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Community Engagement through the Local Charity Program of Sainsbury's

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Introduction

A business that has particular social objectives and that seeks to maximize profit as well as maximise benefits to the society is called a social business or enterprise (Huybrechts, 2012). Social enterprises focus on social benefits as well as financial benefits. Social services and benefits are the main objectives of this type of business while profit maximisation is the main goal of other traditional businesses (French, 2013). In this assignment benefits of Sainsbury's in society and several strategies and procedures of Sainsbury's are analysed thoroughly. The first part is about the relationship of Sainsbury's with its stakeholder where the second part is about the different eras of Sainsbury's. The third part explains the strategies followed by Sainsbury's in the social media platform for supporting it and the last part is about the training and development procedure of recruits for dealing with socio-cultural issues. Community engagement through the local charity program of Sainsbury's will be examined throughout this paper.

Identifying and establishing the relationship of Sainsbury's and engagement procedure with its stakeholders

A definition of stakeholder was given by Andrews (2012) who said that any individual or group who is affected or can affect the organisation's objectives or purposes can be called the stakeholder. So, it can be mentioned that the managers, owners, workers, consumers, communities, suppliers, etc. of Sainsbury's are called stakeholders of Sainsbury's. For achieving success in a business the organisation has to keep a good relationship with its stakeholders (Adiguzel, 2018). From the following figure, a clear idea about the stakeholders of an organisation can be presented.

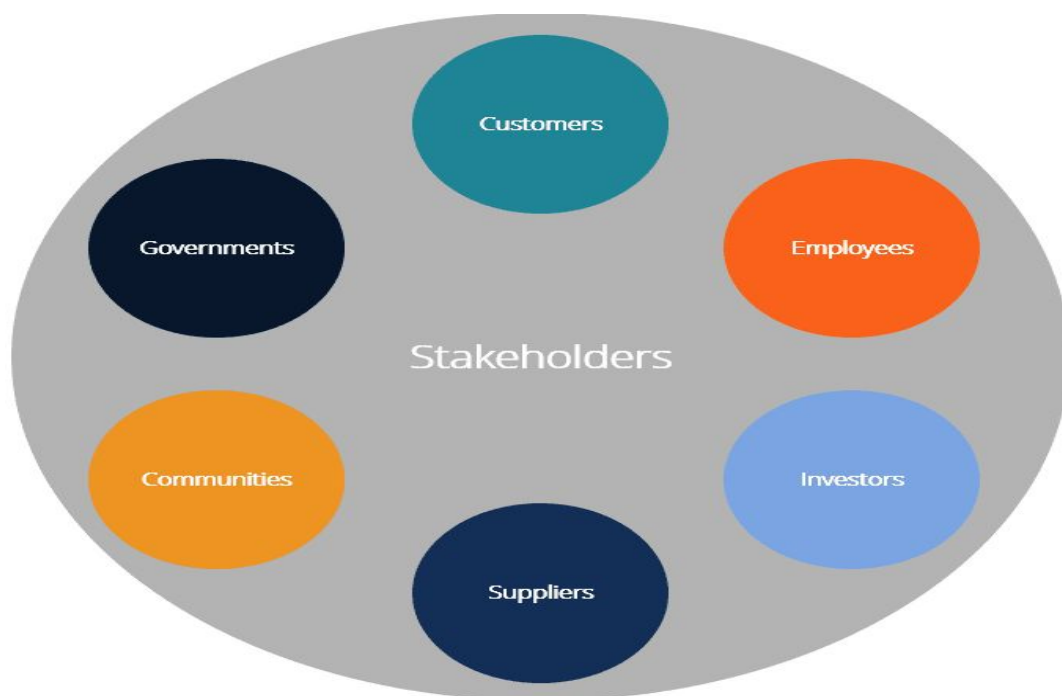


Figure 1: Stakeholders of an organisation

Source: (BohatALA, 2018)

Sainsbury's maintains a relationship with the stakeholders in several ways. The relationship of Sainsbury's with some of their stakeholders and how they engaged with them is given below:

Customers: Customers are called external stakeholders and are the most important part of the stakeholders (Anderson, Havila and Nilsson, 2012). Since the performance of an organisation depends on the customers Sainsbury's maintains customer relationships carefully. Mainly Sainsbury's engage and communicate with customers through social media

platform where they post various information, photos, videos, and offers for attracting them. Customers donate to the local charity program organised by Sainsbury's and help the needed people.

Employees: Employees are called internal stakeholders of an organisation (Weiss, 2014). The employees of Sainsbury's play a vital role in raising funds for the local charity program as they inspire customers to donate more. Sainsbury's maintains a relationship with the employees by motivating them and giving them a great workplace and a better environment.

Managers: Managers are the one who manages the organisation and tries to achieve the objectives and goals of the organisation by taking the necessary steps (Andrews, 2012). The local charity donation program is also well supported by the colleagues of Sainsbury's. For instance, Hedge End Sainsbury's in Southampton supported a local hospital charity called PLANETS, which raises funds to aid individuals with pancreatic, liver, and neuroendocrine tumors in 2014/15. Layla Stephen was the charity team fund manager for PLANETS, which Hedge Fund Sainsbury's supported in 2014/15 (about.sainsburys.co.uk, 2020). Sainsbury's always gives a great environment to their managers and colleagues so that they can give their best to the organisation.

Suppliers: Suppliers are external stakeholders and Sainsbury's also maintains a good relationship with them for the betterment of the company (Kippenberger, 2016). Since Sainsbury's has several branches all over the country suppliers are the representatives there which is why Sainsbury's always keep communicating with them in several ways such as oral, online, written, etc.

Communities: Communities or societies are external stakeholders of an organisation (Sadkowska, 2018). Sainsbury's focuses on the religion, interests, beliefs, customs, etc. of the society and tries to advertise and produce products by maintaining those values or customs of the society. As an example, the local charity program can be mentioned through which Sainsbury's is making a big difference in the communities (about.sainsburys.co.uk, 2020).

Evaluating Different eras of the Sainsbury's and highlighting how their community engagement has evolved

One of the largest chain of supermarkets in the United Kingdom, Sainsbury's was founded 151 years ago by John James Sainsbury in 1869 in Drury Lane, London (Timeline, 2020). Business strategies and procedures of organisations change over time and Sainsbury's isn't

different either. And community engagement means a community-centered process where objectives and procedures are set by the organisation for the benefit of the community (Matthew, 2016). Different eras of the Sainsbury's are evaluated below in two parts named former and current. Besides that the evolvement of community engagement of the Sainsbury's is mentioned below:

Former operations and skills of Sainsbury's

In the beginning, Sainsbury's became popular by giving high-quality products and services in affordable goods on offer. Since the popularity of Sainsbury's increased, three more shops were opened in 1881 for meeting customer demand (Timeline, 2020). At the time of World War, I female staff were recruited as Sainsbury's faced a shortage of male staff. After that, they featured several items such as butter, margarine. In 1915 staff training schools were established following which insurance and pension scheme was organised by Sainsbury's. They also distributed non-rationed goods in short supply fairly. When Sainsbury's became a popular brand they opened their first self-service at London road, Croydon in 1950 which is why they were able to sell more of their products than before. Sainsbury was established in 1869 when social media platforms were not as available and easy as nowadays (Sainsbury's.com, 2020). At that time newspapers, posters, flyers, direct mailing, promotional offers, etc. were some of the marketing strategies for reaching out to the customers. The new era for Sainsbury's started in 1961 when computers were installed for maintaining the distribution of goods. Nationwide expansion of Sainsbury's happened after 1970 and at that time they introduced carrier bags that were made from recycled materials. After the computer checkout system, an organic food offering, a food donation program, etc. were some of the operations.

Current operations and skills of Sainsbury's

Sainsbury's has planted nearly two million trees after 2004 when they introduced traffic light nutritional labelling on products for giving the customers an improved sign of the nutritional value (Sainsbury's.com, 2020). Besides, they opened six food colleges where thousands can learn efficient and necessary skills. They also sponsored Paralympics in 2012. About giving safety to the allergy sufferers of the society they introduced 'Freedom'. Now Sainsbury's uses a process layout system where physical products are arranged by performing a function. They use the 'Wesupply' method which makes the transaction and delivery system simple for the customers. Whatever happens in the economy, Sainsbury's always gives safe, healthy,

and quality products at a reasonable price. And they give effective training to their employees which is why customers get better services and responses from them. Some current skills of Sainsbury's are product differentiation for varied customers, product positioning, new categories, occasional offers, fast responses, friendly environment, maintaining social responsibility, donation services, and giving a better workplace for the colleagues, etc. (Sainsbury's Communications Strategy, 2020). Since 2009 Sainsbury's are raising funds for their local charity by inviting customers at every store to vote for a charity. Every summer, they prepare a shortlist of 3 local charities for customers to select from for supporting all year round (about.sainsburys.co.uk, 2020). They don't only raise funds, they raise awareness too.

Usage of different social media platforms for supporting the business of Sainsbury's

The social media platform is a creation of a modern era which is an internet-based or computer-based platform through which virtual transactions of ideas, messages, information, etc. can be passed from one to another in a second (Tan, 2018). There remains several social media platform in this modern era such as Facebook, Instagram, Twitter, YouTube, LinkedIn, etc. Businesses or organisations use these social media platforms for reaching out and attracting customers. Sainsbury's uses social media platforms for sharing ideas, connecting internally with consumers, and celebrating success. Also, they inspire customers to help the helpless people by spending some money in the local charity of Sainsbury's. The use of different social media platform for supporting the business of Sainsbury's is given below:

Sainsbury's strategy on Facebook

On Facebook Sainsbury's has a huge fan base which is why they can easily update their product details, give promotional offers on occasions, collect feedback from the customers, and then use them for improving their services (Heller Baird and Parasnis, 2011). They open different attractive Facebook events on different occasions to attract customers. Also, they upload pictures and videos of delicious foods and other products. Sometimes they launch new products through Facebook for reaching out to the consumers. Sainsbury's maintains a great relationship with customers by responding to their comments and messages as soon as possible. Through Facebook, they inspire customers and try to raise their local charity fund so that they can help more people.

Sainsbury's strategy on Instagram

The primary marketing strategy of Sainsbury's on Instagram is that they post attractive photos of their products, posts Instagram stories for customers' attraction. Sainsbury's Another strategy for reaching out to the customers is that they use different Instagram ids for different purposes i.e. they use Sainsbury's News for delivering information to interested individuals, Sainsbury's Home for the marketing of home-related products, and Sainsbury's for food-related products (Our business strategy, 2020). Because of different Instagram ids, customers can look for their needed items in the specific id.

Sainsbury's strategy on YouTube

On YouTube, Sainsbury's uploads videos of their products and tries to focus on the comment section for finding out the lacking of their services. After then they work on those lacking for giving better services in the future. Another strategy of Sainsbury's on YouTube is that they give promotional offers on several occasions through attractive advertisements (Week, 2020). As they have 117k subscribers on YouTube they keep a great relationship with them by maintaining regularity.

Required training and development of employees for dealing with socio-cultural issues

Sociocultural is a combined concept of social and cultural which means the values, cultures, traditions, habits of a specific population group (Lantolf, 2017). Organisation gives special importance to dealing with sociocultural issues within the society for the betterment of the organisation. For that reason, companies arrange training and development programs for the employees. This type of training increases the employees' ability to understand the culture, habits, values, etc. of the individuals of a specific area. To equip employee different types of training is given to them for dealing with socio-cultural issues which are given below:

Respecting Traditions: Different countries and societies have different traditions which is why employees are required to be trained for knowing and respecting the traditions of the specific society (Petrognani, 2015). Based on traditions and occasions of the specific society several offers and discounts are given for attracting more customers.

Cultural Interactions: Employees are given training for effective social and cultural interactions with the customers (Coslor, 2016). Since different cultures have different norms,

religions, values, habits, etc. employees have to be careful about cultural interactions. Based on these issues behaviour and interaction methods of the employees should vary.

Using Psychological Tools: Psychological tools are used for measuring and observing individuals of a defined area of the organisations. Some of these tools are beliefs, cognition, attitudes, and perception (Alex Kozulin, 2020). Through training, employees are given knowledge about these tools and teach them how to use them.

Language: Language and communication is an important sociocultural issue within a society (Poehner, 2017). Different communities have different languages which is why employees are given training on language skills for communicating clearly with the customers. As an instance, it can be mentioned that a shop located in Spain should have employees who have fluency in the Spanish language.

Multiculturalism: Multiculturalism refers to the process through which cultural diversity is dealt with by society. Through multiculturalism, equal respect and interests are given to different ethnic or cultural groups (Baumann and Vertovec, 2011). Training in multiculturalism is given to the employees so that they can respect every individual of different cultural or ethnic groups and treat them equally.

Donation Program: Sainsbury's arranges several donation programs such as local charity of the year, food donation, etc. (Timeline, 2020). For raising funds for these charity programs employees are given training by Sainsbury's. Through the training, employees learn how to inspire and motivate customers for making them donate to the charity funds.

Conclusion

Sainsbury's says 'We know our consumers better than anybody else. We will be there whenever and wherever they need us, offering great goods and services at fair prices. Our colleagues make the difference, our values make us different. And just like they're saying they do so in reality which is why they become so popular worldwide and are surviving for 151 years. Sainsbury's maintains a great relationship with its internal and external stakeholders and their community engagement evolved day by day. They use several social media platforms for attracting customers and maintaining relationships with them. Besides dealing with socio-cultural issues they give training to the employees. And by the help of their local charity program, many helpless people are getting a new life (about.sainsburys.co.uk, 2020).

Recommendations

A brand image improves better when a dissatisfied customer feels satisfied after the service improvement than when he is satisfied with the original service he received (Outram, 2013). That's the reason why Sainsbury's should give special importance to the feedback of the customers and try to satisfy the dissatisfied customers by giving excellent customer service. Although they are raising huge funds for the local charity, they should inspire customers more so that they can help more helpless people. Advertisements about this charity can do the job for them. Nowadays technology and social media platforms have become an important part of everyone's life which is why Sainsbury's should make effective use of these platforms for attracting consumers. The CEO of Sainsbury's Simon Roberts is not available on the social media platform which is a lacking of the organisation (about.sainsburys.co.uk, 2020). He should become available on social media platforms which will work as an inspiration and attraction for the company. Also, multiculturalism should be given priority for the betterment of Sainsbury's as different kinds of cultural and ethnic groups exists in society.

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