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INTRODUCTION

Marketing is the important key aspect for the company which help to promote the company's product as well as service. The report focus on financial agency in UK. Financial services are the economic services provided by the finance industry, which encompasses a broad range of businesses that manage money, including credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds. The report present the overview of a companion and also present the preference of their customer. Further it describe the external as well as internal factor that affect the company's overall performance. It also describe the importance of training and development in the company and also shows the skills which are needed for a manager.

Overview of the company300

Size: Size of Financial agency is vast and it can be examined through balance sheet (Fletcher, Alfes and Robinson, 2018)

Structure:

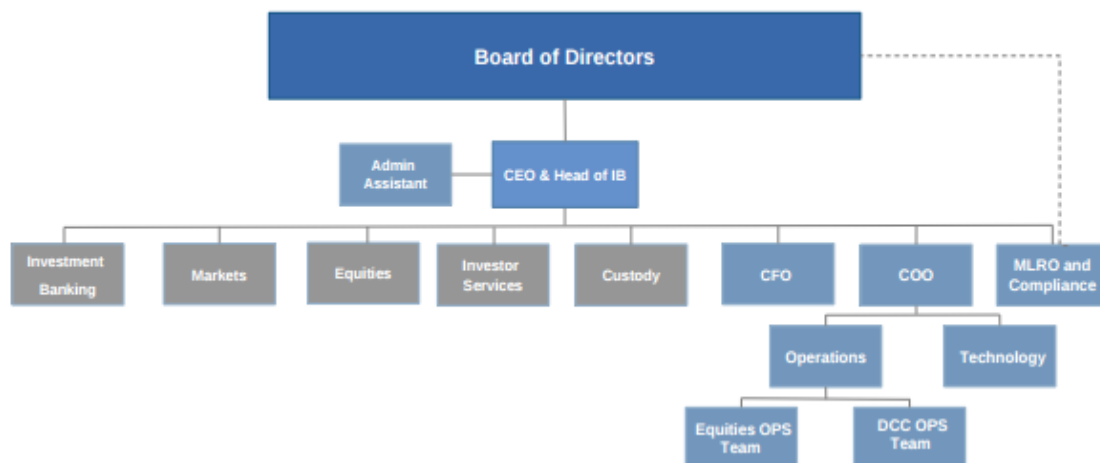


Illustration 1: Organisational Structure of Financial agency

(Source: Organisational Structure of Financial agency, 2018)

Organisational structure of Financial agency is Hybrid such that it have Board of directors and also have CEO and they all have their own roles and responsibility so that they all help them to attain the goals of their company.

Corporate governance of Financial agency is also unique such that the company's integrity as well as reputation which also depends upon their ability.

Goals: The goal of Financial agency is to provide best service with their innovative strategies in order to make their customers enjoy and then leave a inheritance for their customer's family.

Mission: The mission of the quoted company is to provide the best financial service in the world. Moreover, the company also achieve their goals by focusing on their business principles.

Values: Financial agency have unique values such as reliability, their employees have honesty towards their work, quite efficient in order to reach company's goals as well as objectives.

Preference of the customers

The customers of Financial agency are actually prefer their unique sales proposition (USP). The customers of the company are almost want the best service from their recognise company and hence, the same they want from Financial agency also. Because the good idea of USP helps to provide good review and that is why the quoted company provide the service according to their demand of their customers.

Internal and External Analysis

SWOT Analysis:

Strength	Weaknesses
• The company has brand image in market. • Has global presence and also operates in more than 50 countries. • Provide best service to their customers. • Company brand visibility and has service in B2B segments (<i>SWOT Analysis</i>, 2018).	• Company totally depend upon North America for generating more revenue but also have weakness because of the over dependence in US market. • If the market is fluctuating in UK then it also cause financial loss for Financial agency.

Financial agency have diversified revenue stream and offer different type of service.	
Opportunity	Threat
- There is a wide opportunity for Financial agency if the company expand their service at global level. - Another opportunity for a company is to invest in many company at global level.	- Sudden changing in rules and regulations also affect the financial crisis such as recession. - All the financial institution are also faces some problem regarding changes in rules of government and as a result it affect the operating margin.

PESTLE Analysis:

Political factor	Economical Factor
- If there is sudden change in the tax rate, employment rates of interest rates then it also affect company's financial position and to overcome from this, Financial agency has to follow all rules and regulations. - Moreover, the rules and regulation which are set by government also affect the banking sector and as a result, there is a need to follow all set rules by government to Financial agency.	- In order to design the economic policies, Financial agency have to focus on unemployment rate, population growth etc. - If there is any fluctuation in UK market then it also affect the economy and directly affect company's financial position. - Financial agency also faces some problem when there is economic crisis such as inflation, recession because it affect company's overall financial stability and hence, the profitability of a company may decline (Chaplin and et.al., 2018).
Social Factors	Technological Factors

• Financial agency needs to focus on the social needs of their customers and as the company faces tough competition so it should focus on them. • As there is a changes in customers preferences then they will shift their purchasing and at that time Financial agency faces financial problem.	• Communicating with the customers by using new technology will be more effective. • For example, by using payment method through online mode will be helpful for them in order to save time as well as cost.
Legal Factors	Environmental Factor
• All government rules which are set by government should be followed by a quoted company such as interest rates assigned by government, some financial charges, loan amount (Damanpour, Sanchez-Henriquez and Chiu, 2018). • The services which are offered by Financial agency should by legal and it is also be kept in mind by Morgan only.	• Morgan should also be analyse that the environment effects also pay attention to some ecological balance and if the company wants to attain the good financial market then they has to protect environment and acquire good market share also.

Role of employee

Role of an employee in Financial agency is unique because they are only responsible for the company's profit. Such as in a quoted company if the employees have a knowledge related to technical then they can solve any problem on the other side, there are many employees who have a knowledge of management system then they easily manages entire process of a company (Volkan, 2018). Similarly in the case of Financial agency, it also have many technical expert staff as well as only they are responsible for any damage or to achieve the goals.

Hence, it clearly shows that the employees of Financial agency have unique role and because of having positive work environment, they are able to do the work in more efficient way

in order to achieve the goals of a company. So it is the duty of a manager or a leader of a company to provide best reward system to their employees if they perform extra ordinary well because this encourage them to perform more good.

Training and development

Training: It is the simple action of teaching which helps to develop some skills and type of behaviour among employees of a company and it is done for short time period whose main motive is to train employees or raise their working efficiency level (Sung and Choi., 2018).

Development: It is a process of developing and make some drastic changes among employees so that they will achieve the goals of a company. Hence, development is done on the basis of meeting some specific goals of a company.

Importance in Financial agency: There is a need to providing some training and development session to their employees because it will help them to achieve all defined goals as well as objectives. Providing continuous training to the employees of Financial agency will be also helpful to create direct relationship among them and change the working environment (Webb, 2018). It also assist employee to raise the working efficiency so that they will be helpful to attain all defined goals as well as objectives of a company.

Manager of Financial agency and its role

A financial manager is responsible for providing financial guidance and support to clients. Manager are those person who assign duties to their employees and also hire or fire the employees if they did not perform well. Similarly, the manager are also develop new strategy in order to achieve the goals of a company in proper way (Carnall, 2018). In addition to this, manager of Financial agency also train the new employees in order to make them comfortable in the working area. They also monitor the performance and pay reward for their well performance.

Hence, the daily work of manager is to keep interacting with different peoples in order to raise their operation level of a company. Moreover, without manager, the working of employees cannot be identified and reviewed in proper way. Tracking and reporting scorecard result to the upper authority of a company is the another work for the manager.

Skills and Knowledge needed

Skills: Manager of Financial agency should posses all management skills in order to manage the work in more effective way. They should have good communication skills so that they make good relationship with their customers. Moreover, the planning and decision making process is the

another requirement of the company's manager. This skills help them to raise company's overall performance (Munteanu and Rațiu, 2018).

Manager should also have the knowledge related to budget because in Financial agency they are assign duties as well as budget to different department. Leadership is another skill which manager should also be posses because they actually lead a team in order to achieve the goals or objectives. Manager should also manage the conflicts and take strict action whenever find any wrong or against the company (Lestari and Riyadi, 2018).

Training and development requirement

Financial agency also need requirement because training and development needs to enhance their employee's efficiency in order to raise production level of company. There is a need of training in Financial agency because this type of program allow employees to strengthen up those skills of every employee to improve and on the other side, development helps or bring up employee at high level so that they can strengthen up their knowledge and use those in further level of success. Hence, when Financial agency start providing training session to their employee following things needs to be consider such that:

- Posses the right candidate who provide training session to their employees.
- Full committed to their members.
- Values should be articulate (Ratcliff, Voskuilen and McKoon, 2018).
- Must provide those sessions which are helpful to enhance their employee's current performance.
- Diversified supply chain
- Capitalisation of a business should be necessary.

If these things are uses in a working place then it will be helpful for a company in order to provide best facility to them to raise the production level as well as profitability and sustain their brand image in market.

CONCLUSION

By summing up above report it has been concluded that Financial agency have their own mission and values and it also fulfil all demands of their customers by providing all financial services to them. Report also concluded that internal as well as external factors do affect entire

business in adverse way. Further it also concluded that through training and development sessions, company can raise their employee performance level and help to sustain brand image in market.

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