

UNIVERSITY OF WALES TRINITY SAINT DAVID

BMSW4004

Problem Solving and Decision Making

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ASOS PLC

ASOS PLC is a retailer dealing with the fashion and cosmetics founded in the year 2000 established at London. It is aimed at selling clothes and other accessories for adults and it deals with more than 850 brands and ships in several countries. ASOS is an Abbreviation that means as seen on screen that describe about the trust of products that are being by the customers to be real. The present report is aimed at detailing out about the complexities that is faced by the ASOS workplace and to bring up the best possible solutions and recommendations in order to resolve such issues. The report will be defining the complexities faced by a source PLC and then will apply the problem solving Tools and techniques in order to find out solutions which will further evaluate with the help of PMI technique. The best possible solution will be selected and implemented according to the evaluation and then several recommendations will be made in this regard.

Complex problems in workplace

It is to be noted that ASOS plc have several complexities at its workplace that have been faced by its employees. The major problem at the workplace is poor internal communications where there is no proper system to cascade the information necessary for the employees to know (Tymm, 2019). Further it has poor systems in its workplace that leaves the employees frustrated because of often crashing. It gives short period of time to complete the deadlines and also has a poor approach towards the mental health because of lack of training about dealing with the employees having mental health issues ASOS Employee Reviews about "mental health", 2020). Further it has Bully mentality and also no hard work is appreciated. The major complexity at the ASOS PLC is lack of customer services (ASOS: A CONTRACTUAL NIGHTMARE?, 2021). There have been various reviews done by the customers that show negative feedback about the customer services of ASOS PLC. All these complexities have impacted the performance of ASOS add a higher level in a negative way. These problems need to be resorted at soon as possible (Hendriksz, 2016).

Problem-solving tools and techniques:

SWOT analysis

Strengths:

There are some of the strengths of the ASOS PLC. It is to be noted that it has a good day and images attack elaborate it with several other renowned brands such as GLAAD which is a voice for LGBT community. It have emphasized on its brand by taking corporate responsibility and helping their customers out. It also has various designs that fits the customer in in all the ways possible irrespective of any size and age. It also has a good supply chain and operations and brilliant initiative in regard to the influencer marketing.

Weaknesses:

Some of the weaknesses of ASOS PLC are that it lets art good research and development in its industry and this leads to the inability to compete with the competitors in the market in terms of innovation. Due to its free shipping feature for its customers its gross margins have been hitting down. It also has a lack of Technology improvements for the good customer experience that further leaves in in decreasing the sales growth.

Opportunities:

Various opportunities for ASOS PLC are there as the Trends keep on changing that affects the customer buying behaviour that can give the opportunity to open up in the market. It further have a opportunity to expand their customer base by increasing the efforts in their marketing process and it may also expand in terms of its products and me also increase in brands that are liked by the customers.

Threats:

There are various threats to the ASOS PLC as there is huge competition in the market and it is difficult to maintain and position itself in such an intricate market. It further have several economic factors that affect the overall trading of ASOS PLC (Bhasin, 2020).

PESTLE analysis

Political factors affect the profitability of ASOS PLC in the clothing market that risks its entire trading. Political factors may include level of corruption, intellectual property protection, trade regulations, etc.

There are several **economic factors** that affect ASOS PLC such as the inflation rate, interest rate, foreign exchange rate, type of economic system, efficiency of financial markets, etc.

Social factors affecting a ASOS PLC may include the demographics and the skills of population, the structure of class and Society, education level of the customers, culture, etc.

Technological factors that may affect ASOS PLC maybe the recent developments in Technology, the impact of cost structure, rate of Technology, etc.

Environmental factors include the climate change, environmental laws, regulations in regard to the pollution, waste management, etc.

Some of the **legal factors** may include the discrimination law, intellectual property law, employment law, health and safety law, data protection, etc (ASOS Plc PESTEL & Environment Analysis, 2020).

ADKAR Model of Change Management

ADKAR refers to awareness Desire knowledge ability and reinforcement. It is based on the belief that organisational changes can take place when there will be an individual change in an organisation. It is important for the employees to understand the importance of implementing the change in an organisation in order to bring it successful in the market. ASOS PLC can bring up the change in its organisation by implementing right tools and strategies with the help of leaders. It is search that there should be awareness about the complexities in an organisation and the desire to bring the change with proper knowledge and ability that can be for the reinforced by the proper management (Tang, 2019).

Find out alternate solutions

Another alternate solution can be adopted by ASOS in order to curb the complexities and problems that have been faced by the company can be mapping that allows the company to brainstorm the ideas and make an action plan in order to encourage the concise way of ideas. It helps in recalling the entire information that needs to be followed by the entire organisation and how certain situations can be handled in challenging situations (Astriani et al, 2020). It is the way of visualising the entire structure of the ideas so that it can be easier to recall in the future with the help of representations. It is the way of communicating the ideas and ASOS can adopt this strategy in order to casket the important information and strategies that they are going to follow so that all the employees and internal management can be well versed with the entire role. It can be done by running the meetings in an effective manner so that outlining the reports and other documents can be easier for the entire management that further simplifies the task and the project management (ASOS Employee Reviews about "mental health", 2020).

Evaluate the solutions

PMI technique

P – Plus

Aoss PLC have a good brand image as it has been collaborating with some of the renowned brands, and also have the opportunity to open up in the market along with the changing trends. It can utilise the political factors in order to enhance its trading and also economic factors will be helpful in determining its revenues and expenditures. It can make use of social factors in its organisation to enhance the internal communication and shall enhance the system with the help of technological factors.

M – Minus

The use of political factors will be cost expensive for the company e in implementing the solution and in case of implementing the mind mapping it will be difficult for the entire management to understand the information as a whole and may also bring out the ambiguity in the decision. The use of technological factors can also be caused expensive for the company. The investment in good research and development is not possible without good systems and demotivated employees at the workplace.

I – Interesting

It is to be noted that the above mentioned solutions in order to combat the complexities of the work place at ASOS will bring it up in several controversies and may also improve its brand image. It is important to note that the opportunities that it can grab in the market will be more profitable and with the help of economic factors it will be able to decrease its fixed cost and it should also fix it free shipping limitations up-to the extent where it gets the entire profit. They should enhance their customer service by engaging with them in a better ways such as direct contact with them and 24/7 Customer services with quick response (Dovleac and Ionică, 2017).

Select the best solution

The best solution in regard to the present situation can be the implementation of SWOT analysis because it will help a source PLC in determining its strength, weaknesses, opportunities, and threats and accordingly it can implement its new Strategies and equip the leaders that can be dedicated towards the implementation of change by considering these important points. It should be more focused on the weaknesses and threats that can arise in the companies while working because these are the main factors where it needs to be more focused upon. The major weakness of ASOS PLC is the lack of customer service and good experience that first needs to be considered while addressing any Strategies and implementation of such.

Implement the solution

It can implement the solution in at workplace by clear identification of the issues violent standing the interest of every individual in the organisation so that they can feel valued. In case of any above stated solutions, it should first list down the ideas that needs to be implemented and then evaluate the best possible Idea and strategy that can be implemented so that they can select the better option and consent from all the internal management should be taken place so that everyone can be able to follow up with the new changes (Tetiana et al, 2019).

Monitoring and control

Once the solution is implemented in the organisation it needs to be monitored consistently by the organisation and the people who have been assigned with the role of leader. They shall keep watching on the working of employees and shall help the employees wherever they will be facing any trouble while implementation of the solutions and it should be reviewed continuously.

Communicate with the stakeholders

Effective communication with the stakeholders is important to continue the business operations and for that purpose it can schedule a meeting periodically and shared maintain a project summary report as it will help in enhance in the greater understanding of the objectives and the goals of the organisations and their solutions that are being implemented in the organisation so that it can further be reviewed and adapted effectively (Vasylieva et al, 2017).

Recommendations

There are recommendations that can be implemented by ASOS PLC in order to bring up the change in its organisation and overcome the complexities. It first needs to focus on developing and innovating new products and services that can attract the customers and should invest in technology. It can also build up Economics of scale in order to decrease the fixed cost. Another recommendation is that it can build up an efficient supply chain, should meet strong and efficient decisions in regard to its employees and internal management without any ambiguity. It is also recommended for ASOS PLC to tackle its toxic culture in its management and should invest in the systems of ASOS in order to decrease employment frustration among the employees. It should also include some of the medical policies for its employees that are facing mental health issues so that they can feel valued without getting betrayed by the company. It should implement its values in order to encourage and motivate its team. They should also follow disciplinary procedures in order to lower the employee retention. It should also train its employees in an adequate manner so that they can be familiar with the ongoing procedures of ASOS PLC.

Conclusion

The above report have successfully elucidated about the complexities been faced by ASOS PLC by detailing out about the problem solving tools and other techniques that can be followed searches SWOT analysis, PESTEL analysis, ADKAR model and mind mapping as an alternate solution. It further evaluates the solution with the use of PMI technique and detailed out the ways of monitoring and controlling the solution and the best way of communicating with the stakeholders along with several recommendations in this regard.

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