

**Workplace Culture and its
impact on Organizational
Efficiency (BMSW5105_LON)**

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TASK 1

INTRODUCTION

Leadership and management skills in the companies are considered to be the factor that is able to seek the employee and is included in the communication of the motivation, strategic, delegation and emotional intelligence. In this report the selected organization is Sainsbury which is a UK based retailer which is able to gain effectiveness as per the management of the organizational operations. In this project the key business environmental scanning tools which are used for the purpose of analytics is considered to be underpinned in the report. this project will evaluate the environment of the organization with the help of theories and models.

In this project, the analysis of the ethical dilemmas has been used for the analysis of the effective performance of the company.

MAIN BODY

Overview of Sainsbury

Sainsbury is known as one of the largest chains of supermarkets in the United Kingdom. It is engaged in grocery retailing and other related retailing businesses. The company offers a variety of food and non-food products and also provides related services accordingly. It was established as a partnership business between John James Sainsbury and Mary Ann. The company sells around 23,000 products globally and also have 1300 suppliers which provide raw material to them. It deals in food, clothing, and financial services by offering high-quality products which improve companies brand image and reputation. It serves the consumers as there are around 1400 grocery stores and 800 convenience stores. They also have supermarkets and online websites through which they deal with and accept orders. It provides financial services by opening Sainsbury's bank. The aim of the company is to become the loyal retailers which will try to produce the products according to the consumer's expectations. The goal and objective of the company are to serve high-quality products to its consumers at reasonable prices.

Analysing the environmental scanning

Sainsbury's environment can be scanned through various analytical tools which will help it to analyze the internal and external factors which lead to its growth and development process.

SWOT Analysis

SWOT analysis is the tool which has been taken in used to identify the strengths nad weaknesses of the company and the external factors such as the opportunities and threats of the company which will helps in analysing its growth process (Benzaghta and et.al, 2021).

Strengths

Deals in huge range of products: Sainsbury deals in huge variety of products by offering the all the products at one place. This is known as the biggest strength of the company as it will satisfy the needs of the consumers at one place only.

Weakness

Less profit margins: The company has less profit margins as they deal in products that are taken into use on daily basis and have huge competition. Sainsbury's lowers the profit margins in order to attract more consumers and increase the sales of the company. Lower profit margins will not provide the ability to diversify or expand the business in the long run which will again result in fewer profit margins.

Opportunities

Current trends: Sainsbury's has the big opportunity to create the products and services after analysing the needs and preferences of the consumers as it will create a positive impact on its performances and will also lead to increase its brand value (Puyt and et.al, 2020). The company must expand its business by identifying the needs which will lead to an increase in consumer base and profitability.

Threats

Facing huge competition: Sainsbury is facing huge competition as there are so many competitors which are offering the same products at reasonable prices and also doing advancements in technology which might hinder the growth process of the company. It will also decline the market share of the company.

Market Research

Market research is an analytical tool that will help the company in scanning the business environment. It will help the company by doing research regarding the current trends and changes and creating products accordingly. Sainsbury has a department for research where professionals analyze the market demands and changes (Namugenyi, Nimmagadda and Reiners, 2019).

Evaluating the Business environment and key drivers changes of the Sainsbury

PESTEL Model

PESTLE model is known as the technique which is taken in use by the business in order to scan the external factors which are related to the organization. It is important to analyse these model as it affects the Sainsbury positions in the negative manner and also act as barrier to the company (Tulung and Ramdani, 2018).

Political

Political factors are influenced by the government as it includes the rule's and regulations which are created by them and needed to be followed by the society. Due to Brexit, UK voted to leave European Union which affected the supermarkets chain of Sainsbury. It increases the cost of products which might result in less profit and also the company needs to make decisions in order to maximize the profits.

Economical

These factors are related to the monetary matters which directly affect the company's profits. It includes inflation rates, changes in growth patterns, and changes in demand and supply. Sainsbury is facing huge competition as there is an increase in the competitors which might result in fewer profit margins for the company. There is also a rise in salary expectations of the employees which the company is trying to fulfill (Matovic, 2020).

Social

Social factors are related to the analysis of the social environment in the market. These include cultural trends, changes, and demographic profiles which are important to analyze in order to increase the brand image of the company. Sainsbury is analyzing the current trends and changes and trying to create products accordingly in order to give maximum satisfaction. For example, it is creating healthy products for consumers.

Technological

Technological factors include innovation and creativity in the technologies which will help in creating unique products and to get a competitive advantage. This includes research and development and technology advancements. Sainsbury started online shopping facilities where consumers can order according to their comfort.

Environmental

These factors are related to the surrounding environment. This contains the climate changes, weather changes, and geographic location. Sainsbury contributed to reducing the use of

plastic. The company reduces the plastic use by offering the products in reusable cloth bags and by single use of plastic (Nurmi and Niemelä, 2018).

Legal

These show all the laws and regulation which are mandatory for the organization to follow in order to work ethically. It includes all the laws related to safety, consumer protection and many more. Sainsbury follows the consumer's protection laws by offering high quality products to them and by mentioning all the ingredients that has been taken in use.

Porter's Five Forces Model

Porter's five forces model is the model that has been taken in used in order to analyze and identify the competitive forces that will help in shaping and developing the organization and also identifies the challenges and weaknesses of the company. It includes five forces such as:

The threat of new entries

New entries are one of the major threat to the company as it involves bringing out innovation and creativity in the products which attract consumers to shift to new products. Sainsbury deals with it by analyzing the current trends and changes and by developing the products accordingly and by also diversifying the ranges in the market (Klofsten and et.al, 2019).

Bargaining Power of supplier

The companies buy their raw materials from a variety of suppliers which makes it easy for the company to shift to a new supplier. It affects the profit margins of the suppliers. Sainsbury handles the power of suppliers by trying out new materials which provide maximum value at reasonable rates and by creating an effective supply chain with various suppliers.

Bargaining power of buyers

Buyers are the meet important part of the organization's success. Buyers are demanding high-quality products which lead to offers of various benefits at the least prices. The company is focussing on it by maintaining a large consumer base which helps in increasing the production process and sales of the company. It also provides various offerings and discounts along with the products.

Threats of substitute products and services

Substitute products create a major threat to the company as it creates competition in the market. It means that the same products are offered at competitive prices which might result in consumers' shifts to another product. Sainsbury is not only focussing on offering products but also

offering services and also making products according to the needs and preferences of the consumers.

Rivalry among existing competitors

If the rivalry is more than the company will down the prices which will also lead to affect its profitability. Sainsbury operates in a very competitive market. It handles the competition by creating unique and products which can be easily differentiated. It is also collaborating with its competitors in order to maximize its profits in the long run.

Potters's competitive five forces can be analysed by the company which will helps it to create the strategies which will provides it maximum satisfaction. It will also lead to makes changes in the current trends which will help it in creating new opportunities(Hirsch, Parag and Guerrero,2018).

Key drivers of changes

Growth Opportunities

Growth opportunities are the opportunities that will help the organization in its growth and development process. These are known as the major drivers of changes in the organization. Sainsbury will create growth opportunities by creating innovative and new products by analyzing the needs and preferences and by also emerging new procedures and processes.

Cultural changes

Cultural changes play a major role as the organization needs to make changes according to the demands and preferences of the consumers which will help it in achieving growth and success in the long run. Sainsbury is represented globally so, it is necessary to shift according to the cultural shifts. There are changes in the culture according to the changes in the generations.

Technological innovation

Technological changes play a key role in the change process. Changes in digital technology is making changes in the industry by transforming it digitally. Sainsbury is making advancements in technology by creating products with innovation and creativity. Advancements in technology will act as a key diver of changes for the company as it will help in accomplishing the goals and objectives of the company.

Customer Demands

Organizations make changes according to the customer demands as there are changes in the customer demands such as changes in buying habits, changes in technology, etc. This creates

pressure on the organization to make changes as they directly impact the company's growth process. Sainsbury makes changes in its products and marketing approaches as they play major role in its growth and development process.

Assessing workplace culture of Sainsbury and changes

The workplace culture of Sainsbury is considered to be of the most trusted retailer in the market. They focus on harnessing the talent and being creative towards the colleagues to ensure the diversity of the colleagues to ensure the customers receiving great service. There are external factors such as political and economic which are considered to be the reason for shaping the culture of the organization (Saad and Abbas, 2018). The external factors are considered to be not controlled by the organization that can take steps which help in the management. Steps that are able to help them manage the influence of the factors that that organization's culture. Political factors and legal factors impact the UK market due to which the culture of the organization is influenced. The organization is said to be able to help the laws to operate safely. The economic condition of the organization is also said to be the reason why the culture of the organization is affected which is essential for the organizational culture.

In order to better understand the culture of the organization culture of Sainsbury questions has been asked to its employees. A sample of 10 employees was randomly selected for the understanding of their operations. For the development of theory and practice which would help the business generate success.

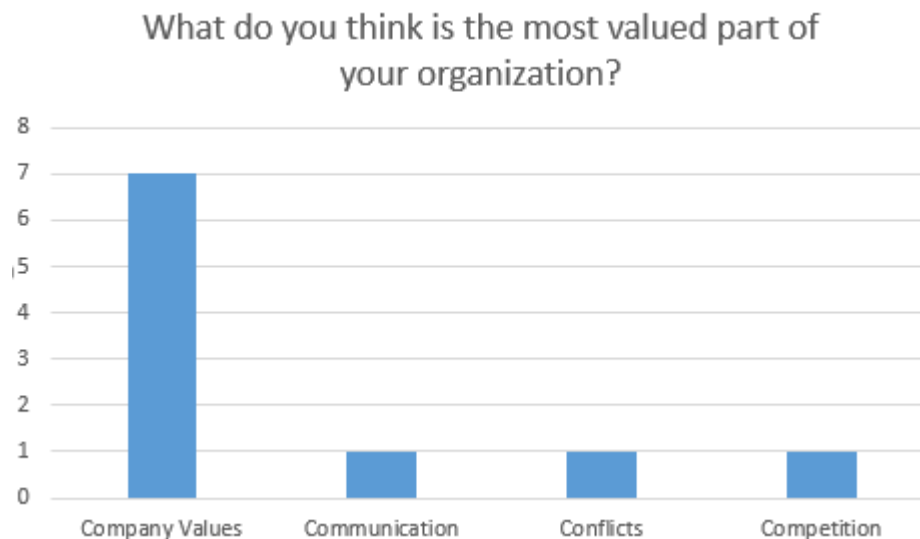
Theme 1 Yes employees' ideas are considered at Sainsbury for organizational decision-making.

Does the organization take your ideas as contribution for the organizational decision making?



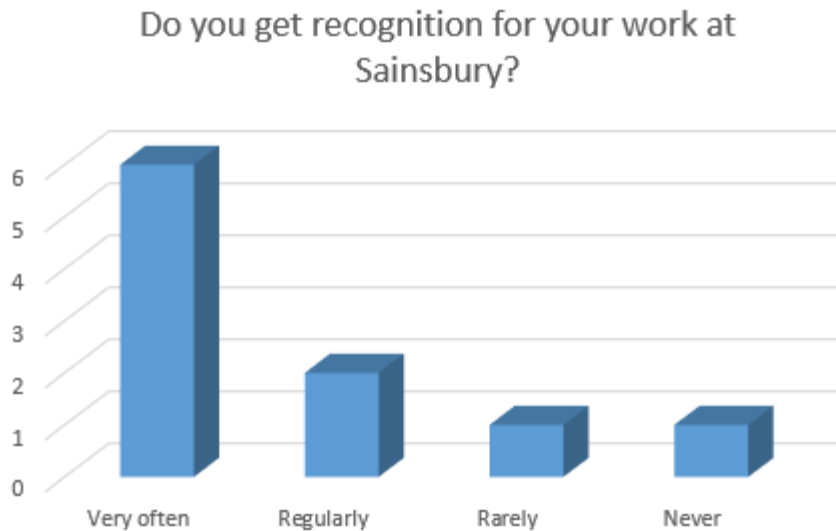
It can be said that the workplace culture of Sainsbury is effective due to the contribution of every employee in the performance of the business. In this company idea from every employee is taken into consideration for the decision making of the business. This makes the culture of the organization more effective.

Theme 2 Company values are most important for Sainsbury employees



As the company values are given more importance by the employee of the organization it makes the business be effective enough to follow better corporate culture. Better company value means the employees is able to develop effectiveness towards the corporate culture of Sainsbury.

Theme 3 Employees does get recognition at Sainsbury



Most employees at Sainsbury believe that they very often get recognition for their work at that they do. It makes them more motivated towards the work that they do and hence is essential to be able to generate the success that is require. For this business the development of organization culture is very important.

Theme 4 Managers are important for organization culture



The role of managers is said to be the factor which are responsible for the management of growth and understanding of the culture. The workplace culture is the pure reflection of the managers work and they ways in which they guide the employees. The decision making of the organization is able to influence the organizational culture.

Theme 5 Sainsbury's workplace culture makes it successful



The organization culture is considered to be the reason for the business to be able to generate the success that is important for the business. The culture of the organization makes the employee more productive that leads to optimum performance which is key for the future.

Evaluating relationship culture and organization performance for the achievement of the financial and non-financial growth

In order to understand the relationship between the organizational culture and the organizational performance it's important to note down the beliefs which help the employee carry out operations for the organizational belief (Meng and Berger, 2019). The culture of the organization is entirely based on the employees of the organization who with the help of other factors are able to make the organization perform. Having said that it is very important for the business to develop an understanding of the ways in which the business would be able to generate the effectiveness that is related to confidence and management approvals. Diversity in the culture of the organization helps the business to improve its performance in both financial and non-financial ways. It is able to shape the organization's culture which is a challenge that is effective for workforce management. the culture of the company is said to be effective for the business to be able to generate the clashes that can resolve the efficiency.

The culture of the organization is able to help the team leaders to lead across the business operations and be able to experience the organization and its better understanding of the organizational perspectives (Sabuhari and et.al.,2020). It has been found that the minority of the

organization and its team is said to be related to the understanding of the perspective of the team members and the agreeing to the management. With the help of right culture comes right values which help the employees bring discipline. Employees in discipline are able to be more effective hence, increase the profit of the organization. Better management of the employee and the workplace makes them more engaged at the work. It can be said as the key factor that influences operational effectiveness and develops success in organizational growth.

A company that has strong culture is able to attract more employees that are going to be the key factor in the ways in which they are going to be able to overtake the competition at the organization. The income of the business increases when there are better employees and also it helps them to be able to generate success which is important. Being able to manage the organization the business is able to focus on areas of development that are linked with the culture of the organization. A positive relationship is said to be very effective to be able to gather the success of the business in the terms of revenue. Hence, it has been found that there exists a positive relationship between culture and organizational performance. The link between the organization's culture and performance is justified and is considered for future development. Business is able to make a profit when the ability generates revenue with the help of effective performance in growth and management. It is said to allow the organization to be able to find effectiveness in the market and achieve competitive advantages.

Ethical Dilemma affecting organizational performance 400

The ethical dilemma affecting organizational performance is,

Ethics in accounting dilemma

It is very important for any business to make sure that it is maintaining the records for able to generate the success that is required for the concern of organizations and public companies. In order to expose the inaccuracy of the report the financial statements of the years are said to be able to have a poor impact on the culture of the organization. From the evaluation of the operations, it has been considered that the companies are able to influence the business with the work of an accounting firm that has a small portion of its employees working with the firm (Suryaningtyas and et.al., 2019). It is very important for an organization to understand the importance of accounting practices for the management of the culture. Being able to generate success in management is said to be the key factor that contributes to the difficulties that are required. Maintaining financial records can be an ethical dilemma that can result in the employees facing

issues as well as the organization. For the company it becomes hard to be able to record the financial actions that are effective in the organization.

Technology and privacy dilemma:

Privacy of the information about the employees is considered to be confidential for the organization. Hence, it is said that to be able to generate the success the business would require the use of internet connection that can help in tracking the content (Sapta, MUAFI and SETINI, 2021). The use of such technological surveillance can be misused by the organization and can impact the organization's ethical practices. Therefore, the business is going to be able to gather the success that is required for the management of the organization. Managing the operations effectively is very essential for the company to be able to develop operational effectiveness. Privacy is a concern for the employees and customers to be able to gather the growth that is required. Being able to gain loyalty and trust with the customers is going to be very important to be able to focus on the business and provide the organization with the success that is essential. Management of the company can help the business gather success which is effective towards performance.

Providing recommendations that will help in resolving ethical dilemmas and justifying the actions

It is recommended to Sainsbury that it is important to maintain the culture at the workplace which will lead to an increase in efficiency. Sainsbury can resolve ethical dilemmas by following the correct decision-making process. The company must identify the ethical dilemma and the point of view accordingly. It must also collect the necessary resources and must provide assistance. Further, one must create a plan accordingly which will help the organization take action based on its ethical standards. It is also recommended that while taking ethical decision-making the company must take decisions based on principles and problems. It will help in creating strategic management decisions. These will help in monitoring the success and will provide strategies to make changes in the development process.

From the above recommendations, it can be justified that ethical dilemmas create a negative impact on the company's progress as they act as hindrances in the growth process of the company. Taking correct decisions by analyzing the problems correctly will help Sainsbury in accomplishing the goals and objectives of the company and will also provide consumers satisfaction. These will also help the company in increasing its brand value and reputation in the long run (Hirsch, Parag and Guerrero, 2018).

Task 2 – Individual Reflective Essay

Reflective essay means a piece of reflective writing which is an analytical practice by which students can describe any real or imaginary instant, event, thought, memory to add into its meaning by personal reflection (De la Croix and Veen, 2018). In academic writing reflective essays are of great significance because by act as tool for students using which they can demonstrate their learning to their teachers. There are various models that relates to reflective writing for providing a systematic framework to write a reflection. Gibbs reflective cycle is one such model using which I will be writing this particular individual reflective essay on the module “Workplace Culture and its impact on Organisational Efficiency”. Gibbs’ Reflective Cycle is used for giving structure to the learning from the experience. There are six stages according to this model that will allow in examining the experiences which allows me to learn & plan from things that went well and also such things that did not go as expected (Adeani, Febriani and Syafryadin, 2020). My experience is being a part of this module in which I have learned various concepts, certain things were good while struggled with a few but all of these can be linked to my future prospects. I have learned that workplace culture also popularly known as organizational culture is the term used for referring to the behaviors and attitudes of the employees that work within the organization (Berdahl and et.al., 2018). Such traits of the employees together make up the entire working atmosphere of an organization. There are various reasons that make it important for an organization to pay attention to its workplace culture. In assessment task one I have gained a deep understanding of the organization selected, i.e., Sainsbury’s. The foremost importance of having an organizational culture that is full of positivity for the company is that it can attract the right talent. Individual before applying for work in an organization evaluates some information that is available. On researching the reviews of the employees of the organization the potential employee of it can either attract to the company from the positive thoughts available or decides to never work in such an organization. Further, the employees working in a positive working culture have a sense of belongings with the organization that helps the company to engage its employees within the organizational activities and procedures to the maximum. Also, such employees tend to be a part of the organization for a longer duration strengthening the concerns about employee retention capacities (Chung and Van der Lippe, 2020). Workplace culture levis a major impact on the satisfaction and happiness levels of employees. Employees working within a company with having toxic working culture can never be satisfied and happy with their job roles which means that they

will find themselves unable to connect with the overall objective of the enterprise. Working culture highly impacts the performance of the workers, having a strong culture is essential for the company's prosperity in terms of finances and competitive edge.

The assessment task one that relates to the module is based on a certain scenario that highlights the need for the virtual workplace which is a concept that emerged out of the dynamic business environment. The recent situation that affected businesses all around the world, Covid - 19 has emphasized largely the need for a virtual workplace. It is basically a workplace that is not present in a physical place. A virtual workplace is a network of places that are connected with the help of technology beyond the restrictions of geographical boundaries. The employees working altogether for a company can connect or interact with each other in a collaborative working environment no matter what their physical location is (Levin and Kurtzberg, 2020). A shift from the traditional working environment to the virtual workplace is a major change that requires the analysis of various factors internal and external factors that affect the performance of the organization. There are various analytical tools that are used by businesses in order to analyze such factors. One such framework that has gained knowledge about is the PESTLE analysis model. The acronym used in this model stands for political, economic, social, technological, legal, and environmental factors (Nandonde, 2019). These are the factors that cannot be controlled by a business but these impact the performance of the company largely. Such a model is used extensively by organizations all over the world with the aim of planning their business activities strategically. The positioning of the brand, setting targets for the growth of the business, and providing a proper direction to its activities and risks are the strategic area for a business that can be analyzed thoroughly with the use of a pestle framework and the business can maintain its competitive edge in the market. The planning of the workforce, marketing, organizational change, and product development are the other areas where this is used by businesses. The use of the pestle framework is simple, facilitates a wider understanding of the business environment, encourages strategic thinking, helps in anticipation of potential threats, and makes the business capable of spotting the opportunities that are to be exploited successfully.

Furthermore, my learning in this module includes the use of Porter's five forces framework which is used for identifying and analyzing the five competitive forces that are significant in shaping the competitiveness of the company (Constantin and et.al., 2022). There are five types of forces that are assessed using this model as the name suggests itself. A force is used for analyzing

the competitive rivalry into the industry in which the company operates. Two forces are used for analysing the power of suppliers and customers of the company. And the last two forces are dedicated to analyse the threat that can be imposed onto the performance of the company because of the substitute products available in the market and the entry of new business. Overall the module helped me to increase my understanding regarding how various factors can be external (pestle and porter elements) and internal (organizational/workplace culture) can imply impact the organization's performance.

CONCLUSION

From the above report, it can be concluded that leadership and management skills play an important role in achieving the success of a business. These factors are important to consider because they will lead to increasing the communication, motivation, and strategies management process. The report contains the organization Sainsbury which is UK based retailer. The report includes the v brief overview of the company and will scan its environment through a SWOT analysis. Further, it will include organizational analysis tools such as the PESTLE model and Porter's Five forces. It will also show the workplace culture and its relationship to achieving financial and non-financial performances. Further, it will contain the ethical dilemmas which will affect companies' performances and last provides recommendations on refusing ethical dilemmas.

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