

DIGITAL SKILLS AND RESEARCH METHODS.(BMSW4003 LON)

Sainsbury's



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Introduction

We all visit super markets and know what to expect to find during our visit, but what if you were to try to picture having that same experience of walking in and doing your weekly shop in 1950's, what would you encounter? How different can you imagine a trip to the shops would be back then?

Perhaps there would be some similarities between the two experiences of shopping back then compared to now, large variety of foods in one indoor building, even self service and metal baskets like those used today. But along with that there will be many differences, which many will be because of advances and updates of technologies. So in this presentation we hope to lead you through this transformation and give you understanding of how these technologies have greatly improved efficiency to the business, the workforce and to you as a customer for one supermarket in particularly, Sainsbury's.

BACKGROUND AND HISTORY



Sainsbury Archive, Timeline. (2020)

Sainsbury's was off to a romantic but practical start in 1869 when two young employees of neighbouring London shops met, married, and started a small dairy store in their three-story Drury Lane home.

Mary Ann Staples, 19, had grown up in her father's dairy business. John James Sainsbury, 25, had worked for a hardware merchant and grocer.

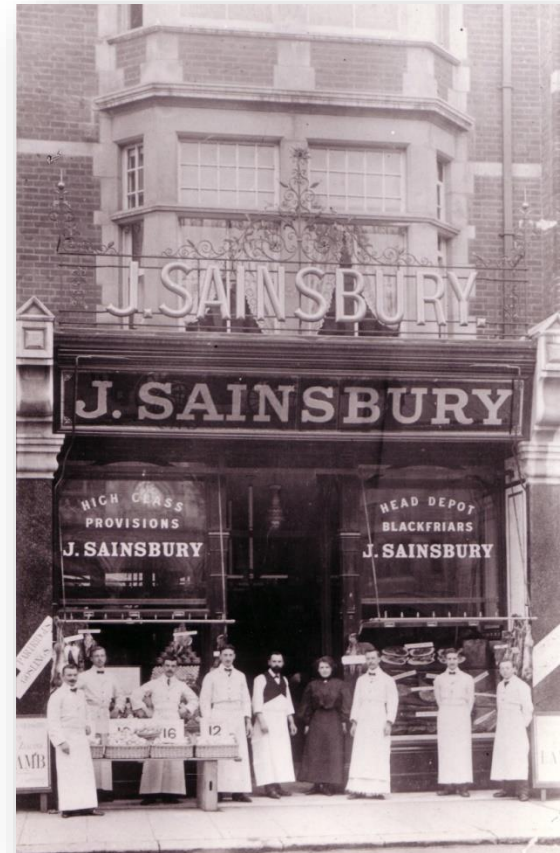
Their shop was a success from the start, as both John and Mary Ann had the business knowledge and capacity for hard work that it took to win the loyalty of the local trade.

- 1882 - Sainsbury expands to four branches and releases its first brand product — bacon. John Sainsbury also opens a branch in the more prosperous area of Croydon to attract other markets.
- 1950 - The first self-service Sainsbury store opens in June in Croydon, near London. Over the next three decades all Sainsbury counter service stores are replaced by modern supermarkets.
- 2000 - In the new millennium Homebase and Shaws Supermarkets are sold and the focus changes to the core UK business, comprising Sainsbury Supermarkets, Sainsbury Local, Sainsbury online and Sainsbury Bank.
- November 2007 - Delta Two says it has dropped plans for its 10.6 billion-pound (\$22.1 billion) bid for the food chain, blaming worsening credit markets and the cost of winning support from the firm's pension trustees.

PROBLEMS FACED

Before the technology

- They had to account money without machines to do it with, and there was a huge queue as well.
- They had problem with delivery and costumers were not able to do shop online.
- They involve lots of staff and they had to pay massive amount for their hire.
- They invest more on people. However, with technology allowing them to invest in growth in other area of the business.



Sainsbury Archive, Timeline. (2020)

- They use to recruit young boys within the community
- They used to use typewriter to write their messages which was very slow.
- Because lack of technology their products take longer time to arrive which would allow them to have a huge amount of products in store.
- They used to go house to house to tell people about any new products.
- They Had to go in person on local farms to buy products.
- They used to sell to the people in the community one to one.

After the technology

The Drum, John Glenday (30 April 2019)



- To make it non-disruptive to customers and to ensure it works first time.
- Any implementation plan must take care of training and supporting those colleagues running the new technology.
- The moment that technology frustrates the relationship with the customer is the moment that loyalty and trust start to disappear.

- It is also a vitally important that colleagues feel comfortable and confident with all the technology they are using for the improvement of the company
- Sainsbury's had some of the home deliveries of groceries delayed after having computer problems.
- Brand Match is one of the numerous example of how they used to use the technology but they had to stop it because customers research shows the lower regular prices matters more.

HOW SAINSBURY USE THE TECHNOLOGY

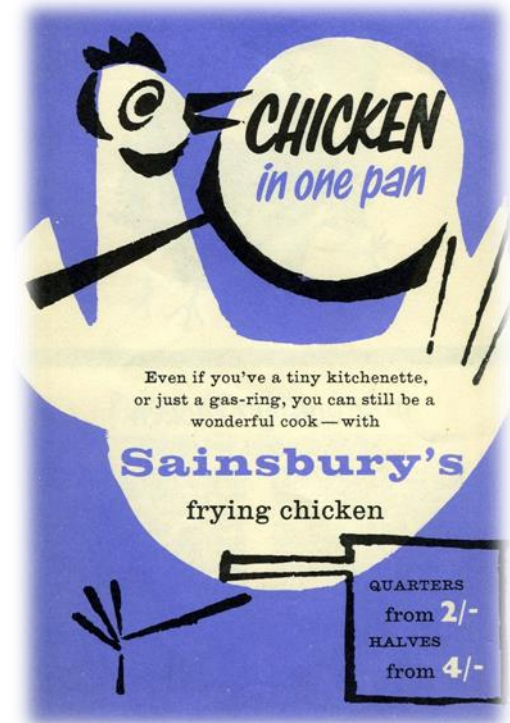
- Sainsbury's was the first seller in Europe to establish self-service checkout in all of stores. What make customers with small baskets do the checkout be much quicker and less queuing.
- More recently, Sainsbury's is trialling a new scheme called Mobile Scan and go that lets the customers scan items as they shop using their phones at the till without unloading their bags. This is a very new technology and makes the shopping familiar and even more convenient for customers by letting them track how much they are spending, view saving instantly.
- With data from Nectar, Sainsbury's can reward their customers directly at the till with points, and relevant rewards and promotions.

- Coupon-at-till achieves great returns on their marketing investment and, because of its effectiveness, is widely supported by supplier.
- Electric bikes for deliveries. It is called the CHOP CHOP app and can be used for delivering goods from stores and it takes one hour, plus it is faster than Van
- The Retailer uses aerofoil technology, developed by formula One engineers, to reduce the energy consumption on its fridges

EVOLUTION WITH TECHNOLOGY

In **1944** Sainsbury's decreased by half paper labels on cans to spare paper to assist the war effort

Sainsbury Archive, Timeline. (2020)



In **1958** is promoted the first TV advertise for frozen chicken.

Sainsbury Archive, Timeline. (2020)



In **1961** EMIDEC1100 computer is installed at Stamford House, making Sainsbury the first food retailer which computerise the distribution of goods in stores.

[Sainsbury Archive, Timeline. \(2020\)](#)

In **1969** Sainsbury's complete 100th birthday. As part of the festivities customers were given a free slice of cake in store.

[Sainsbury Archive, Timeline. \(2020\)](#)



In **1972** 'Plessey' data capture ordering introduced.

Sainsbury Archive, Timeline.
(2020)



In **1974** Sainsbury opens the first Freezer Centre in Bournemouth.

Sainsbury Archive, Timeline. (2020)



In **1982** Burpham in Guildford the first store to open with checkout scanning.

Sainsbury Archive, Timeline.
(2020)

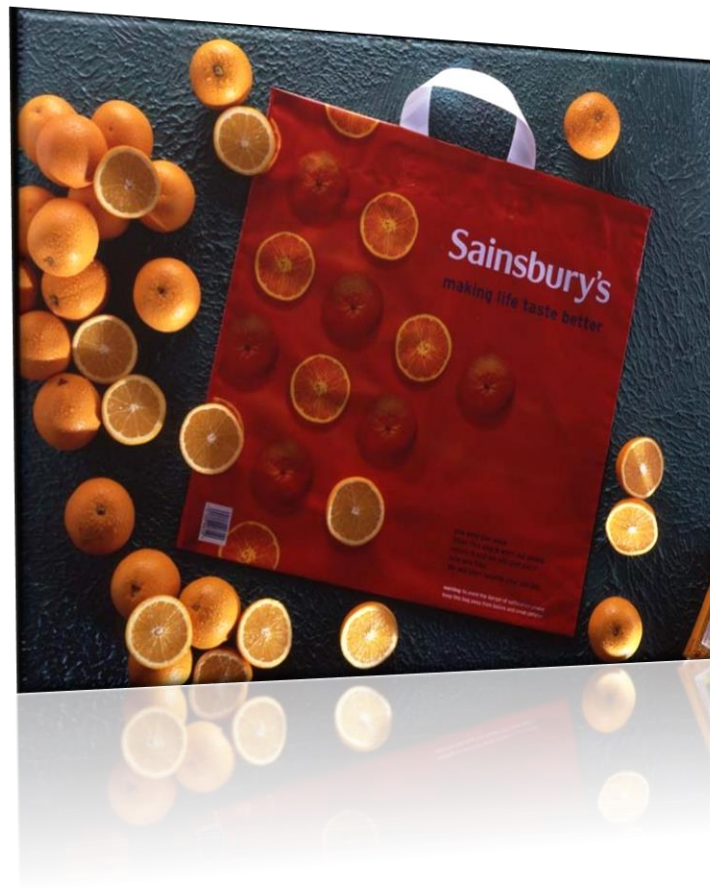
In **1978** Next Discount '78 launched as company's new discounting operation.

Sainsbury Archive, Timeline.
(2020)



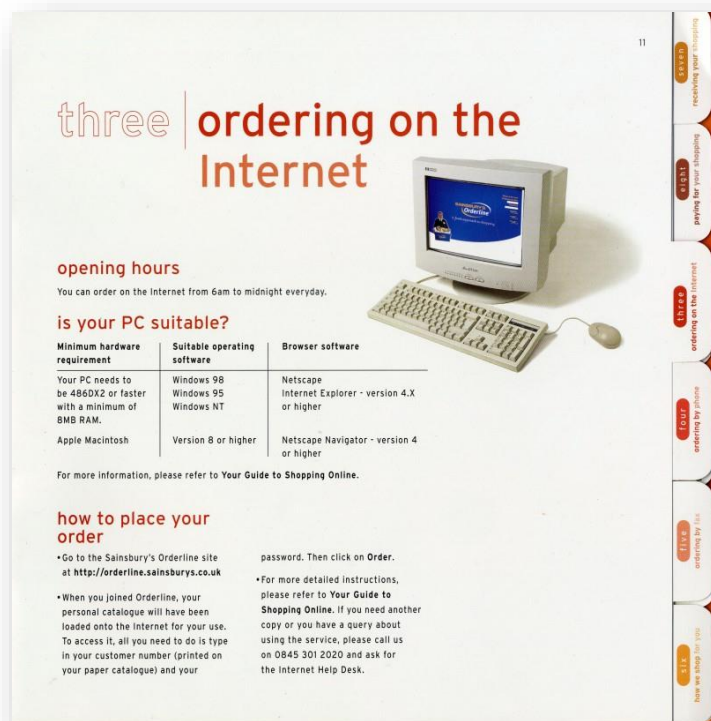
In **1989** first carrier bags made from recycled plastic.

Sainsbury Archive, Timeline.
(2020)



In **1995** Sainsbury's offers wine over the internet through 'Wine Direct'

Sainsbury Archive, Timeline.
(2020)



In **1998** Sainsbury's launches 'Orderline', a telephone, fax and internet home delivery shopping service.

Sainsbury Archive, Timeline.
(2020)

In **2015** Launched grocery Click & Collect service in stores.

Sainsbury Archive, Timeline.
(2020)

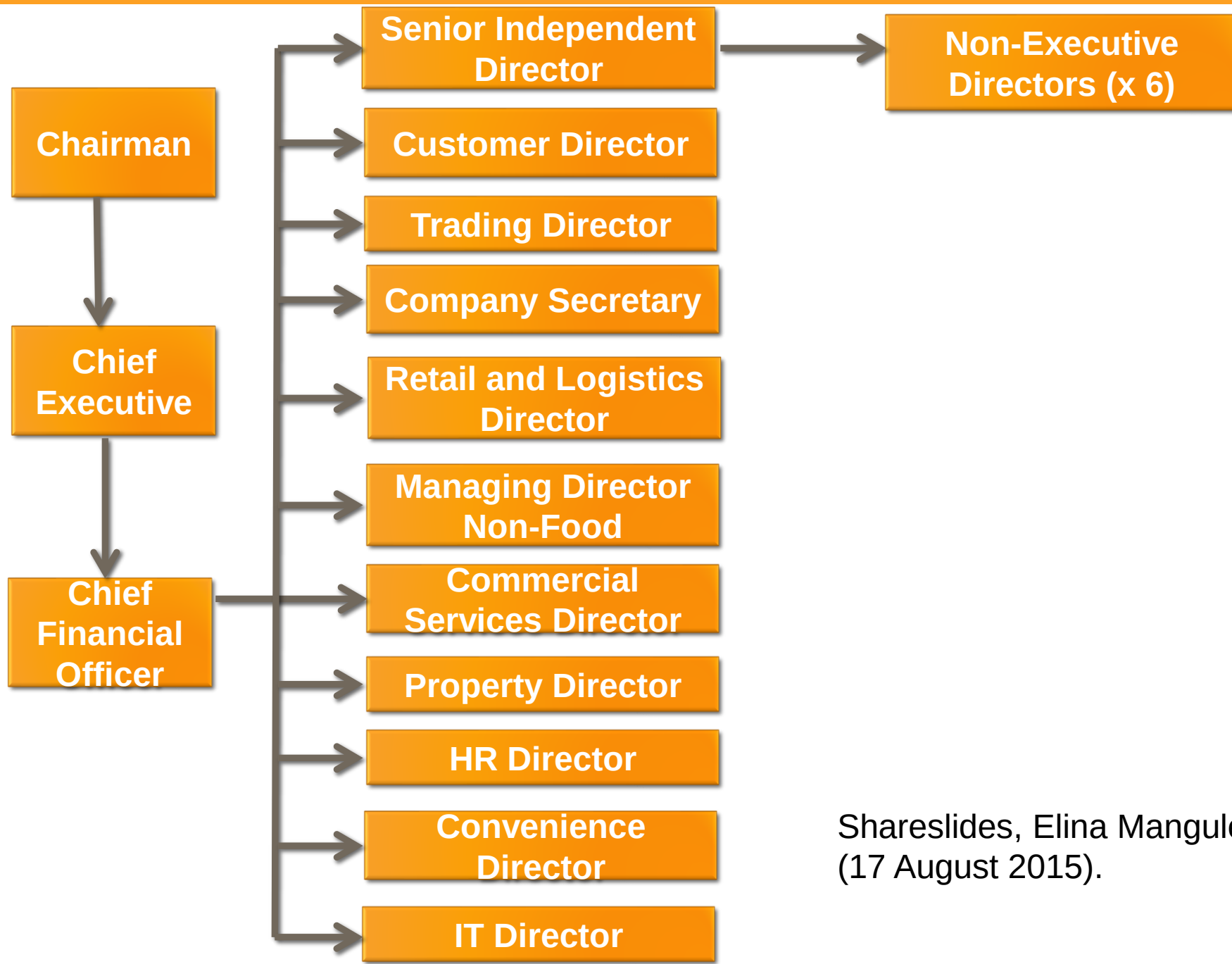




In **2018** Sainsbury's trials UK's first grocery delivery service by electric cargo bike.

[Sainsbury Archive, Timeline.](#) (2020)

DEPARTMENTS OF SAINSBURY'S



Shareslides, Elina Mangule
(17 August 2015).

The organizational structure of Sainsbury's is hierarchical because there is a series of levels of people and the level above controls each level below. Each level is the responsibility of the level above.

Customer Relationship Management:

- Sainsbury's staffs use website to share their concern or opinion about company.
- The supermarket make their customers have access to the website for if they have anything they want to know about the company.
- Also they make the website useful to new recruiters so they can apply for any kind of job they want in the company.
- Sainsbury's have access to each store and department to send them messages through email or telephone to give orders to a department or store.

- They also use websites to advertise their products.
- Customers can make orders from the websites to buy any of the product they produce from grocery, cloth, cosmetic is and so many other products.
- On Sainsbury's websites they have different departments so if you are staff you have to click with your code to gain access to the company and the privilege as a customer did not have because they did not have the code.
- Customers can also makes complain to the company to show concern on issues or product through emails or telephone calls.
- Customers use the websites to write down reviews on the product they bought from them so that new customers will be aware of the product before buying.

Conclusions

As has been said before, now a days the business depends of technology to expand business, aid the workforce and encourage customers to return to there stores and bring more customers.

With technology advancement comes more options, whether it is the ability to bring products to the store rapidly so to keep the products people need consistently available, to improve packaging so the products last longer and are more ecological, to make accounting for money easier so larger networks of business can exist and improve precision at following the money in and out or introducing scanners so workers record what your buying and tally the cost for you, and now, for you do the job yourself and self scan.

Without all the implementation of technologies Sainsbury's would struggle to cope with the demands of today, but with the advancements Sainsbury's has proven to supply a large number products to a large number of people week in and week out, maintaining customers and maintaining their position as a competitive member of the supermarket trade.

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