

INTRODUCTION OF LIDL:

Staffing refers to the hiring and training of individuals to fill the various jobs within the organization. It entails determining the quantity and kind of personnel necessary, hiring, and training them, and enhancing their competence and performance. It is a procedure for locating, putting in place, developing, and assessing at work. The managerial task of hiring, training, evaluating, and rewarding personnel is known as staffing. Even though some of these tasks may be carried out by human resource experts in large businesses, all managers are effectively human resource managers.

ABOUT:

We take immense pleasure in providing our clients with the greatest quality goods at the lowest possible price, and we work closely with our suppliers to achieve this. Additionally, we are passionate about buying locally whenever feasible, and for our clients, more than two thirds of our items come from British sources. Over 28,000 people are employed by Lidle in its 935 shops and 13 distribution hubs in England, Scotland, and Wales.

The initial responsibility of staffing in human resource management is often to determine the need for additional hires. To assess if present employees are fulfilling productivity targets, it is necessary to assess the workload of the current workforce. When such objectives are not being achieved, the human resources division must assess if rearranging the present workforce is enough to assist in achieving the objectives or whether more employees are needed. If more staff is needed, the department must decide to recruit full-time, part-time, or temporary workers for the company.

When a company or organization needs to fill a job opening, the staffing process is used to seek, screen, and choose candidates for the position. Staffing serves the dual purposes of helping job seekers find employment and helping employers identify appropriate candidates for unfilled positions.

OBJECTIVES OF LIDL:

Our company improve the quality of life for our consumers by offering good quality goods at reasonable prices, and to put their pleasure at the Centre of all we do. We provide relevant items to them to offer great customer satisfaction. Furthermore, we maintain market-leading quality and value via continuous innovation and optimization of our productive process powered by people and technology Also, we collaborate with business partners appropriately while making a beneficial contribution to the community. Consequently, our company is looking into the hiring, training, and personal growth of our staff, to create long-term organizational success.

Beyond the business, we promote fair trade, appropriate sourcing, environmental protection, and animal welfare. And we also significantly vary in a few key areas.

Together, we have committed to

1. Communicate effectively to lead,
2. Defining our terms and remaining effective and dynamic.
3. Build trust and behave ethically
4. Be accountable and a good example.

Every facet of recruiting and keeping new employees is covered by the staffing function in human resource management. Then it often starts with identifying the demand for new personnel in a certain industry, and it goes on to involve meeting those requirements. The human resources department is also in charge of hiring fresh staff members and letting go of those who fall short of expectations.

DEFINATION OF STAFFING:

The term "staffing" describes the ongoing process of identifying, choosing, evaluating, and building a working rapport with present or potential employees. Finding qualified applicants to fill the various positions inside the firm is the major objective of staffing.

OR

In management, staffing is the process of hiring new employees and assessing their knowledge and skills before assigning them to specific job responsibilities in accordance. A staffing model is a set of data that tracks job activities, the number of labor hours required, and how much time is spent by employees.

IMPORTANCE OF STAFFING:

Recruitment, selection, training, development, transfer, promotion, and remuneration of people are all part of the staffing function. It is understood that management is responsible for consistently ensuring that an organization has a suitable number of effective executives on staff to maintain the smooth operation of the business. Finding and obtaining qualified individuals for various occupations is made easier with the aid of staffing. By placing the correct person on the right job, it helps to increase both the output's number and quality.

Employee work satisfaction has increased as a result. By choosing the correct person for the position, it makes hiring productively perform. By preventing the wasting of human resources, it lowers staff costs. It promotes the expansion and diversification of a company. Through organizational

development, it ensures the ongoing existence and expansion of the enterprise. For other management tasks to be carried out effectively, staffing is essential. Planning, organization, and control tasks cannot be performed by an organization if it lacks qualified individuals. Support for other management tasks is provided via personnel.

ACTIVITIES OF STAFFING:

The activities of staffing play a vital role in managerial functions. These are identifying the sources for hiring unfamiliar staff, choosing the most qualified workers, providing the staff with the necessary training, and assessing a staff member's performance. decide on employee transfers and advancements to pass the appropriate employee entry, Creating the personnel policy and managing the implementation strategy. Employers utilize these procedures to make sure workers are successful in their jobs and that the duration of job openings is kept to a minimum.

CONCLUSION:

Overall, Staffing is particularly important at every level of organization. In the future, people around the world will continue to appreciate this function for the benefits they bring. Through staffing the company can make a profit easily without major problems arising. Also, members of the infrastructure should smoothly and effectively coordinate with each other.

NAME-REEMABAHEN PATEL

STUDENT ID-2212569

Abstract

Underlying are the SWOT analysis of Lidl and detailed study about recruitment. To commence with SWOT analysis, it is the Strength, Weakness, Opportunities and Threats of Lidl. Adding to that, I will be discussing about the method, process, stages of recruitment and the qualities of employees.

Swot Analysis of Lidl:

Strength

Private Label Products Online Selling:

Private label products are originally designed by third party manufacturers and then supplied to the retailer. The product is sold online by the retailer under their brand (Lidl) name.

Quality goods with reasonable price range :

At Lidl, the main aim is to satisfy customers with the quality of the products and price. Also, to build relationships and contribute positively to local communities.

Low Pricing Strategy:

Lidl eliminates the intermediary, which reduces the suppliers cost.

As a supermarket they claim that budget pricing doesn't mean compromising with the quality.

Weakness

No Presence outside Europe:

Lidl is a German based company and has 11000 stores across Europe and the USA. Although, Lidl started their branches outside Europe as well but

they were not successful. For instance, in Norway, Lidl sold all his assets to Rema because they were not able to fulfil the customers needs.

Relatively small compared to other brands:

Supermarket like Tesco is what customers prefer more because of online and offline shopping convenience and great customer service. Tesco, sells renowned brands from each part of the world whereas Lidl sticks to selling private label products.

Opportunities:

Future expansion in the Europe, entering Africa and Asia:

It will maintain its expansion strategy in Europe. More stores opening will be taking place in several markets and enter new locations.

Providing wider product range click and collect:

Lidl has always evolved in the digital domain to expand online business at all levels.

Threats:

German market has mature and flat outlook:

Lidl's competitor Aldi has outgrown and stands first for selling groceries at reasonable rates.

Recruitment

Recruitment is nothing but hiring candidates for suitable jobs in a company. In HRM, employing personnel is done systematically through recruitment. Finding, recruiting, pre-screening, choosing, and then hiring the best candidate to fill open positions in a firm are the first steps in the process.

DeCenzo and Robbin note recruitment is the process of discovering potential candidates for actual or anticipated organisational vacancies. Or

from another perspective, it is a linking activity bringing together those with jobs to fill and those seeking jobs. DeCenzo and Robbins (1993) Human Resource Management.

The most important purpose of recruitment is an organisation's success. A large number of people think that a company's success is by the figures and financials of an organisation. However, we often forget that it's the employees who make it successful. Employees work hard to achieve the organisation's aims.

Recruiting new people means adding new talent to the organisation. The aim of the human resource manager is to select the right employee for the right job at the right time. Employees should be considered as the greatest asset of the company. It will be beneficial for the company to add people with new skills that currently doesn't exist within the organisation.

HR managers must look at the global competition of applicants during the hiring process. The Human Resources department must estimate the changes in the marketplaces before hiring employees of certain skills.

Methods of Recruitment

It involves two ways that is internal and external method.

Internal Method: In this method the candidates chosen for suitable jobs are those who were already working with the organisation.

- The most popular recruitment strategy is promotion. It refers to rewarding the best performing employee to a better position in an organisation.
- Transferring a worker from one department to another.
- An employ/intern who is working with the organisation on a temporary basis, becomes permanent is an example of confirmation.
- Referencing or Referral have grown to be a crucial component of hiring process.

External Method: In this method the candidates chosen are from outside the organisation.

- Advertising is a way of hiring in which job openings are promoted through advertisements on different media channels, be it online or offline.
- Government as well as private agencies are a popular alternative for both employees and the organisation because they have records of applicants and various companies.
- Schools and Colleges could be a good source of young candidates. This will enable the organisations to hire new talents, ideas and skills.
- Hosting career events, skills workshops.

The online recruitment method is all over the organisation's in UK. However, it has not dominated the recruitment market.

Stages of Recruitment

- To commence with the roles and responsibilities are specified to acknowledge how to make the best use of employee's skills.
- Job analysis and job description are the second stages of recruitment, job analysing involves tasks, responsibilities, skills, knowledge required to fulfil the job requirements successfully. Whereas, job description lists out different duties, tasks, responsibilities that are to be carried out while performing a specific job.
- Methods of attracting applicants basically is hiring employees through internal and external methods.
- The selection process involves choosing the right people for the right position in the organisation.

- Offer of employment is the action of new employee coming onboard into the organisation.

Process of Recruitment at LIDL:

- Firstly, we pre-screen all applicants for the role before interacting with the most qualified candidate for a face-to-face interview at Lidl.
- If they showcase the requisite skills and qualities for the roles, we take them on our site tour and introduce to the section leader to whom they will report.
- This exposes them to the workplace and helps them understand what is expected of them if they are successful.
- At last, we handle the offer and rejection processes.

Qualities of Employees:

At Lidl or any other company the staff or the employees are expected to lead or guide others positively. Building relationships with subordinates and customers is one of the most important quality.

Organisation's expect the employees to be focused and achieve the company's goal. Employees are hired on basis of their talent and skills that will help the organisation to achieve its aims and objectives.

For example, at Lidl employees are expected to handle the goods and products in warehouse it is their job to keep it safe and make sure that they are delivered. Problem-solving skills, solution focused employees are what the organisation approaches for. It is nothing but an employee solving problem in the company without any hesitation as well prioritising his/her tasks. Running an organisation comes with a lot of team work/ group work therefore the employees should be welcoming and happy to be a team player.

Name: Ziya Eram Feroz Daula

Student Id : 2211758

Introduction

Skilled labour is predominantly characterized by excellent education (college and higher), occupancy of proficiency and skills to perform sophisticated tasks, ability to adapt quickly to scientifically changes, and creative application of knowledge and skills acquired through training in their work.

Skilled workers have the skills and expertise to deliver a job well done and keep your customers satisfied, saving your business money, improve profitability, strong growth of business.

What is skilled local labour?

The term skilled labour refers to a group of people who have the specialised knowledge, education and experience needed to carry out more difficult physical or mental tasks than are typically required for job duties.

Skilled labourer's work in a variety of jobs in both the trades and with white collar companies.

For examples: Electrician, plumber, carpenter, construction worker in trade sector and white-collar job related to government, consulting, accountancy, business, marketing, information technology, human resources and other.

Benefits of skilled labour

A benefit greatly in many ways from having employees who are trained for their responsibilities. It is a reality that every management needs to be aware of because it is very advantageous to any company, regardless of the sector it operates in. A company misses out on a very inexpensive option to increase overall performance if its workforce is poorly trained.

In a corporation, morale—or how satisfied the staff is crucial. Employee's morale and productivity rises when they are happy in their jobs, therefore this is the case also.

Skilled people are specialists at their jobs, resulting in increased productivity for your company. On the other side, less skilled individuals would probably need more training, which would consume valuable time and resources.

A skilled worker is an integral piece to company success. Hiring a skilled worker helps the business earn more money over time and they help you to avoid unnecessary risks that result into loss for business, whether that be for minor or major loss.

Workers with problem-solving skills have enhanced theoretical and practical knowledge, which makes it simpler for them to resolve problems and identify anomalies in your company's business operations.

Positive work relationship skills help employees to improve workplace relationships because they can focus on the task at hand and get along with their co-workers.

Skills required at LIDL

-Flexibility

Being adaptable at work enables you to deal with changes and respond to them swiftly and collectedly so that you can complete the task at hand.

-Quick learning

Fast learning ability encompass a diverse range of expertise in various industries. These include the capacity to pick up new technical skills quickly, the capacity to keep up with changes in the sector, and the capacity to quickly adapt to new situations which is very important for the company.

-Team-work

Teamwork ability are a catch-all word for the various soft talents that collectively make up the capacity to function effectively in a group situation. **-Independence**

The capacity to complete prescribed duties on your own is known as working independently. Supervisors and managers may provide you guidance on

projects, but they can rely on you to complete duties with little to no oversight.

-Being proactive

A proactive worker is someone who takes the initiative to solve problems and finish duties without needing direction or instruction from a superior. They plan resources, prepare for impending work, and finish some tasks early.

Current issues in IHRM

-Ethical challenges in multinational corporations

The most significant ethical issues that HR professionals and managers face are discrimination and harassment. The consequences of discrimination and harassment in the workplace can negatively impact on the finance and reputation of the organization.

Solution: As an HR manager, we can educate employees on these issues and encourage a positive work atmosphere to fight discrimination. In order to make employees understand effects of discriminative behaviour professionals can hire people with different backgrounds, characteristics and nationalities to ensure a diverse workforce.

-The evolution of digital HRM

The division in charge of upholding discipline, human resource management (HRM), has advanced significantly. HRM is a relatively new concept for managing employees in all organisations. To stay up with a changing world, it is still evolving and will continue to do so. The Industrial Revolution in the late eighteenth century marked the beginning of labour management in businesses. Large companies were common before this time, but it was difficult to keep them running because of outdated technologies. The working environment was highly unpleasant at the time, and people used to work long hours for meagre remuneration.

Solution: Prepare team for the changes and understand which technologies will be most suitable in workplace. Company should hire people to operate new tool that company invested to improve business strategy.

-Cultural differences cause professionals misunderstandings

People from many cultures communicate in a variety of ways. You can be the type of person that speaks quickly and directly. However, your colleague might

speak more slowly and circumspectly, taking longer to get to the point and this cause misunderstanding at workplace.

Solution: Encourage team to learn a few key phrases in each language. Another solution is that choose particular language that should be feels comfortable and use in all meetings and formal events.

Conclusion:

Organisation should focus on global recruitment issue as this affects overall business company's value, culture and customers perception. Technology has led to staffing of skilled local labour expansion of the company in a fast pace compared to the traditional recruitment style. This has led to extensive reach to pool of quality candidates hence had impacted in significantly the skilled local labour in market. Even with the effects highlighted, several journals have raised alarms that not so much has been researched on the possible future effects of the use of technology in recruitment and selection of skilled local labour.

Name: Patel komalben babubhai

Student id: 2211067

STAFFING:

RECRUITMENT AND AVAILABILITY OF SKILLED LOCAL LABOUR



BY GROUP-

Table of Contents:

- Aims & Objectives
- Background of Lidl
- Staffing
- SWOT Analysis of Lidl

- Recruitment
- Availability of skilled local labour
- Current issues in HRM
- How to overcome issues in HRM

LIDL

Big on Quality,
Lidl on price



Aims :

- To enhance the lives of our customers, by providing quality products at market leading value, whilst ensuring that customer satisfaction is at the heart of everything we do.

Objectives:

- To deliver outstanding customer satisfaction.

- To ensure market leading quality and value by constantly innovating and optimising our efficient processes, driven by technology and people.
- To work with business partners in sustainable relationships, contributing positively to local communities.

- To achieve long term success by investing in the recruitment, training and development of our people

Background of the Lidl :

- We take great pride in providing our customers with the highest quality products at the lowest possible prices and work closely with our suppliers to make this possible.

-
- We're also passionate about sourcing locally where possible and more than two thirds of our products are sourced from British suppliers.

Lidl currently employs over 28,000 staff at 935 stores and 13 distribution centres in England, Scotland, and Wales.

Staffing:

-
- Staffing may be defined as the process of hiring and developing the required personnel to fill in the various positions in the organization .
- It involves estimating the number and type of personnel required, recruiting and developing them, maintaining and improving their competence and performance .

-

It is a process of identifying, assessing, placing , developing, and evaluating at work. Definition of Staffing :

According to Koontz and O'Donnell:

- "The managerial function of staffing involves manuring the organizational structure through proper and effective selection, appraisal and development of personnel to fill the roles designed into the structure. • Staffing is defined as, "Filling and keeping filled, positions in the organizational structure. This is done by identifying work-force requirements, inventorying the people available, recruiting, selecting, placing, promotion, appraising, planning the careers , compensating, training,



- developing existing staff or new recruits, so that they can accomplish their tasks effectively and efficiently.



Staffing helps in discovering and obtaining competent and personnel for various jobs.



-
- It helps to improve the quantity and quality of the output.

Importance of • It helps to improve job satisfaction of employees .

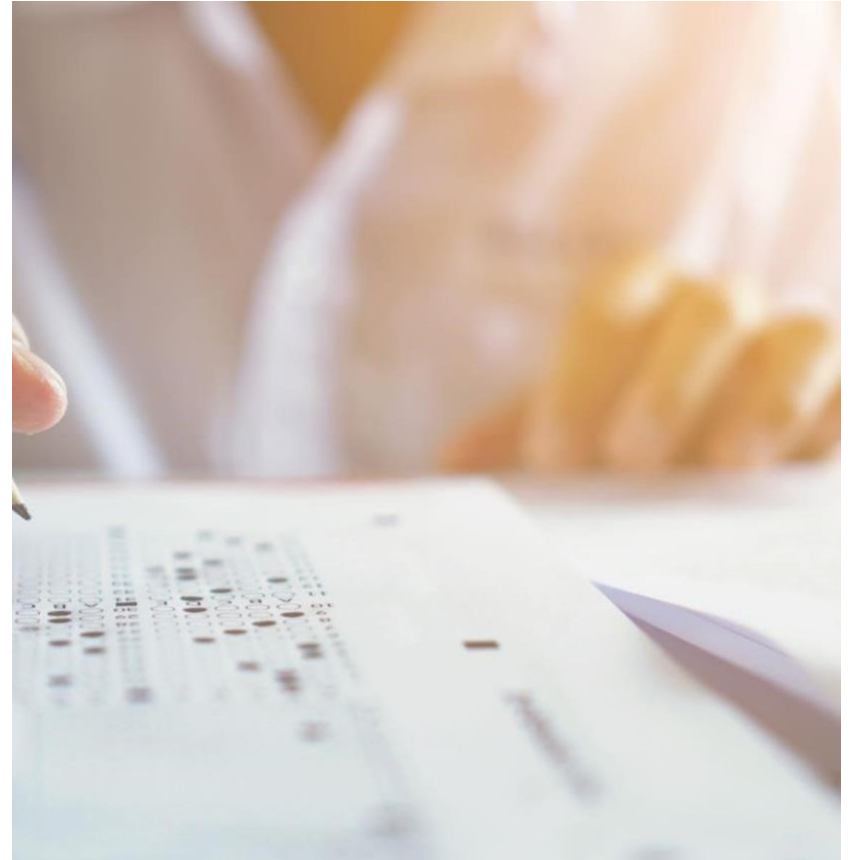
- It facilitates higher productive

Staffing : • performance by appointing right man for right
job.

-
- It reduces the cost of personnel by avoiding wastage of human resources.

Activities of Staffing:

- To determine the sources of recruitment of employees.
- To select the capable employees.
- To train the employees according to the need.
- To assign the jobs to the employees.
- To evaluate the performance of employees.
- To arrange for the transfers and promotions of employees to pass the necessary entries regarding the employees



- To formulate the personnel policy, and , to control the implementation policy

Lidl SWOT Analysis

Private Label Products
Online Selling
Quality Goods with
Reasonable Price Range
Low Pricing Strategy

German Market Has Mature and
Flat Outlook
Stagnant Domestic Growth



No Presence Outside EU
Relatively Small Comparing to
Other Brands

Further Expansion in the EU
Entering Africa and Asia
Providing Wider Product Range
Click&Collect

Recruitment in HRM is a

systematic process for hiring talent.

Recruitment

- It starts with identifying, recruiting, screening, and selecting the potentially best candidate to fill the pre-vacancies in a company. screening, selecting, and finally hiring the vacancies in
- The most fundamental level, recruiting is a triad. All recruiting comes down to three basic decisions that is time, cost, quality.

-

Importance of Recruitment:

Gaining skilled employees, assures cultural fit, saves time and money



-
- It ensures that employees who wish to enter into the organisation are a perfect fit for the business. • Acquire new skills that prospective employees have that currently does not exist within the organisation.

Method of Recruitment:

- Internal Recruitment - is a recruitment which takes place within the concern or organization. Internal sources of recruitment are readily available to an organization.
- External Recruitment - External sources of recruitment have to be solicited from outside the organization.

-

Stages of Recruitment:

- Defining the role

Job analysis and job description

- Attracting the applicants using both internal and external methods

-
- Managing the selection process

-
- Employment offer.



Process of Recruitment:

- Firstly, we pre-screen all candidates who apply to the role, before inviting the most suitable to a face-to-face interview at Lidl.
- If they demonstrate the right skills and attributes for the roles, we take them for a tour of the site and we introduce them to the section leader who they would be reporting to .

- This allows them to see the working environment and helps them to understand what the expectations are of them if they're successful. And finally, we manage the offer and rejection management process

Qualities of Employees:

- Happy to lead
- Performance-focused
- Solutions-focused
- Team player



Availability of Skilled Local Labour



What is Skilled Local Labour?

- Skilled labour refers to work that requires a certain amount of training or skills. This type of work is exemplified in electricians, administrative assistants, doctors, plumbers and more. Skilled labour workers are either blue-collar or white collar .

- Highly skilled labour is higher), possession of adapt quickly to technology acquired through training in

generally characterized by advanced education (college and knowledge and skills to perform complicated tasks, ability to changes, and creative application of knowledge and skills their work

Benefits of Skilled •

- Independence

Maximize Productivity

Labour: • Problem Solving Abilities

- Positive Work Relationships

Skills Required at LIDL:

- Flexibility
- Quick learning

- Good communication skills
- Team-work
- Independence
- Being proactive

Current Issues in IHRM:

- Ethical Challenges in Multinational Corporations
- The Evolution of Digital HRM
- Staff Shortages

- Cultural differences cause professional misunderstandings

Overcome the current issues:

- Educate Employees, health and safety guidelines.
- Establish a clear a goal, get everyone board, culture is important.
- Act on employee feedback.
- Promote open communication, Rally the around a shared company culture.

THANKYOU

Reemabahen Patel
Ziya Eram Feroz Daula
Komalben Patel