

# **Understanding Organisational Structure and Culture (LCBB4009)**

## **Component 1: Individual Presentation**

### **Presentation Title**

Three Ways of Designing Organisational Structure: A Case Study of Greggs plc

### **Submitted by:**

Student Name: Imadul Hannan

Student Number: 2422533

**UNDERSTANDING ORGANISATIONAL STRUCTURE AND CULTURE  
(LCBB4009)  
COMPONENT 1: INDIVIDUAL PRESENTATION  
PRESENTATION TITLE  
THREE WAYS OF DESIGNING ORGANISATIONAL STRUCTURE: A CASE  
STUDY OF GREGGS PLC**

**STUDENT NAME:**

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## Slide-2: Introduction:

### INTERLOCUTION

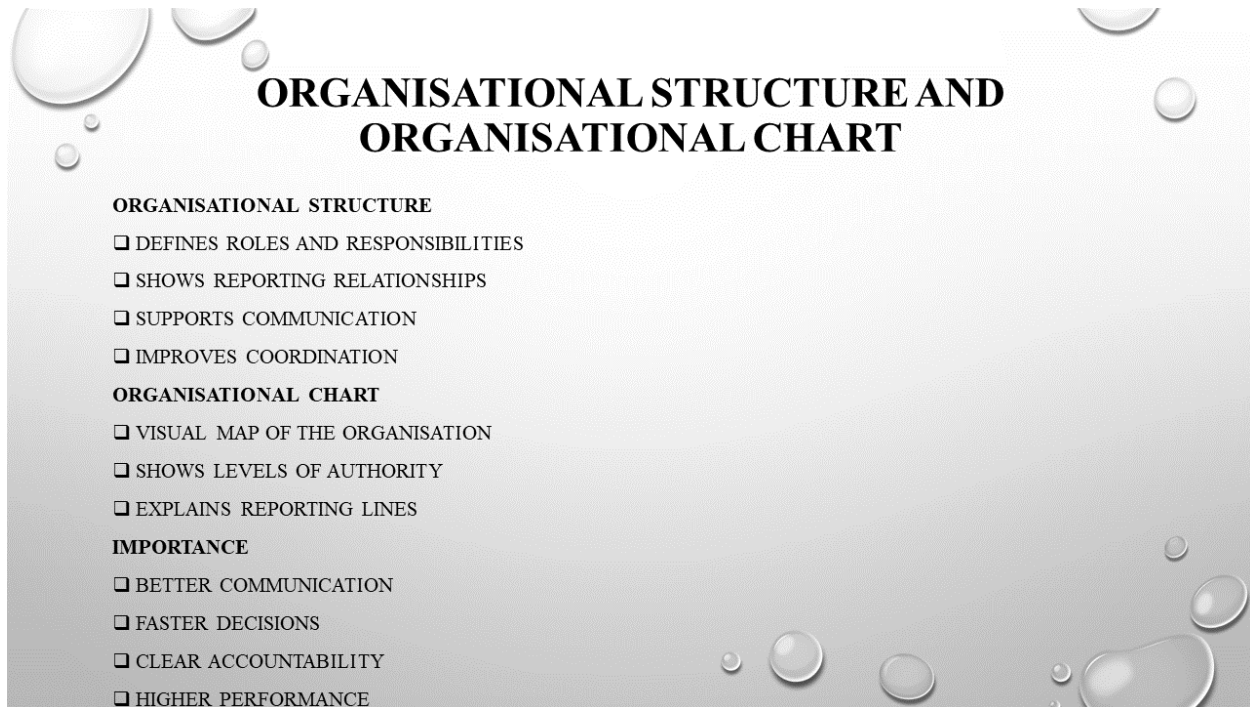
GOOD MORNING EVERYONE. TODAY WILL DESCRIBE THE THREE WAYS OF DESIGNING AN ORGANIZATIONAL STRUCTURE BY CONSIDERING GREGGS PLC AS A SELECTED COMPANY IN THIS PRESENTATION. IT IS ONE OF THE BIGGEST BAKERY AND FOOD ON THE GO RETAILERS IN THE UK. GREGGS OPERATES APPROXIMATELY 2600 SHOPS (LAMBIE-MUMFORD AND KENNEDY, 2024).



## Speaker Note:

Good morning everyone. Today will describe the three ways of designing an organizational structure by considering Greggs Plc as a selected company in this presentation. It is one of the biggest bakery and food on the go retailers in the UK. Greggs operates approximately 2600 shops (Lambie-Mumford and Kennedy, 2024).

### Slide 3: Organisational Structure and Organisational Chart



#### Speaker Notes

The company employs thousands of people across the country. Because of this company large size, it needs a clear organizational structure to manage its employees and business activities successfully.

An organizational structure is the system that focuses how work is divided, organized, and managed within a company. It defines different jobs roles, levels of authority, reporting relationships, and responsibilities. Additionally, it describes how different departments work together to gain organizational goals. An organizational structure assists employees understand their duties and support organizational performance.

An organizational chart is a visual diagram. It focuses the structure of a company. It focuses different positions, reporting lines, managers, and departments. Employees can consider the chart to understand who they report to and how communication considers through the organization (Naseem, Mohsin and Jamil, 2025). Additionally, it assists new employees understand the management hierarchy rapidly.

A clear organizational structure is very significant factor for the business success. It develops communication because employees know who want to contact when they require support. Additionally it develops coordination between departments. It assists managers supervise work very usefully. Clear reporting relationships diminish confusion as well as allow decisions to be made more quickly.

Moreover, a useful structure enhance effectively by diminishing duplicated work and developing group work. Employees understand their roles and responsibilities. They can focus on completing their tasks successfully. This supports higher productivity, well customers services, as well as stronger organizational performance (Soelistya, 2025).

Greggs Company considers a well and attractive organized management systems because it operates business approximately thousands of stores across in the United Kingdom. A clear organizational structure assists the business manage employees, maintain consistent goods quality, and develop communication. It gives reliable customers services in every location. This strong organizational design supports the business growth and long term business progress.

## Slide 4: Functional Structure

### FUNCTIONAL STRUCTURE

#### FUNCTIONAL STRUCTURE

- ❑ EMPLOYEES GROUPED BY FUNCTION
- ❑ MARKETING
- ❑ FINANCE
- ❑ HUMAN RESOURCES
- ❑ OPERATIONS
- ❑ INFORMATION TECHNOLOGY



## Speaker Notes

The functional structure is the first organizational structure. This is one of the biggest and common organizational designs used by large businesses. In a functional structure context, employees are grouped according to their specialist skills as well as job functions. Every department has its own managers who report to the CEO. This creates clear reporting lines. It assists managers supervise their group effectively. Greggs considers different functional departments to support its daily operations. These involves IT, Operations, Marketing, HR, and Finance. The marketing department develops Greggs goods, develops ads campaigns, and attract customers (Ashok, 2025). The finance department manages financial planning, budgets, and business performance. The Human Resource department recruits employees, giving training, and support employees department. The operation department conducts production, store operations, and manages production across the UK. The Information Technology (IT) department manages digital systems, business technology, and online service.

The functional structure gives different advantages. Employees work with colleagues who have similar skills and knowledge. It assists them develop specialist expertise. Additionally, managers become expert in their own department. Communication with very department is very clear because employees have own targets and responsibilities. Resource are considered properly because similar activities are grouped together. This develops productivity as well as supports consistent business performance.

However, the functional structure has some disadvantages. Departments may highlights mainly on their own objectives instead of the overall targets of the organization. Communication between departments may become limited. It can slow decisions making and diminish cooperation (Tumpa and Naeni, 2025). Additionally, managers may address it difficult to coordinate activities across different departments.

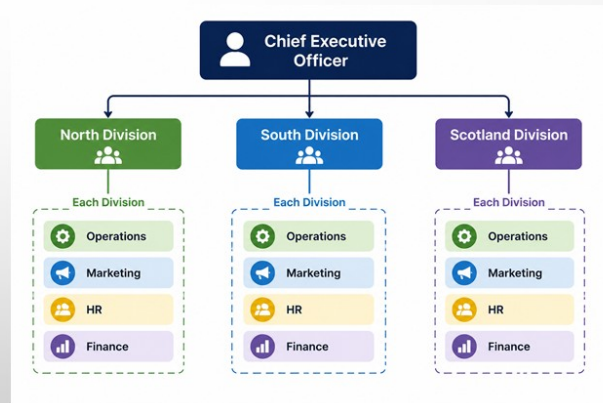
Greggs follows a functional structure at its head office. It supports efficient operations, consistent service across, and strong management control its nationwide retail networks. This structure is more perfect for organizations that need standardization, specialist knowledge, and standardization.

## Slide 5: Divisional Structure

### DIVISIONAL STRUCTURE

#### DIVISIONAL STRUCTURE

- ❑ ORGANISED BY BUSINESS UNITS
- ❑ REGIONAL MANAGEMENT
- ❑ PRODUCT RESPONSIBILITY
- ❑ LOCAL DECISION MAKING



#### Speaker Notes

The divisional structure is the second organizational. In this kind of structure, a company is divided into separate business divisions. Every division has its own manager. It is responsible for its own daily activities. These divisions usually have their own departments (Pudjono, Wibisono and Fatima, 2025). These are marketing, finance, HR, and operations. Senior managers monitor the performance of every division and confirm that business objectives are gained.

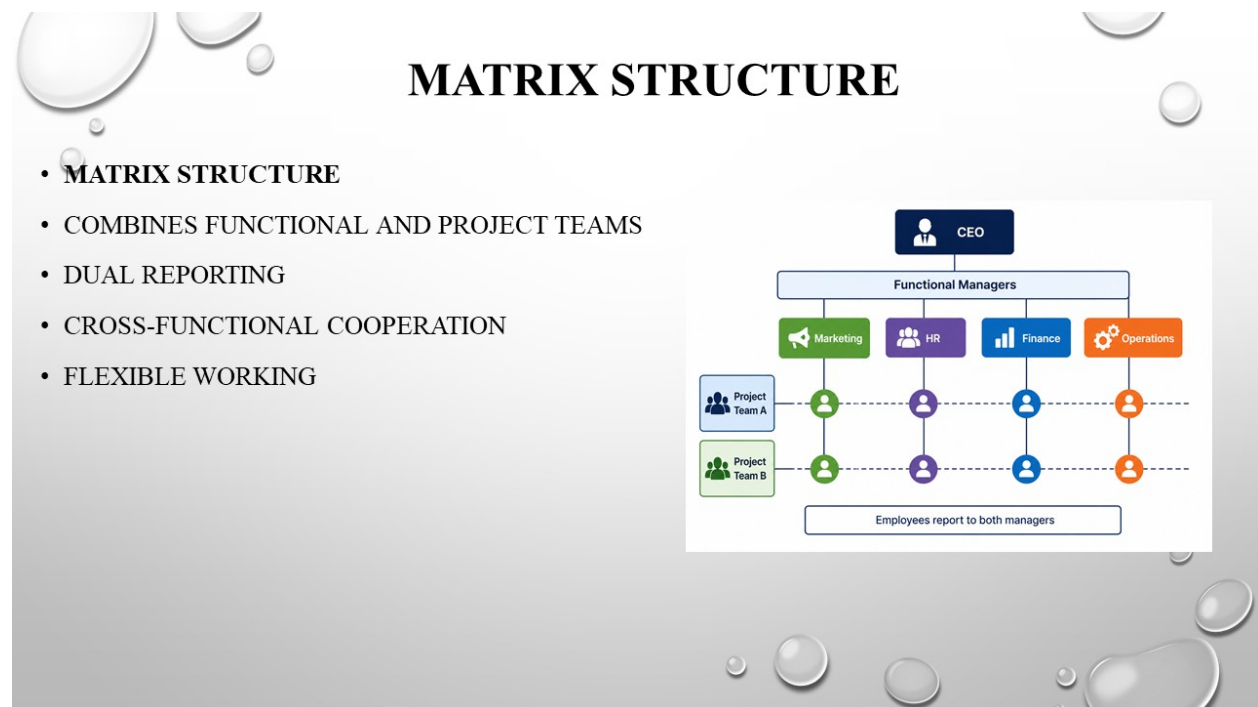
Large companies consider a divisional structure because it considers them to manage different regions, goods, customer groups more usefully. Greggs Company operates thousands of stores across the UK. Therefore, Greggs could organize its business into regional divisions such as Scotland, Northern England, and Scotland etc. Every regional division would manage customer's services, local stores, and employees while reporting to business senior management group. The divisional structure gives several advantages. Regional managers have well understanding of local customers required as well as market conditions. They can respond rapidly to change in customer's need and launch perfect goods activities. Additionally, this structure allows managers to make faster decisions without waiting for approval from the head office. Therefore, customer's

satisfaction and company performance can develop. Local responsibilities motivates to take ownerships of their division success.

However, the division structure has some disadvantage. Different divisions may perform similar activities. It can lead to duplication of work. For instance, every division may need its own finance, Human resource, and marketing teams (Agustian et al., 2023). This enhances operating costs. It may diminish efficiency. Communication between divisions become weaker, making it more difficult to share important information as well as well practice across the organization.

For Gregg's context, a divisional structure would give the great support the management of stores in different areas while managing high services quality as well as responding to local market demands. Divisional structure develops flexibility as well as assist organizations respond more useful to changing market condition.

## Slide 6: Matrix Structure



**Speaker Notes:**

Matrix structure is the third organizational structure. This organizational structure combines the features of both the functional structure as well as the project based structure. Under this organizational structure, employees usually report to two managers. One manager is heavily responsible for their functional department, when the other manager supervise a particular project and business activity. This considers employees to use their specialist skills when they contribute to significant organizational projects. The matrix organizational structure motivates cooperation between different departments (Cherkos and Shuka, 2025). Employees of the company from HR, marketing, IT, and finance work together to gain common project targets. This develops group work and consider people with different skills and knowledge to solve issues together.

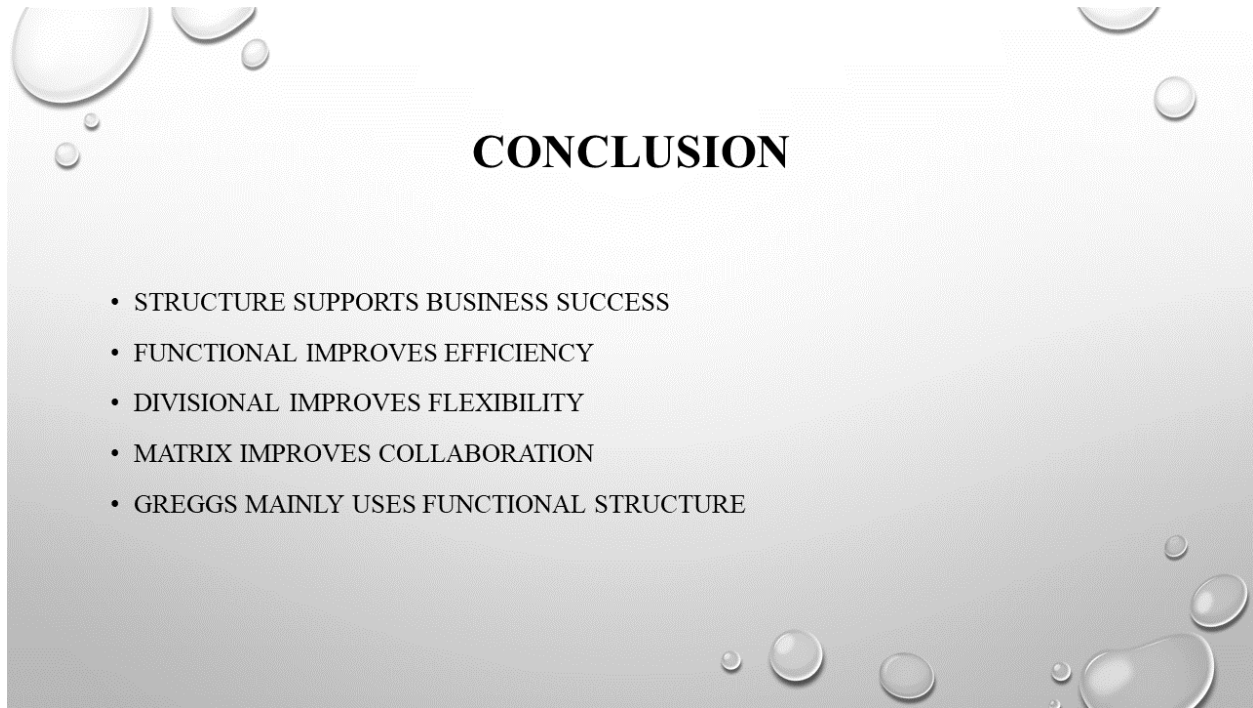
Greggs may consider a matrix approach while launching new technology, introducing digital services, and developing new goods. For instance, a project to develop the company mobile apps may include employees from marketing, operations, IT, HR, and finance departments. These employees work together until the project is completed and then return to their normal departments.

The matrix organizational structure has different advantage. It develops communication between departments and motivate employees a share knowledge and ideas. Moreover, it enhances flexibility because employees can be assigned to different project when required. This assists organizational respond more quickly to change in the business environment. Specialist skills and business skills can be shared more effectively across different groups (Aftab et al., 2025).

However, the matrix structure has some disadvantages. Employees may take different instructions from two managers. It can create confusion and conflict. Decisions making may become slower because managers need to discuss as well as agree before making significant decisions. Therefore, strong communication as well as leadership are important for success.

Although the company follows a functional structure, it may consider matrix principle for large project and business improvement. Matrix structure develops collaboration as well as innovation but need useful communication and clear leadership to ignore misunderstanding and conflict.

## Slide 7: Conclusion

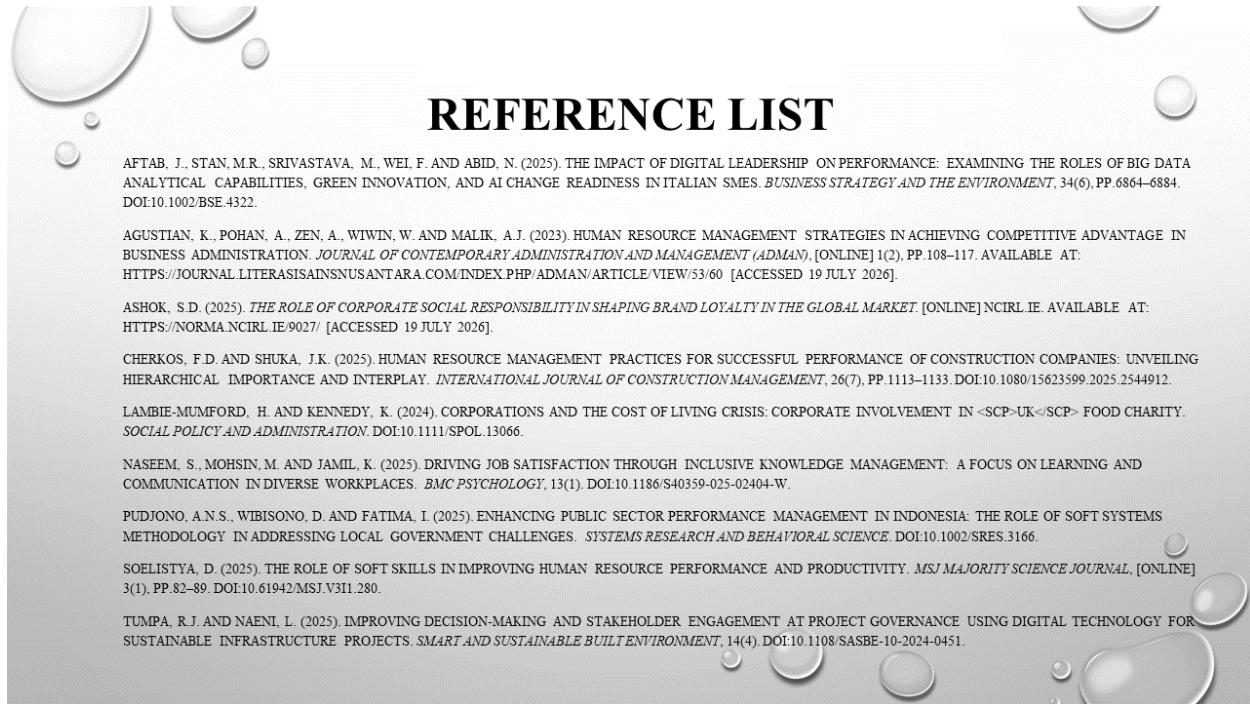


### Speaker Notes

To conclude, organizational structure has very significant influence on organizational performance. It defines responsibilities, reporting relationships, as well as communication channels. A clear organizational structure develops coordination, and productivity. I discussed three organizational structures. The functional structure teams employees according to their specialist skills. It develops efficiency as well as supports strong management control.

The divisional structure separates business activities many different divisions. It develops flexibility as well as considers managers to respond to local customers required. The matrix structure combines departments as well as project groups. It develops group work as well as innovation but need useful communication because employees report to more than one manager. Greggs follows a functional organizational structure (Aftab et al., 2025). It supports consistent operations across its large retail network. However, Greggs may use matrix teams when managing major projects. Overall, selecting the correct organizational structure assists organizations gain higher performance, good communication and long term business success.

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