



ASSIGNMENT TITLE: Report on cleaner in Asda

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Part A

1.0 Introduction

According to Frost, (2016), a business organisation carries out its business processes in order to extend its territory on a global scale and maximize the profits incurred. In order to survive the cut throat competition, the business organisations need to stand out in the crowd of other competitors so as to grab the attention of a wide variety of customers. In order to achieve the organisation aims and objectives, the employees working within the company play a crucial role. In order to accelerate the efficiency and productivity of the work force, proper training is provided to them to brush up their proficiencies. This report would analyse the case study of ASDA, which is retailing organisation that is based in United Kingdom. A discussion would be conducted in the report regarding the company background and the organisation goals. The customer base of ASDA would be identified and the customer expectations would be evaluated in the report. The external business environment of the organisation would be examined with the help of SWOT Analysis. Futhur, the report would evaluate the role of the work force in terms of meeting the aims and objectives of the business organisation. The role and purpose of providing training sessions to the employees of ADSA would be discussed in the report as well. The importance of the job role of a cleaner employed in Asda would be analysed in this report.

2.0 Company Background and aims and objectives

Asda stores Ltd. or Asda is considered to be one of the most popular supermarket chains that is based in the United Kingdom. The business organisation originated in the year of 1949 by the Asquith family. It was created in collaboration with the Associated Dairies. In the recent times, the organisation runs its business through 633 retailing stores that are situated all across the world. The headquarters of Asda is located in Leeds that is the West Yorkshire regions of England. In the year of 1999, Walmart, the America based retail company, purchased Asda for a huge amount of 6.7 billion pounds. As per the reports of April 2019, the business organisation lies in the second position in the market and it faces major competition from the other retailing giants including Tesco and Sainsbury`s. The business organisation provides various retailing items like fresh fruits and vegetables, merchandise, home ware, and so on to its customers at affordable prices. Apart from these, in order to create a diversity in

the products, the company also provides with financial services, telecommunication services, and so on.

As opined by Jellil et al., (2018), The mission statement of ASDA acts as a framework and leads the employees in the proper direction and aids in taking proper decisions regarding the business procedures. As per the mission statement, the primary aim of Asda is to become one of the valued retailing organisation in Britain and to provide quality products and services to the customers at affordable rates so that it can be assessable to the people belonging to varied income groups. The retailing giant also aims to treat every individual with respect and shoot up the levels of customer satisfaction. One of the primary goals of the organisation is to expand its business territory and open new retailing stores in order to gain an upper hand in the crowd of other retailing companies and reach out to a wide level of customers. The main motive of the business organisation is not only maximizing the profits, but also contributing to towards the development of the community and the environment. Asda does not support the use of plastic bags and by incorporation of this method, the environmental degradation can be controlled. A huge number of employment opportunities are generated by the business organisation which helps in the betterment of the living conditions of the communities as well as helps in the reduction of unemployment in the society.

3.0 Discussion

Asda has a huge customer base as the products are of good quality and available at affordable rates. The variety in products also attract the attention of a wide variety of consumers. People from different social backgrounds and different income groups buy the products and services manufactured by the business organisation. As Asda is involved in varied community works and charitable activities, a positive brand image is created in the minds of the consumers and they prefer the products of Asda over the other retailing organisations. The wide variety of customers of Asda expect that the company would continue to upgrade the quality of the goods and services that are produced and the organisation would continue to contribute towards the upliftment of the communities.

The work force of Asda is considered to be the important resource that helps the organisation to achieve success and development and meet the desired goals. With the help of the services provided by the employees, the organisation is able to proceed in the right direction to achieve the organisation aims and objectives. The strength of the organisation lies in the labour force. It is the sheer dedication and hard work of the employees that the retailing giant

has been able to secure its position as one of the top supermarket chains in the United Kingdom. With the help of the creative and innovative ideas of the employees, Asda has been able to design developmental strategies to gain competitive advantages and reach out to a wide level of customers. The problem solving efficiencies of the employees has helped the business organisation to overcome the hurdles and make proper decisions for growth of the business.

In order to accelerate the productivity, efficiency and the specific skill sets of the work force, the organisation conducts training sessions. With the help of training, the employees would be able to provide quality services, thus shooting up the overall performance of the organisation. Training is one of the important aspects of the company as the proficiencies of the employees are developed and they are able to solve the challenges that they come across while performing their business activities.

As stated by Haleem and Jehangir,(2017), cleanliness is next to godliness and hence Asda has laid a major emphasis on this statement. In the business organisations, every job role has its own importance. In this report, the job role of a cleaner in Asda is highlighted in particular. Clean and hygienic conditions are the important aspects of a work atmosphere. If a clean environment would not be provided to the employees, then it would lead to the deflation of the morals of the workers. Thus the productivity would be decreased and there would be slow down in the business activities. If the retailing stores are not well kept and cleaned daily, it would not grab the attention of the customers and a negative brand image would be formed in the minds of the customers. The job role of a cleaner is to maintain the cleanliness of the retailing stores with several activities such as mopping, sweeping, clearing the vents, washing the toilets, and so on. The head of the cleaning department is entrusted with the responsibility of inspecting from time to time to check whether these activities are carried out in a proper way. Physical strength is one of the major qualities that are required in this particular job role as it involves strenuous and long cleaning activities. The employees should be enthusiastic and should enjoy the job that they are performing.

Training sessions should be necessarily provide to the cleaners so the organisation so that they can develop the required skill sets to carry out their activities. Session would be conducted by experts, where verbal knowledge would be provided to the cleaners regarding the varied cleaning methods and approaches. With the help of such training facilities, the

efficiency of the cleaners can be enhanced. The cleaners would be able to independently solve the issues and challenges faced by them with the knowledge gained from the trainings.

4.0 SWOT Analysis

The Swot Analysis is a tool that helps in examining the external market environment of the business organisation. It help to identify the strengths, weaknesses, opportunities and threats of the organisation and strategies can be accordingly devised so that the desired goals and objectives can be met. The strengths of a company depicts the positive aspects that can act as an added advantage to achieve success and developments in the business. Asda possesses good knowledge about it targeted audience and knows about the purchasing behaviour of the consumers. So products and services are manufactured in accordance to these aspects in order to shoot up the rate of sales. Outsourcing of business to other business partners helps in the development of the business of Asda. The UK based retailing giant conducts an intensive research about the marketing strategies of its competitors like Tesco and Sainsbury's (Hammad, 2015). This helps the company to improvise its strategies and gain competitive advantages in the market. One of the major strengths of the company is its pricing strategies. Asda provides its customers with high quality goods and services at affordable prices. This helps to grab the attention of a wide number of shoppers, thus increasing the rate of sales. The weaknesses of Asda are that the company does not incur much profits as in comparison to the other retailing giants, irrespective of providing the products at low prices. Since the year 2007, the profits have reduced by 42 million pounds. As the retailing stores of Asda are always crowded with people, the consumers have to wait in long queues for buying the products. Asda operates its business only through big supermarkets, but there are no smaller versions like the Tesco Express that makes the shopping procedure more convenient. The opportunities of Asda include that the company can grab the attention of a wide number of customers with the help of the various retailing outlets that are situated all across the United Kingdoms and outside. As Asda has sustained the quality of the goods and services that are manufactured by it and those products are available at affordable rates, it acts as an opportunity for the company to increase the profits and the sales rate. The American retailing giant Walmart supports Asda with various resources in crucial times. Asda has the opportunity to acquire knowledge from the marketing strategies incorporated by Walmart in order to enhance their overall performance. The threats of Asda include that the company faces huge competition from the rivals like Tesco, Morrisons, Sainsbury's, and so on. Due to

economic recession, the customers do not tend to invest their disposable income in the branded products and look for other local and further cheap options. Thus it negatively affects the purchasing behaviour of the consumers. With the acceleration of depreciation every year, the purchasing intention of the consumers get negatively affected and it leads to the decrease in the rate of sales. So the pricing strategies should be designed in such a manner so that the changing economic trends do not influence the buying behaviour of the customers.

5.0 Conclusion

Thus concluding in this report, it can be stated that the work force of a business organisation are an integral part and with proper training provided to them, the company can achieve the desired goals and aims. This report analysed the case study of ASDA, which is retailing organisation that is based in United Kingdom. A discussion was conducted in the report regarding the company background and the organisation goals. The customer base of ASDA was identified and the customer expectations was evaluated in the report. Further, the report evaluated the role of the work force in terms of meeting the aims and objectives of the business organisation. The role and purpose of providing training sessions to the employees of ASDA was discussed in the report. The job role of the cleaners were studied in particular in this report. The external business environment of the organisation was examined with the help of SWOT Analysis.

6.0 References

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7.0 Appendices

Name	Role	Signature	Date	Issue

Long Term Goals

Cleaning Department manager

Short Term Goals

To improve communication and the management skills.

Areas improvement	or	Action to be taken	Progress Achieved	Documentation	Time Frame

Improvement in customer service skills	To grow amicable and friendly relations with the clients and improve the level of professionalism. To recognize and understand the requirements and requests of the clients. To give quality service to the clients in agreement to the fluctuated tastes and inclinations of the clients.	Feedback would be collected from the clients of the ASDA by conducting survey.	The information would be collected from the customers.	1 week
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Improve and develop the communication skills	To grow great relations with the colleagues so as to work in co ordination and coordinated effort. To beat the different difficulties faced by the incorporation of better communication skills	By taking part of the various training sessions that arranged by the organization.	Training materials provided at the training sessions.	2 weeks
Management skills	Taking on an ever increasing number of duties so all the mystery methodology of charging or store boxes are remained careful.	Legitimate measure of input must be taken from the directors that are the visitor and the administration supervisors with the goal that it turns out to be anything but difficult to survey their very own procedures.	There ought to be more obligations on the movements, on the individuals that are experiencing the movements and after that it will just prompt a legitimate set up of the learning procedure.	A period of 3-4 months.