

Date: 06/12/2019

University of Wales, Trinity Saint David

Module : Community Engagement

Lecturer : Tanja Nathan

Student Name and Number: Adina Badale, 1909484

Assignment Title: Organisational Analysis – Pret a Manger

<i>Introduction</i>	<i>3</i>
<i>Organization, Structure and Supply Chain.....</i>	<i>3</i>
<i>Goals, mission and values of the chosen organisation</i>	<i>4</i>
<i>Identification of the potential customers and their expectation from the organisation in terms of goods and services</i>	<i>4</i>
<i>PESTLE Analysis</i>	<i>5</i>
<i>Role of the employees within the chosen organisation and support by the employees to meet the organisational goals.....</i>	<i>6</i>
<i>Conclusion</i>	<i>7</i>
<i>References.....</i>	<i>7</i>

Introduction

The preliminary focus of the study is to understand the business environment through external and internal analysis; this is effective for companies like **Pret a Manger** to understand the preferences and desires of their customers. Henceforth, it has been discussed in the study about the goals, mission and values of the company, macro-environmental analysis to identify the market condition. Along with this, the role of employees in meeting the organisational goals has also been a prime focus.

Market environment in relation to business depicts the factors and forces that stimulate the ability of a company to maintain a strong customer relationship. Environment is a broader aspect that covers economic, legal, technological and competitive factors to open the path of opportunities for any organisation. For better functioning, it is necessary to analyse the size and structure of the particular industry under which the company is operating. The study is based on the chosen organisation, **Pret a Manger**, an international sandwich shop chain, headquarter in the UK.

For better functioning, it is necessary to analyse the size and structure of the particular industry under which the company is operating.

The role of a **store manager**, alignment of the goals, values and mission of the chosen company has been discussed through PESTLE analysis environmental factors can be analysed and role of employees along with customer engagement has also been determined.

Organization, Structure and Supply Chains

Pret Organization is an international chain of sandwich shops selling a range of fresh food and drinks. The food chain in 2018 had a revenues of 970 million pounds by opening a net 33 owned shops. Now Pret have 556 shops in nine markets .In same time works with seven franchise partners, operating 29 shops across the UK(11) ,France (7), US (4), Denmark (3), UAE (3), Germany (1), Netherlands (1) and Singapore(1) .

Pret a Manger team is formed by 12,671 employees where 98% have permanent contracts and 76% are migrants. Most of the suppliers are based in UK 80% and from EU 20%. (C E B Schlee, 2019)

.

Goals, mission and values of the chosen organisation

Pret a Manger works a bit like a restaurant where the customers would be able to sell-by dates on the freshly prepared food items like salads and sandwiches. The milk and coffee that are provided by the coffee shop is fresh and 100% organic. The unsold food by the shop is given to the charity everyday rather than selling the same product the next day. This activity is something that makes the chosen organisation different then the others. In the year 1986, Pret a Manger opened its first shop with a mission to create fresh food items. With the healthy menu prepared by the shop lets the customers enjoy delicious and good food crusade that makes the beginning of their day. The main goal of the chosen company is to make handmade natural food that avoids harmful chemicals and other preservatives. The three major core behaviours of the company is passion, team working and clear talking (Pret.co.uk, 2019). This lays a strong influence over the business operations that involves kitchen of every store model to distribute their food to charity the same day. The objectives of the company are to take up strategic approach that would be effective for impacting the environment to acquire an optimistic effect on the communities with whom they work. The company has also taken global plastic pledge to deliver the products to its customers safely in its best condition. The main focus of this pledge is to reduce plastic waste on the environment. Food waste, animal welfare and sustainability are certain other objectives that are involved in the objective list of the concerned company (Pret.co.uk, 2019).

Identification of the potential customers and their expectation from the organisation in terms of goods and services

Every organisation must ensure that their customers are provided with care and quality products so that this would in turn would be beneficial for the company in terms of profitability and expansion. Every customer expecting good, fresh, quality and healthy products from the companies they are seeking products.

The respective company serves over **300,000 customers** every day, in order to widen the customer base, the company has extended their product portfolio and product offers. The company also focuses in understanding the desires of their customers and this is the key to their successful expansion in different countries other than their domestic country, the UK. Since 2008, the employees of the company worked hard to let their company a high competitive edge with a remit to deliver insights to inform the development of their planning for entering into new markets, aligning products offered to the customer's desires and preferences. Furthermore, the company also conducted a **regular customer insight programme** across the UK in order to measure the **key**

performance indicators and also understand *customer profile, buying behaviour and patterns*. (Pret.co.uk, 2019).

PESTLE Analysis

PESTLE Analysis	
Factors	Description
Political	Political stability of the country is higher however; the phenomenon of Brexit has resulted in some uncertainties. This has partially paved the way for different organisations to establish in this country. Likewise, crimes and violence has led to some serious concerns of the country. The UK is good to maintain a serious relationship with US, a permanent member of the parliament that has huge power with a higher influence of cultural, economic and political affairs (Clarke <i>et al.</i> , 2016). This high political stability can be considered a strength as this has enabled Pret a Manger to share relations with other countries as well, this has opened way to ramify its shop to different other countries as well.
Economical	UK is the 5th largest economy with nominal rate; this resulted in rise in the price of the products due to the weak pound that increased the cost of the imported products within the UK. As the country is popular for FDI, many organisations across the globe have been investing in this industry (Okeyo <i>et al.</i> , 2016). Due to this, the concerned company has able to collect huge funds and by using it, it has been able to expand to other places.
Social	The country has a huge population of 66.4 million and with a huge consumer market.. The main reason behind the huge customer base of the company is its focus towards the desires and preferences of the customers. The additional activity of selling unsold food to charity instead of selling it the next day has been supported by many people. In 1995 Pret a Manger made the foundation trust for helping the homeless people.
Technological	UK among other developed countries is the most technologically advanced and the government invests £28bn for technology integration. Initially, the concerned organisation did not have a mobile application; recently, it has been launched. After the customers download the application, they would be greeted with an offer of getting the five first coffees for free for each. This would make the customers to share the link of the application with their known ones and encourage them to use

	their own referral code (Anderson <i>et al.</i> , 2017). Furthermore, the company has also implemented Maxoptra , as a mapping tool through which the customers would be able to acquire information for daily routines, delivery schedules by using a combination of local knowledge and prior experience (Pret.com, 2019).
Legal	The companies operating within the UK are cautious enough to implement legislation like protecting the rights of the employees through employment act 1996, equality act 2010 and related paternity and maternity or sick leaves (Civelek <i>et al.</i> , 2016)
Environment	The UK government has made several efforts to enhance the environmental condition and to create awareness among the consumers regarding the environment. Considering Pret a Manger, it has been observed that the company has started with a pledge to reduce plastic wastage and this pledge would be implemented effective in every country where the company operates along with the UK (Pret.com, 2019).

Table 1: PESTLE Analysis
(Source: Developed by the Learner)

Role of the employees within the chosen organisation and support by the employees to meet the organisational goals

As a **store manager**, it is a core responsibility to take the overall care and well-being, presentation of the store and advertisement, recruitment and selection process, management of products, receiving orders and handling damaged products delivered from a friendly and motivated staff working with passion.. A Pret Manger has to make efforts to provide technical guidance in understanding the factors that drive the interest of the customers towards the products and services.

The employees of the respective company are focusing on the demands and preferences of the customers. The mission of the company is to deliver fresh and healthy food items and drinks. One of the dedicated executives of Pret a Manger is Pragma, who has worked to support the objectives of the business, involving the delivering products and services according in the needs and preferences of the customers. With the help of different programmes, the performance can be indicated to understand the behavioural pattern of the customers. The employees in order to meet the organisational goals have been effectively tailoring the offers and designs of the products and services to keep the pace maintained to that of the market demands. With the developing market conditions in terms of restaurant industry, Pret a

Manger has ensured to maintain the **sustainability factor** towards the environment and has also taken pledge to reduce pollution by cutting down the usage of plastic bags. Along with this, quality products are expected by the customers so that is fulfilled by the company properly.

Conclusion

In the light of the above study, it can be inferred that every organisation like Pret a Manger are required to follow certain unique strategies like the company does in terms of delivering their current and fresh food to charity rather than selling stale in the next day. This is what was appreciated by the customer base of the respective organisation. The dedication of the company towards its customers has been the most significant aspect for the internal expansion of the company. The study has delineated the macro-environmental analysis through which it has been able to gather information about its home country as well as aligning the factors of the PESTLE analysis to that of other countries as an example. Furthermore, it has also been analysed about the expectations of the customers from Pret a Manger.

References

- Anderson, W., Busagara, T., Mahangila, D., Minde, M., Olomi, D. and Bahati, V., 2017. The dialogue and advocacy initiatives for reforming the business environment of the tourism and hospitality sector in Tanzania. *Tourism Review*, 72(1), pp.45-67.
- C E B Schlee ,CEO Pret a Manger ,2018 *Pret Modern Slavery Statement*. Available at: <https://pret-files.azureedge.net/pretamanger-uk/documents/Pret%20Modern%20Slavery%20Act%20Statement%20Year%203%20-%20Signed.pdf> [Accessed 15 Nov. 2019].
- Civelek, M., Ključnikov, A., Dobrovič, J. and Hudáková, M., 2016. A model of measurement of the quality of business environment in SME segment. *Journal of International Studies*.
- Clarke, G., Li, Y. and Xu, L.C., 2016. Business environment, economic agglomeration and job creation around the world. *Applied Economics*, 48(33), pp.3088-3103.

Deasy, S., Meyer, R., Newell, C., Emil, S.I.T., Wisner, P., Furodet, D., Gyuris, V. and Strudel, F., VMware Inc, 2016. *Controlling use of a business environment on a mobile device*. U.S. Patent 9,247,042.

Nguimkeu, P., 2016. Some effects of business environment on retail firms. *Applied Economics*, 48(18), pp.1647-1654.

Okeyo, W.O., Gathungu, J. and Peter, K.O., 2016. Entrepreneurial orientation, business development services, Business environment, and performance: A critical literature review. *European Scientific Journal* October 2016, 12(28).

Pret.com. 2019. *Freshly prepared food, organic coffee*. Available at: <https://www.pret.com/en-us/about-pret#> [Accessed 15 Nov. 2019].