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Introduction

Department store chain business in the United Kingdom concerns multi-billion GBP investment. The wide array of the functions of the department store chain business requires such investment to carry out all the diversified tasks involving the department store management and servicing customers from the local and global arena to provide convenient services at the department stores. According to, Noe et al (2017), in order to render such services the team of a particular department store management authority must acquire some transferrable skill sets. The particular transferrable skills can be amended according to the needs and cross used in a different situation while giving services to the clients.

The engagement of community will be illustrated via showcasing the functional activities of the members of TK Maxx. Their communication process, interactions, involvement, and value exchange, etc. between TK Maxx and the community of clients will help to portray different organisational and social outcomes. And this will eventually depict the community engagement of TK Maxx.

Business sector concerning TK Maxx

Form the name of this organisation it is clearly understood that TK Maxx falls under the department store chain business sector of the United Kingdom. The department store chain sector of the United Kingdom is a multi-billion GBP business sector. One of the exclusive addition to this department store chain sector is TK Maxx. According to Doppelt (2017), from the inception of this department store in 1976, this department store has been providing top of the class services any standard department store can offer in the United Kingdom. This department store in the late time became a public company. TK Maxx has more than 10000 prudent and highly trained professionals in more than 1000 locations always ready to serve its clients. This department store is very popular for conferences and weekend relaxation in London.

TK Maxx is a big department store in terms of its department store management team size, numbers of stores and warehouse facilities. These service factors come with the ultimate luxury. The motto of this company is to provide nonparallel services to its customers without compromising the comfort and needs of the customers. They have a zero-tolerance policy which prevents them from causing even a minor inconvenience to the customers. Their excellent team of customer management team ensures this aspect.

Customer analysis for TK Maxx

TK Maxx is an affordable place to shop for many customers. Actually, this statement implies that this department store falls under the expensive yet affordable department stores category. This is a department store that renders standard facilities and affordability at the same time. Therefore, it can be assumed that the customer base of this department store includes a group of people from the medium to high-income category.

PESTLE analysis for TK Maxx

Economic factors

There are several crucial economic aspects of in case of TK Maxx. Determining one's optional salary for overtime work etc. Therefore, development in optional pay would become ideal to TK Maxx. Linnenluecke (2017) stated that the challenge for an association like this department store need not really originate from comparative and relevant services from this department store but it could even emerge from different sources, for example, other contending types of use for one's optional salary. The overtime compensation of this

organisation is very competitive. The compensation scales are attractive enough to draw skilled employees into this department store.

Social and cultural factors

The standard services of TK Maxx can be viewed as a way of life change which is developing among specific areas of the white-collar class just as the high society to the lower income community too. According to Kumar (2018), department stores similar to TK Maxx's profit by selling quality products the degree to which individuals take occasions and their capacity to get off from spending fortune for everyday products for such occasions will have an immediate bearing on the interest experienced by an association. As large department store chain business devour a lot of assets, for example, water, cleanser, and inventories (left out) etc. just as cause a considerable measure of contamination there exists a decent lot of strain to be 'Green' particularly by Environmental weight gatherings. TK Maxx is very concerned about this particular factor.

Technological factors

According to Myers (2019), the department store business is viewed as using an expanding measure of innovation with a perspective on accomplishing more prominent consumer loyalty. For example, TK Maxx's client data management. It very well may be seen that clients, even potential clients widely utilise online data sources including audits and remarks by past clients when settling on their own decision about occasions and places to visit.

Maclean, Harvey, and Clegg (2017) said that the utilisation of innovation and other diversified procedures can be helpful in dealing with the utilisation of assets, for example, water and power which are assets that are widely utilised in this industry. The expanding utilisation of assets and data management through technology can help in improving the overall management process of TK Maxx.

Political factors

The major political components that could influence TK Maxx are the inception of cash flow issues, universal relations and the political atmosphere in prominent visitor goals. According to Ivanova, Ivanov, and Magnini (2016), the greatest risk in such a situation in managing a department store in poor political condition with cash flow issue and vulnerable politics that could upset earning capability of the customers or scare individuals from sending

more. Therefore, it indicates that sudden political unrest can harm the operations and growth of TK Maxx.

Legal factors

The major legitimate factor that will affect TK Maxx's future business is the status of administrations like online third party product delivery system and other department store platform. Experts in urban areas as assorted as London and Rome have fined delivery platforms for violating laws relevant to the department store business, in guidelines, and wellbeing and security guidelines.

Environmental factors

As of now, the major environmental factor that could disturb The TK Maxx's business is fuel costs. Falling raw material and wholesale products costs could prompt diminished travel expenses and more interest in buying from super shops. Clearly, a potential risk to TK Maxx's business would be any abrupt increment in necessary products' costs, especially for the everyday products. Expanded temperatures from a worldwide temperature alteration could force to shut down department stores like The TK Maxx because of climate failure.

Stakeholders' analysis for TK Maxx

There are several crucial stakeholders of TK Maxx. Few of them are local customers in general, suppliers, market-competitors, concerning bodies from the government, employees, and the owners of the TK Maxx etc.

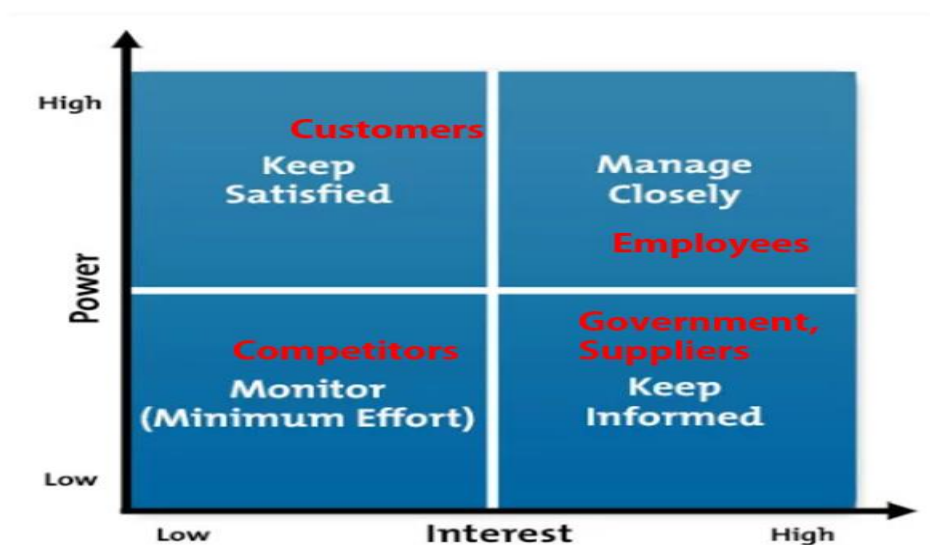


Figure 1: Stakeholders analysis of TK Maxx

Source: Now et al (2017)

The above personalised diagram showcases the most important 5 categories of stakeholders of TK Maxx. These 5 types of stakeholders are allocated in 4 different quadrants in the above matrix containing 4 different criteria. From the diagram it can be observed that the most prioritised stakeholder is the customers.

Employee roles and responsibility at TK Maxx

Hodari, Balla, and Aroul (2017) deliberately suggested that any organisation regardless of its organisational structure and business category has a framework for the management of the roles of employees. And, the roles and responsibility of the organisation and support towards the organisation falls under this framework. This framework is very flexible and depends on the business category and type of organisation.

TK Maxx has also such a framework where the employees are very dedicated to supporting the causes behind the business operations of this department store which is rendering the highest quality of services. The employees always follow the company codes of act in circumstances to uplift the quality of services provided by the company. A few of the most crucial roles and responsibilities of the employees of TK Maxx are rendering top of the class services to the clients via undergoing rigourous training and education in concerned educational institutions, complying with the regulations of TK Maxx, and extend or modify the duty whenever needed, etc. These showcases the commitment of the employees of TK Maxx towards the reputation of the department store and clients. This is how they support the department store management and lead a sustainable growth of this organisation.

Training and development of the employees and its significance

Training and development programs for department store management is a must. Because a department store hosts customers belonging to a wide array of professions. To understand and handle such diversified range of customers, TK Maxx put their employees to rigourous training and development sessions. In general, TK Maxx picks the well-educated, smart and punctual candidates as their employees to serve in the department store.

Apart from this, this department store arranges periodical knowledge exchange sessions to support the employees to carry on their services properly in any circumstances. They arrange a focus group session to teach the employees from situations occurred at the department store premises. Such type of crucial learning opportunities for the employees of TK Maxx is very significant for the betterment of the overall quality of services provided by the department store.

Role of a customer experience manager and its importance

One of the most unique types of employees is Customer Experience Manager or CEM is created at TK Maxx. The uniqueness of this employment relies on the job profile concerning this employment. This CEM is highly dedicated towards the overall experience of the clients offered by TK Maxx. For a department store of such stature, the experience of the customers' matter the most. Therefore, the importance of this role is very justified.

Skills required to be an ideal customer experience manager

Training and development programs to nurture an employee to be efficient customer experience manager is very crucial. Because a department store hosts customers belonging to a wide array of professions. To understand and handle such diversified range of customers, TK Maxx put their employees to rigorous training and development sessions. In general, TK Maxx picks the well-educated, smart and punctual candidates as their employees to serve in the department store. For TK Maxx, the experience of the customers' matter the most. Therefore, the importance of this role is very justified.

According to Kumar (2018), TK Maxx arranges frequent knowledge and experience of working in this department store exchange sessions to support the employees to carry on their services properly in any circumstances. Focused group sessions are very crucial to teach the employees from situations occurred at the department store premises. Such type of crucial learning opportunities for the employees of TK Maxx is very significant for the betterment of the overall quality of services provided by the department store.

Training and development requirements needed to be considered

TK Maxx is a very reputed department store because of its genuinely excellent team of department store management. This is team is built upon rigorous training and development programs and commitment to serve the clients in the best possible way.

Apart from this, TK Maxx must consider integrating the transferrable skills learning sessions into their regular training and development sessions. Transferrable skills refer to better communication skill, leadership, and adaptability, etc. This initiative will certainly enhance the overall quality of employees and department store services very rapidly.

Conclusion

Department store chain business in the United Kingdom concerns multi-billion GBP investment. The wide array of the functions of the department store chain business requires such investment to carry out all the diversified tasks involving the department store management and servicing customers from the local and global arena to provide excellent shopping experiences at the department stores. In order to render such services, the team of a particular department store management authority must acquire some transferrable skill sets. The particular transferrable skills can be amended according to the needs and cross used in a different situation while giving services to the clients. The engagement of community has been illustrated via showcasing the functional activities of the members of TK Maxx. This report also portrayed their communication process, interactions, involvement, and value exchange, etc. between TK Maxx and the community of clients help to portray different organisational and social outcomes. And eventually the above discussion depicted the community engagement of TK Maxx.

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Appendix

Timeline of a training plan for long-term

Criteria	Timespan
Transferrable Skillset building	6 months long plan with the weekly assessment.
Situational basis learning	3 months long plan with the weekly assessment.

These training sessions are needed to be conducted and overseen by industry-leading professionals and assed very critically.