

Module : Understanding Organisational structure
and Culture

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Assessment Name: Component 1 – Individual
Presentation

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**Title: Three Possible
Organisation Structure Designs
for Morrisons**

Outline

- Definition and Importance of Organisational Structures
- Choice of Retail Business: Morrisons
- Functional Structure
- Divisional Structure
- Matrix Structure
- Application to Morrisons
- Conclusion
- References

What is an organisational structure and why is it important?

- An Organisational structure , according to Robbins and Coulter (2021), "refers to the formal system that outlines how activities such as task allocation, coordination, and supervision are directed toward achieving organisational goals."
- This important because allows businesses to be organise and complete task efficiently
- Daft (2020) says it clarifies authority and communication



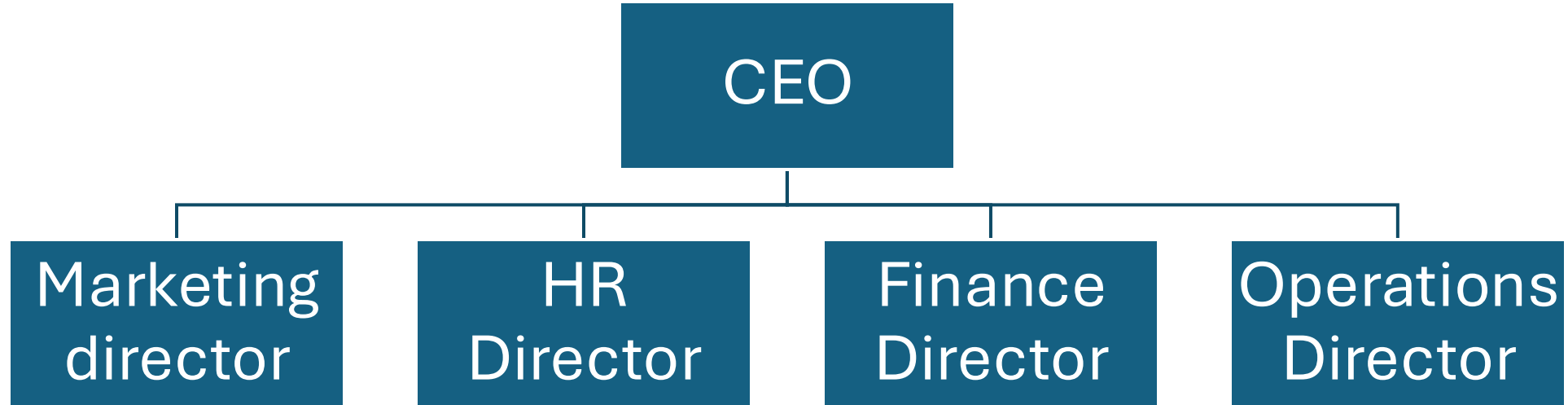
Morrison

- Founded in Bradford in 1899, Morrison is a major UK retail supermarket that sells lots of products.
- I will be using Morrison to suggest some organisational structures it can use.
- The three organisational structures I will use are the Functional, Divisional and Matrix structures

Functional structure

- Daft (2020) defines functional structure as "an organisational structure in which activities are grouped together by common function from the bottom to the top of the organisation."
- This structure says that employees performing similar functions with same expertise can be grouped together for specialisation and efficiency
- Morrison can use this structure as it is a large retail shop with different skill sets from Human Resources to Finance operations

Functional Structure Chart



Advantages:

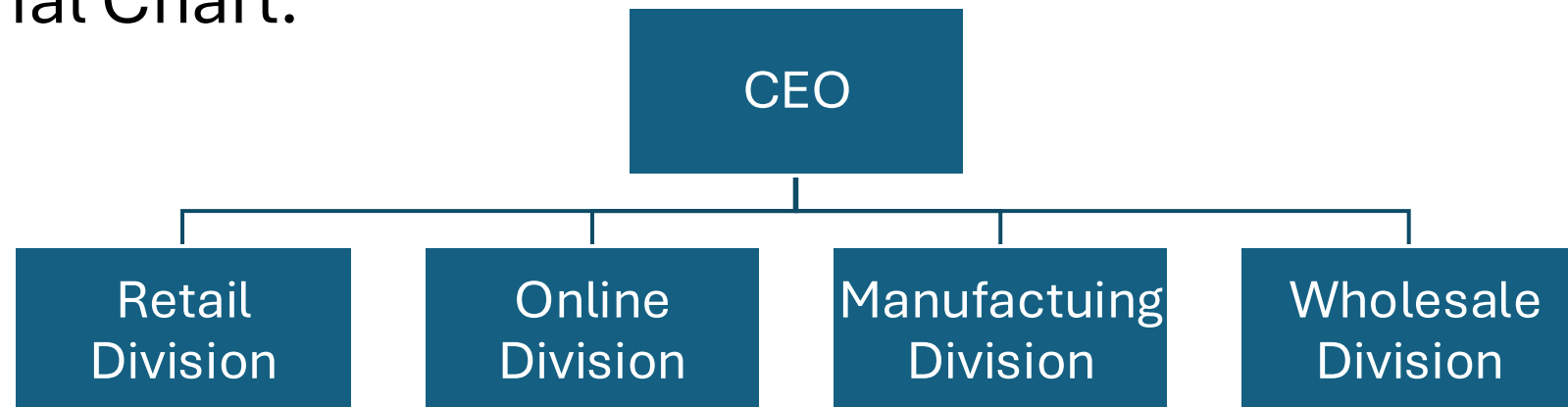
- Splits employees into special functions
- Easy Coordination
- Specialisation and efficiency

Disadvantages: (Robbins and Coulter 2020)

- Lack of Communication between departments
- Lose sight of common business goal

Divisional Structure

- According to Daft (2020), "a divisional structure organises the company into self-contained units or divisions, each responsible for a specific product line, geographic area, or customer group."
- Morrison can be split into retail, online and manufacturing departments
- Organisational Chart:

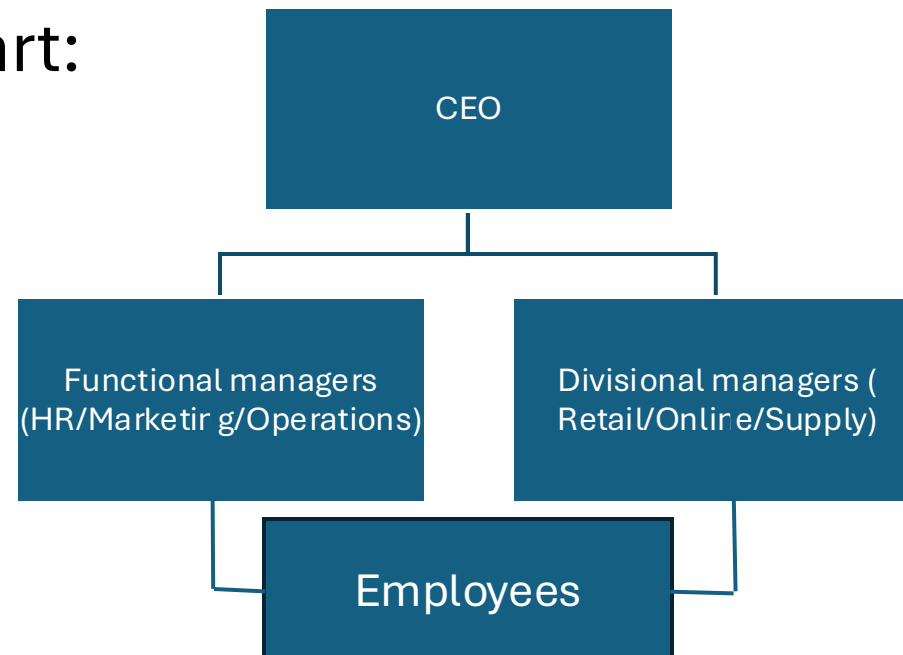


Divisional Structure

- Different divisions have decentralised power so can operate independently .
- For example, Retail Division can have own HR and Marketing department and Online Departemnt can have IT Department
- Advantages:
 - Flexible and fast decision making
- Disadvantage:
 - More resource use so more cost

Matrix Structure

- Daft (2020) says this "combines both functional and divisional structures"
- Employees report to different managers and are a part of a division and a department
- Organisational chart:



Matrix Structure

Advantages:

- Communication and Coordination (FMDB 2023)
- Holistic decision making

Disadvantages:

- Complex and confusing

However, for a large retail chain like Morrisons ,the Matrix structure is the best way to organise the operations of the business as it allows communication between departments and divisions as well as efficient decision making.

Conclusion

- Morrison needs high level of organisation because it is a huge chain with lots of stores across the UK.
- Therefore, the best structure for Morisons is the contemporary Matrix structure because it help the business organise operation efficiently and holistically , so that it focus on the primary business goal and how to get there.

References

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2. Daft, R. L. (2021) *Organization Theory and Design*. 13th ed. Boston, MA: Cengage Learning.
3. Morrisons (2024) *About Us*. Available at: <https://www.morrisons-corporate.com/> (Accessed: 12 October 2025).
4. *A Comprehensive Analysis of Matrix Organizational Structures*, FTSSSL-82, FMDB Transactions on Sustainable Social Sciences Letters. Available at: <https://www.fmdbpub.com/uploads/articles/170521931464844.%20FTSSSL-82-2023.pdf> (Accessed: 12/10/2025).