumers is influenced by their beliefs and also attitudes which in their turn are influenced by social conditions.

Technological

Advancements in the technology used by companies have created new opportunities for Tesco. Two of the most useful ones include, the development of online shopping with home delivery. And also self-service checkouts that have created convenience for customers as well as reducing labour cost. One downside to this however is that sometimes self-service checkouts can become a burden for customers that are unsure of how to use them.

2.2

Dear Line Manager,

I am writing to you about the impacts of the PEST and it my concern the business greatly with the latest analysis of it.

The political status doesn't look so good with the Brexit going its way. The political scenario also matters greatly as there can be some civil unrest in certain markets or due to inflation the sales of our products can fall. Most importantly, cross border situations are starkly different therefore Tesco has to stay in line with all those policies and changes so that they can adapt to all those changes accordingly.

downturn that started a while ago resulted in increased sales of its products mainly as people were being laid off from jobs, they were spending time with friends and family or at home.

Social factors greatly impact Tesco, as it has to remain in line with the strict and stark competition with the other big retail stores. Also, Tesco has to communicate its image as a global brand so that the people can associate it with themselves as something that connects the world together. Usually,

the social implications are seen in marketing campaigns for example certain countries have religious festivals, so Tesco has to keep in line with all those festivals in order to understand the psyche of their market and how they can cash upon the opportunity.

With the advent of the new age in technology, companies have completely integrated themselves with all the recent changes that have taken place. To mention a recent trend that has greatly picked up and something that almost every business is turning toward is Social Media. The social media explosion has allowed for increasingly interactive engagement with the consumers with real time results so Tesco has to stay ahead of all the developments that take place with keeping in view how the youth of today utilizes technology for their benefit and how can Tesco reach them in order to keep on increasing brand recall and brand engagement.

Your Sincerely

Cristina Cozma