

University of Wales Trinity Saint David
Workplace Culture and its impact on
Organisational Efficiency
(BMSW5105_LON)

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300-500 words Report

We are well aware that every organisation can have different ways of doing business, which, related to their ideologies and values, form the ethics on which the company is based and the image it wants to express both to its employees and to its customers. (Cragg W. 1997)

In this report I will analyse how internal and external factors affect the efficiency of an organisation and the relationship with customers.

I decided to talk about the company I have been working for for the past 4 years, "Grosvenor Casino", which has been offering entertainment and gambling services to its customers throughout the UK for over fifty years.

After analysed what the company has done to adapt to the market, despite being penalised like many other businesses by the restrictions due to "Covid 19", which led to the closure of all venues and an almost total blockage of the business.

It will be interesting to understand how "Grosvenor" has managed, unlike other businesses, to readjust by continuing to offer services to customers even at a distance and limiting the loss of jobs as much as possible. (Tedford W. 2020)

moreover, the company was faced with another imposing obstacle such as "Brexit" which led to a reduction in staff due to the fear of some people having to adapt to this situation and the loss of customers, hindered in travel free as before. (McCallum P. 2019)

Then Given a definition of the various marketing keys and which ones we find within "Grosvenor", analysing how external factors have influenced or changed them.

Then I will explain what the company has done to protect itself from them, without losing customer satisfaction and trust and what can do for the future.

With all the evidence found, I will formulate theories with which the company will be able to address current internal and external problems or in the near future, in such a way as to safeguard relationships with customers in order to always be a superior quality organisation.

Comparing two companies such as "Grosvenor Casino" and "Hippodrome" we will see how, although engaged in the same business sector, they have a clear difference technique to do business and the way they relate to customers.

Then they formulated my theory on which business model is more resistant, always taking into account possible factors that could influence its trend such as Covid-19.

Reference

Gregg Wesley 1997 Teaching Businesses ethics: The role of ethics in businesses and in businesses education *Journal of Businesses Ethics* Cap.16 Pag.231-245

Telford William 20 July 2020 Grosvenor set to open 44 casino with anti-virus measures in place Businesses Live 5 june 2021 <https://www.business-live.co.uk/retail-consumer/grosvenor-set-open-44-casinos-18628622>

McCallum Patrick 6 May 2019 Brexit and its impact on the gaming sector *Gamesindustry.biz*