

**ASSIGNMENT TITLE: INTRODUCING THE MODERN
WORKPLACE – ASSESSMENT 2**

MODULE TITLE: INTRODUCING THE MODERN WORKPLACE

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INTRODUCTION

This is a group report about introducing the modern workplace in specific company Chanel Inc. Coco Chanel's life and times had a considerable impact over the years on Other women have had, but in the world of beauty, one was above all the other: Coco Chanel. She turned what it is now into fashion.

This report describes the context, priorities, strategies, leadership, and management behaviour, community and staff attitudes, inspiration, and understanding of the business over the years.

BACKGROUND OF THE COMPANY - Svetlana Valentinova Grozeva-1908892

Chanel Inc has been founded by Gabrielle Bonheur Chanel in 1909. Chanel is an incorporated French private business for more than 100 years, owned by Alain Wertheimer and Gerard Wertheimer, grandsons of Pierre Wertheimer, an early associate of founding firm Coco Chanel. The company mainly provides fashion products, fragrances, and cosmetic products. It also offers accessories, make-ups, skincare products, jewellery, watches. Today Chanel products can be found across 110 countries worldwide. The company revenue for 2018 is \$11,119m and compare to 2017 is \$9,881m. Chanel has more than 25, 000 staff globally at the end of 2018.

(MarketLine, 2020)



Chanel Logo (Google Images)

Gabrielle Bonheur Chanel it was born on 19th August 1883 in Saumur, France. She does not have a great, easy, and peaceful childhood, her mother is death when Chanel is twelve years old and her father left the family. She was brought in the orphanage of the Catholic Roman Monastery of Aubazine, and there she discovered her vocation as a seamstress. She lived there until she was 18 and later joined a small tailor's shop. When she was not sewing, she was singing at the café. There she got the name Coco, because of the songs she sang. Chanel's road to high society was the radical Etienne Balsan. He treated her to the perks of a rich life, and she was his mistress for three years. At that time, she started to design hats and they got an attraction. In 1910 she founded a hat shop named Chanel Modes, which became a success. She left Balsan for Captain Arthur Edward Capel afterward. He took her to Paris and help her to open a store in 1913 named Deauville. They have an affair for nine years and he is known to have a great influence on her life. He was killed in an accident, which Chanel called the single most devastating event of her life. Chanel's confidence ignited with the Deauville's success. Then she opened another store named Biarritz, which was that success she was able to return her investment from Capel within one year. Chanel was able to rent a whole building in one of Paris's fashionable streets in 1918. She came to California to reach a deal with film producer Samuel Goldwyn to design MGM stars, but she considers them obscene and prefers to design French movie costumes. In 1987, Chanel died doing what she loved doing, preparing the spring catalogue. She liberated women from the stiff corseted look of the time. (Biography, 2018)

Throughout the 20th century, she established herself as a pioneering leader in the textile world, which was the forerunner in many designs. Chanel was the only one designer in the fashion field to be named among the "The Most Important People of the Century" by Time magazine. (Time, 1999)

INTRODUCING THE MODERN WORKPLACE – CHANEL INC

Chanel is dedicated to creating innovative and desirable products of highest quality and finest craftsmanship. A large proportion of the products are manufactured at inhouse facilities in France as well as with select third party partners. The company supply base is split between direct and indirect procurement. Over 1400 supply chain partners are for Fashion activity, the Fragrances and Beauty activity has over 700 suppliers and for Watches and Fine Jewellery activity has more than 150 suppliers. Several luxury icons, including Inès de La Fressange, Catherine Deneuve, Carole Bouquet, Vanessa Paradis, Nicole Kidman, Jackie Kennedy, Anna Mouglalis, Audrey Tautou, Keira Knightley, Kristen Stewart, Pharrell Williams, Cara Delevingne and Marilyn Monroe, were personified by Chanel's label lines. (Chanel, 2020)

Chanel was a fashion designer, famous for her timeless designs, trademark suits, and little black dress. One of the significant products for the company is the parfum Chanel N5, which is been introduced to the market in 1922 and is been created by the perfumer Ernest Beaux in 1921. In 1925 Chanel introduced the now legendary Chanel suit with a collarless jacket and a well-fitted skirt. And another iconic product for Chanel is the little black dress. The dress is been introduced in 1926, before that moment the black was generally reserved for funerals and mourning, and it was considered seriously indecent to wear the colour outside of these occasions. (Biography, 2018)

Chanel's mission statement is "To be Ultimate House of Luxury, defining style and creating desire, now and forever". From the creation of the business until the current days, the product "feels" often conveyed a picture of beauty, grace, and style. The inner goal of CHANEL is to preserve the conditions in which development thrives, assuming that imagination and elegance are the engines of growth. CHANEL also claims that we should be the motivating influence for social progress by creating an innovative atmosphere and helping to improve lives and cultures. From the beginning, CHANEL has also worked to grow the brand's long-term reputation. As an enterprise realized at an early stage that only can secure this result if, at the same time, they provide long-term value and sustainability for environmental and social ecosystems. The company agrees they will strive to fulfil goals and responsibilities in an ongoing time of societal, economic, and environmental change. In this way will commit to a future that generates mutually beneficial benefits for industry and community. The company use strength and long-term vision to plan, behave, and grow, CHANEL claims that will protect the sustainability of the company and continue to create a better environment for all. Chanel's goal is to embark on an outstanding trip. Although the company is proud of what we have so far done, they realise that both our social and environmental effects will also be completely monitored. There is a strong determination at all levels of the organization to invest physical, innovative, and financial capital required to create significant progress on a long-term basis. The separate, private ownership system of CHANEL makes this dedication possible. (Chanel, 2020)

GOALS AND OBJECTIVES – VLADISLAVA MARKOVA 1905517

Chanel is considered as second largest luxury brand across the globe Chanel's style is " instantly indented" Karl Lagerfeld explained (Nagasawa and Sugimoto, 2017).

The strong mission of Chanel is to add sustainability and long-term benefits to the environmental and social environments in which the firm operates. The organisation also believes this can be a positive force for progress in the world by creating the enabling climate for innovation, and contribute to changing lives and communities (Chanel Report to Society, 2018). Today's companies realise that they

are not only working for the present, they are investing in the future. As climate change and other environmental issues are taking centre stage and affecting all areas of our lives, responsible businesses are taking initiative to reduce their carbon footprints. Simple acts can have a significant effect on the world (Morgan, 2019). According to Forbes (2019) Chanel is one of 101 companies committed to reducing their carbon footprints in their industries and setting examples for others. To see immediate results these businesses use creative approaches and ambitious targets.

GROW model was created by Sir John Whitmore in 1980. Since then it has become the most influential coaching model in the world for problem solving, setting goals and enhancing results. It is generally used for developing skills in people but it is also effective in establishing objectives. This model will be used in the further report incorporated into the company Chanel. Below is the four step processes for setting goals:

Goal – The first step is to set a goal which is Specific, Measurable, Achievable, Realistic and Time bounded (SMART). This type of specific target will automatically remove confusions and may answer how team is going to proceed towards target. In case of individual, it depends of career objectives and in case companies, it depends on their vision. Chanel's goal is "reducing direct and indirect carbon emissions". Addressing the effects of man-made climate change is one of the world's most significant issues, and a huge threat to Chanel and all companies. The global economy must decarbonize rapidly and progressively to combat the danger. As a result Chanel's chosen goal is to reduce their impact on the environment. (Chanel Report to Society, 2018)

Current Reality – There is no point in setting a goal by ignoring current reality. First of all, individual or team needs to understand that what their current position is (Watts and Corrie,

2013). After that they have to check that whether team has already taken are any steps for moving forward towards set goals. They also have to make sure that objectives should not contradict with other goals. Chanel performs in several geographic areas including Europe, USA and Asia. The company's brand value currently stands at \$9B with a total of 20,000 employees (Forbs, 2019). Chanel is currently proceeding with its battle against carbon footprint through "packing optimization to reduce the volume of transport, a shift from air to sea transport where feasible and further optimizing transport flows," (Chanel Report to Society, 2018). The organisation is also contributing to reduce carbon emissions by its sustainable use of renewable energy plan.

Options– Exploring available options are significant for finding best one. Whenever a team starts working on some objective then they have various routes to adopt for attaining that target. Most important thing is to choose right option but analyzing advantages and disadvantages of each alternative. Weighted average is considered as better solution in case there is a close competition in available options (Watts, 2013). Chanel has options to achieve their goal of carbon footprint reduction, "Maximizing on-site renewable-energy production" leads to significant decreased carbon emissions. "Purchasing green tariffs as an interim measure" this benefits the environment because the less electricity used the less usage of gas and coal, meaning reduction of carbon dioxide emission (Energysaving, 2018). "Investing in community renewable-energy projects" this is beneficial as it helps to balance out the green house gasses resulting in less pollution, reducing carbon dioxide and less harm to the planet. However, for many reasons, this transformation will be difficult, the main one being Chanel's presence in several markets where green energy is not easily accessible and where options for renewable energy are insufficient which is a disadvantage. (Chanel Report to Society, 2018)

Will – The final stage, currently reality and alternatives of the grow model. This is also the only option that is assumed to be the best and that is the focus of all. Consistency and reviewing own progress is important for getting close to set target. Chanel had many options to reduce carbon footprint, each one plays a critical part in minimizing carbon dioxide emissions, therefore Chanel has taken the decision to focus on all of them in the future. Although all of the options are beneficial Chanel invested in renewable-energy projects” Chanel Mission 1.5°” the businesses aim to limit their carbon emissions by 2030 and help speed up the transition to a more sustainable environment by achieving the objectives set by the Paris Climate Agreement.(Climate Report, 2020)

LEADERSHIP AND MANAGEMENT BEHAVIOURS – ZOYA DANAILOVA 1815751

A successful leader is an individual who motivates, inspire, and brings out the best from people. This is someone with a flexible attitude towards different circumstances and people. Some people are born with these qualities, but these skills can be achieved with practice and persistence. According to psychologist Kurt Lewin, there are three core leadership styles (1939). He pointed out each of them according to the effects on the members of team and the productivity of the outcomes. It could be beneficial in a difficult set of circumstances.

Authoritarian leadership. This manner does not involve outside assistance concerning decision-making. In this style, the leaders themselves determine the goals, deadlines, and methods to be worked on. A typical example of an authoritarian style is Coco Chanel. She was candid, inspiring, and independent. All these qualities show her authoritarian leadership style. It revolutionizes the fashion industry through innovation and creativity. Her designs, inspired by men's clothing, were timeless and comfortable and were very popular during the First World War. She had a huge influence on women because of her contemporary styles and fabrics. She was a role model for women, showing them how they can be brave, courageous, and independent at the same time. To summarize the key features of Coco Chanel, this will be a person who is unconventional, liberated, talented and determined. The result is a leader in the world of fashion. Her timeless design and influence in the fashion industry have made her relevant today. (Picardie, 2010)

Democratic leadership. This is the opposite of the one mentioned above, but still the leader takes the final decision. It can be useful in a way but is not particularly helpful in an emergency when you must take swift resolutions.

Delegative style (Laissez- faire). This leader allows his members to have a freedom in their work producing high level of job satisfaction. This could be successful if members are aware of meeting deadlines. (Lewin, K., Liipit,R. and White,R.K1939)

Another style that Kurt Lewin does not mention is Transformational one.

Transformational leaders- According Burke these leaders never leave things as they find them and always have a clear end goal. They accept differences of opinion but are not tolerant of the indifference of the goals themselves. These are leaders who are highly emotional intelligent which results in powerful and inspiring motivation towards their teams. The drawback could be in situations where timing is essential, and this could affect the trust of the team. To conclude being a leader is challenging. (Burke,2016) Coco Chanel is so confident that he relies solely on his judgment of how to get

things done. She also exercised control in the sewing workshops. But at the same time, he gives his support to his employees and motivates them to give their best. But most of all, she was a leader by personal example and became an icon. (Picardie, 2010)

Coco Chanel is a combination of authoritarian and transformational leader.

Management theories termed out as collection of ideas that are suggested general rules that defines how to manage an organisation activity effectively. (Johal and Sandhu, 2016).

System Theory- This is one of the dominant organizational theories in management today. This treats the enterprise as an open or closed system. Coco Chanel therefore uses this theory, which helps to develop a unifying principle through the integration of different sciences, natural and social. However, this increases organizational adaptability to environmental changes. In addition, the systematic approach allows to evaluate elements within the market, which strongly affects the profitability of the business. For example, Coco Chanel's marketing department works to interact with the customer on a regular basis through the feedback mechanism. Therefore, it helps to better connect with customers. The Retail Excellence Program brings together all Chanel staff from around the world to study in Paris. One of the highlights of this program is lectures on customer service such as human touch. This is one of the effective ways to improve the brand image of the company.

Human Relations Theory - his is a theory that is an important process through which individual attitudes and work can be integrated to achieve a corporation in the enterprise (Tundys and Fernando, 2020). The selected company uses this approach as it helps to improve motivation through appropriate working conditions, effective training programs and timely payment of salaries and incentives, etc. This company uses this approach, focusing on the role of people. For example, Coco Chanel uses this approach by providing training to employees so that their skills can be sharpened. This method supports the effective implementation of business activities by maintaining proper communication with the individual. Chanel management is based on conversations with managers who are provided with resources and support to achieve the desired goal. The purpose of The Retail Excellence Program is to maintain the passion for the brand. The training in Paris includes a visit to Chanel studios as well as acquaintance with the business strategies of fashion leaders. (Chanel,2018) In this way, Chanel shows their long-term commitment to people, for their development and well-being. And this challenges workers to optimize their strengths.

Management models:- This is model that aids to bring out the systematic working within the enterprise. Henceforth, this is as:-

Lewis's change management model- This is model that aids to make understand organisation and structured change so that business working can be improved We live in a world that is changing rapidly and also organizations are changing at the same pace. Companies that successfully manage change thrive well. (Lewin's change management model, 1947). Therefore, this fall in details as:-

Unfreeze:- The chosen entity uses this method as business activities are uncertain. To get high amount of profitability, bring changes in enterprise is crucial and needed. It is the phase that is significant due to most people in the organisation resist to change.

Change-: It is method that uses by the organisation to deal with the changes within enterprise. By the enterprise, the organisation embraces new happenings, developments, and changes. Hence, Coco Chanel uses this approach so that entity can cope up within changes to deal with future uncertainty. Coco Chanel successfully changed the social attitude towards fashion, giving women freedom in their choice of clothing. In this way, they can be more confident and liberated in society. Also, through the design and style of dresses and costumes she manages to show that women can be considered socially equal to men. (Picardie, 2010),

Refreeze-: The changes are needed to be accepted, embraced, and implemented by the people of the organisation. For this, chosen enterprise conducts training so that things employee can accept the changes easily.

Chanel's complete financial independence gives them the freedom to make the right decisions. Chanel has proven to be a luxury leader and a man-made company. And all this is achieved through their long-term perspective, which gives them the power of positive change.

‘Fashion fades, only style remains the same.’ - quote of a brave woman who has proven herself with her own style in running the successful fashion company Chanel.

GROUP AND TEAM BEHAVIOURS – DANIEL BORISOV 1307092

Introduction

Group and teams are a part of the organisation. For effective functioning of the organisation, it is necessary to have positive behaviour across the teams and groups that are present in the organisation. In this study, there will be a discussion on team behaviours and the theories and models that will help in implementing the necessary team behaviour in Chanel. The company is a popular fashion, skincare and perfume company that has various beauty products (Chanel.com, 2020).

Explanation of “Group and team behaviours”

The groups that work together in the organisation are made as per their capability and their interest. These teams or groups help in delivering the activities of the company and thus they play a major role in determining the effective functioning of the business. Teamwork is essential to deliver the tasks successfully and it is necessary to maintain positive behaviour among the teams (Pizzi, and Stanger, 2019). Thus, group behaviour indicates the attitudes and reactions of people in a team or ain group and this impact the functioning of the organisation. The behaviour can be encouraging, positive or it can also be discouraging.

“Importance of team behaviour and how it impacts the organisation”

Chanel is a popular organisation that produces perfumes, clothes, accessories, beauty, and skin care products that is sold all around the world. Its headquarters is in France, but its popularity is worldwide. It can be considered as the one of the most popular brands in the fashion industry. There are various stores and branches in almost everywhere in Europe, USA and in other countries as well.

It is necessary for the teams to work together and look after the activities of the business. Collaborative attitude of the teammates encourages each other to work to their full potential and helps in overcoming each other's shortfalls (Widmann, and Mulder, 2018). This is an important to make an efficient team. The company believes in performances and therefore there is practise of criticism among the teams. Along with this, it is necessary to build a team environment where the members guide each other and help to achieve greater performance as a team. This is extremely necessary for Chanel and even in its stores to provide high quality shopping experience to the customers.

“Theories and models on group behaviour”

There are different theories and models on team roles and behaviour and applying these models will be beneficial for the company. These are important for determining how the team can work together and achieve greater performance.

“Belbin’s theory of team roles and behaviour”

This theory is quite useful in understanding how the individuals in a team behave and this can be used fully by the organisation for determining the performance (Wallace, and Becker, 2018). The behaviour exerted by the team members can be effective in achieving the objectives and fulfilling the tasks well.

There are strengths and weaknesses in each of the team roles and this helps the team to progress and work together to achieve the target and the objectives.

Resource investigator- this person in the team is someone that brings ideas in the team. They are enthusiastic and love to explore. These people also can help the organisation to create more contacts and this can be beneficial for Chanel. However, they can lose interest if the enthusiasm does not last.

Team worker- this is someone who can identify the work and sometimes even finishes it on behalf of the rest of the members. They are co-operative and they listen to every team member. However, they might avoid confrontation and difficult situation.

Co-ordinator- this person tries to focus on the team's objectives and distributes work properly. They are confident and have clarity of the goals. They can be manipulative as well.

Plant- these people are the creative ones and they solve issues in an unconventional way. They are imaginative and can solve difficult problems (Lynch *et al.*, 2018).

Evaluator- This person makes judgements on the team's performances and can be impartial in the team. Their opinions are strategic and accurate. They might lack flexibility. These people can help to monitor the teamwork and become leaders of teams in Chanel.

Specialist- this person tries to bring knowledge in the team. They are dedicated and specialist in their own ideas. They do not like to come in the front line. These people are necessary in the production and R&D teams of Chanel.

Shaper- this person keeps the teams moving and does not lose on focus. They are dynamic, challenging and can thrive on pressure.

Implementer- the practicality of the work is observed, and strategies are made accordingly. They are practical and efficient and can be at times rigid. This person can help to make the team perform its work and increases efficiency of Chanel.

The finisher- these people polishes the tasks and tries to scrutinise the work for errors to provide high performance. They are anxious and aim for perfection. However, they can be reluctant to delegate. Such a person can be the final evaluator or manager of the team who can ensure high quality performance of Chanel.

“Tuckman's model of group behaviour”

This model consists of stages by which groups and teams are formed. This can be helpful for Chanel in making the teams in its organisation to have effective teamwork. There are four stages of group formation (Jones, 2019).

Forming- the members are not yet sure of the aim and objectives of team and the roles are not clear. There is a lot of dependence on guidance from leaders. Some teams of Chanel are in this condition, so it is necessary to pay attention to them.

Storming- the clarity of building a team increases and the position among the team members are also seen in this stage. Sometimes the members compromise for team's progress.

Norming- Agreement occurs in this stage, the roles are cleared, and this is when a successful team is formed. This is needed to be kept in mind of Chanel.

Performing- the team members become aware of the purpose of the team and decides its own norms and methods of fulfilling that aim or purpose (Natvig, and Stark, 2016).

Conclusion

In this study, there has been detailed explanation of group behaviours and their effectiveness on the performance of the organisation. Use of theories and models has been conducted to understand how team behaviour affects the functioning of the organisation and how they should be made.

MOTIVATION AND PERCEPTION – LYUDMILA NIKOLOVA 1908690

Undeniably, the flagship French fashion house Chanel gave women's Haute Couture an audacious and enduring impression. Chanel become one of the world leading luxury brands.

In Chanel brand there was always motivation, inspiration and space for development. Coco Chanel was created in very challenging times during the First World War.

Chanel-owned Wertheimer family is highly private regarding its corporate dealings. In comparison to the other private corporations that Kingpins want their successes recognised, the Wertheimer tend to stay in the dark. This makes it impossible to escape the uncertainty of their corporate dealings. In the Netherlands Chamber of Commerce each year Chanel submits a financial statement that shines light on the health of the core sector. The next owner of the company was Karl Lagerfeld. He continues at the forefront, an exceptional accomplishment in a period where the average designer is three to five years, not 36. What time the Wertheimers have also been able to build a globally recognised brand name. (BOF Team,2017)

"The motivation is doing for doing, not [for] having done," Karl Lagerfeld.

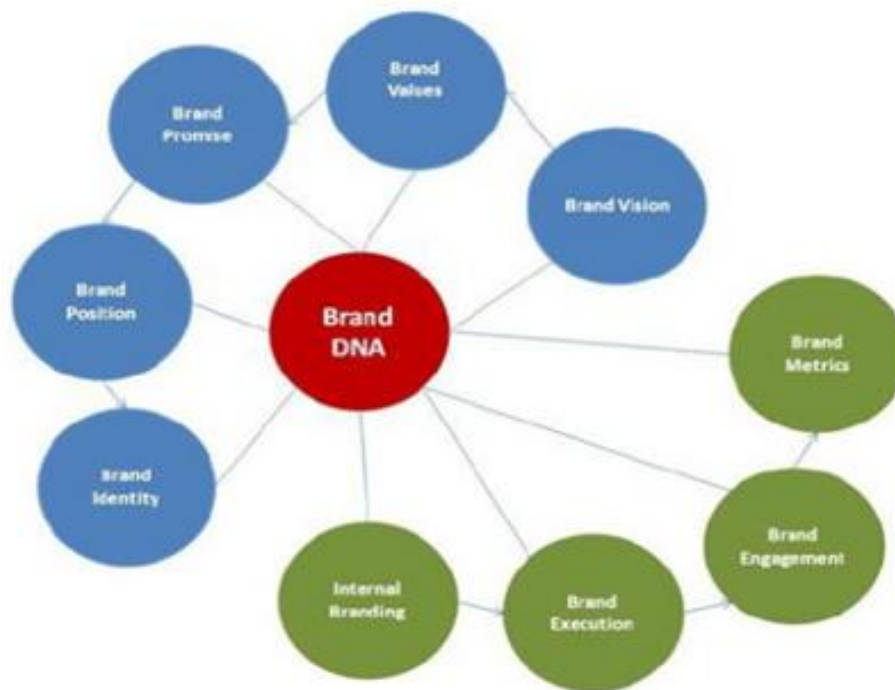
Something specific for Chanel is that their products never go on sales. Chanel's merchandise stays aggressively priced as a technique to retain brand desirability and quality pricing. (BOF Team,2017)

Brand identification and charisma are the components of brand DNA. The brand DNA is the name, logo, attitude, beliefs and positioning of the company. The classic parts of Chanel like the "little black dress," the Chanel Suit and the Chanel No.5 Perfume describe plain, predictive, empowering, and elegant components. The company's late couturier, Gabrielle Chanel has played a crucial role in establishing DNA as a corporate awareness hub. The adventurous mind of the founder makes the brand match the legacy with lasting success. The mediatized and enthusiastic designer has created Chanel popular for the pearls, the tweed dress, the Camilla and the black and white with a classic touch to boost the brand identity: it can be carried by older and younger consumers. (Bhattacharjee, Berger and Menon 2014)

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Chanel distributes its goods across a range of outlets such as retail shops, e-commerce platforms, multi-brand shops and high-end supermarkets to make items available worldwide. The unique showrooms of Chanel are branded Chanel Boutique, with over 300 Chanel boutiques around the country. (Hitesh Bhasin, 2018)

A Committed Luxury Leader is the key of motivation in the company.

The company impact beats the activities by miles. They continue to do this in the business and beyond influence on the definition and promotion of a more ambitious approach and handle the problems of development.

CHANEL is a dedicated luxury leader and concentrates on the following initiatives:

Cutting and compensation for carbon emissions and investing in renewable energy projects that are socially inclusive.

Development of a more competitive business platform, even by ecosystem Boutiques award.

Perception for Long-Term Perspective

The success of CHANEL is often calculated not by equity,

Through market value, though. Everything that is built to secure and

Improving the brand 's long-term worth irrespective of the short-term

Economic results and/or sector constraints. Looks at the big brand

Equity is how the assess of performance and agree. (Report to Society,2018)

“PERFORMANCE IS NOT JUST ABOUT SHORT-TERM FINANCIAL RESULTS, BUT ABOUT LONG-TERM CREATION OF VALUE.” — PHILIPPE BLONDIAUX GLOBAL CHIEF FINAN

This long-term growth strategy is the most critical factor in the business model and is focused on maximum financial autonomy. As a solely private corporation with a healthy cash flow, an incredibly stable balance sheet position and relatively limited loans, all capital acquisitions are financed entirely autonomously. The process without quick financial pressures allows one the flexibility and the opportunity to make correct choices for the client. The long-term outlook makes it possible to be a creation-driven business, a dedicated luxury management and a human-driven organisation. This long-term outlook allows social progress to be encouraged. It offers the potential and the obligation to use the force of imagination, empathy and authority to perceive, prepare and function with. The long-term needs of humanity and the world as well as the own. This means that Chanel can work with suppliers for generations to ensure that their sources are properly managed and benefit the entire community. This ensures that they will secure unique talents that would otherwise vanish. That implies investing in potential sources of resources that would not only support them, but also those that require them. These and even other explanations of our unique strategy in this study illustrate what we can do. (Report to Society,2018)

The House of Chanel has continued to expand upon Coco's popularity with its youthful simplicity, liberated physicality, and unencumbered sports confidence, bringing its signature style across its contemporary collections. The result is a truly global luxury brand, with an identity that every one of its industry peers must envy. (Samantha Woodworth,2020)

CONCLUSION

INTRODUCING THE MODERN WORKPLACE – CHANEL INC

In conclusion, we can say that Coco Chanel is a great woman with style and charisma, who through her leadership qualities, perseverance and ambition manages to make a revolution in fashion. Thanks to this, the Chanel brand is a symbol of luxury and elegance.

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APPENDIX:

ASSIGNMENT TITLE: INTRODUCING THE MODERN WORKPLACE

MODULE TITLE : INTRODUCING THE MODERN
WORKPLACE

LECTURE NAME: DR REXON NTING

GROUP:

SVETLANA GROZEVA-1908892

LYUDMILA NIKOLOVA-1908690

DANIEL BORISOV-1307092

VLADISLAVA MARKOVA-1905517

ZOYA DANAILOVA-1815751

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- ◆ GOALS AND OBJECTIVES – VLADISLAVA MARKOVA 1905517
- ◆ LEADERSHIP AND MANAGEMENT BEHAVIOURS – ZOYA DANAILOVA 1815751
- ◆ GROUP AND TEAM BEHAVIOURS – DANIEL BORISOV 1307092
- ◆ MOTIVATION AND PERCEPTION – LYUDMILA NIKOLOVA 1908690

BACKGROUND OF THE COMPANY

- ◆ Founded by Gabrielle Bonheur Chanel
- ◆ 1909 France



Significant Products

1921-Parfum
Chanel N5

1925-Chanel Suit

1926-Little Black Dress



Goals and Objectives:

- Chanel's goal is reducing direct and indirect carbon emissions
- Maximizing on-site renewable-energy production
- Purchasing green tariffs as an interim measure
- Investing in community renewable-energy projects



Grow Model

- *GROW stands for:*
Goal.
Current Reality.
Options (or Obstacles)
Will (or Way Forward)



Leadership and Management

Leadership qualities

- extremely confident attitude*
- charisma and unconventional behavior*
- inspiration for women*
- autocratic leader in combination with a transformational leader*
- Iconic leader*



- -The world-famous fashion dictator*
- -Inspirational figure in the industry*



Group and team behaviours in Chanel company

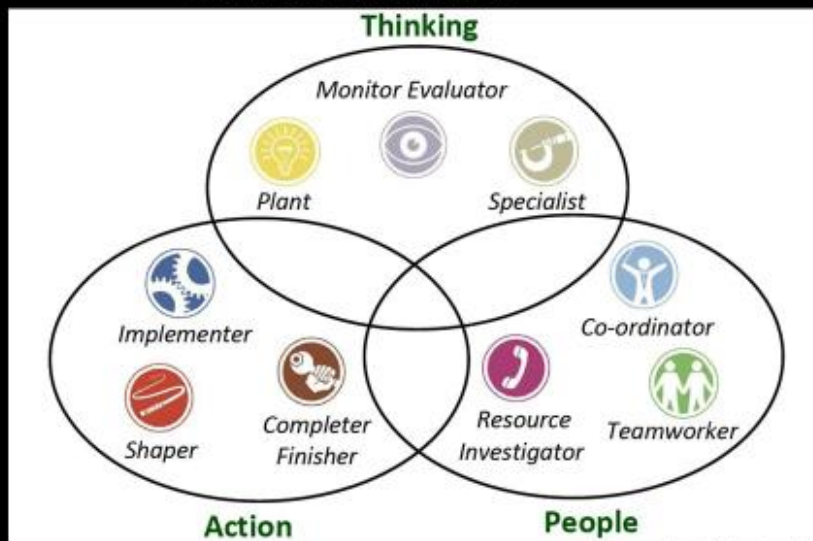
Theories and models on group behaviour



<https://pressbooks.bccampus.ca/technicalwriting/chapter/understandingteambdynamics/>

Picture-<https://pressbooks.bccampus.ca/technicalwriting/chapter/understandingteambdynamics/>

Belbin's theory of team roles and behaviour



<https://andythoncianus.wixsite.com/andythoncianus/single-post/2018/01/02/Belbin-Theory>

Picture-<https://andythoncianus.wixsite.com/andythoncianus/single-post/2018/01/02/Belbin-Theory>

Perception in Channel House

*Long-Term Vision
Strategy*



*Improvement every
season*



*Short Term
Economic Results*

Motivation in Channel House

*Inspiration
from the
background of
the company*



**Successful
brand for
generations**



Luxury leader