

COMMUNITY ENGAGEMENT

SAINSBURY'S

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Introduction

Community Engagement is a key process that leads to sustainable organizational development. The purpose of this report is to explore customers expectations and how human and marketing resources are distributed in Sainsbury's company.

Overview the organisation

Sainsbury's was founded in 1869 by John James Sainsbury and his wife Merry Ann in London. Sainsbury's is one of the largest retailers in the United Kingdom with 800 convenience stores, over 600 supermarkets and nearly 250 000 online orders every week.

Since the establishment of the store in 1869. Sainsbury's always had an understanding and responsibility towards society. Sainsbury's supports the UN'S Sustainable Development Goals. Also these goals offer an economic opportunity and they have a strong commercial sense. One of the greatest goals in Sainsbury's is 'Living well for less'. The company always strives to sell quality products at good prices. (Sainsbury's.com, 2019)

Goods/services in Sainsbury's

The products that Sainsbury's offers are a variety of groceries. Argos-the products that Argos offers are things for the whole family including some of the top brands like Samsung , Dyson, LEGO, Nespresso and Beats. In Argos offers same-day Fast

Track Delivery and free in-store Fast Track Collection services. The products that Sainsbury's sells are over 60 000 in 800+ stores. (Argos.co.uk, 2019)

In Sainsbury's stores customers can find their brand for high street style Tu. The Tu collection offers to its clients high quality luxury fabrics. Stores selling Tu clothing are 400. (Tuclothing.sainsburys.co.uk, 2019)

Sainsbury's Home offers a variety of products for each of the rooms in their clients homes. (Sainsbury's Home, 2019)

Sainsbury's bank was opened in 1957. It offers a wide range of products such as mortgage, credit card, insurance for home, car etc. (About.sainsburys.co.uk, 2019)

Since 2002, Sainsbury's has been part of United Kingdom largest loyalty program. With this service, the clients of Sainsbury's can collect and spend points in Sainsbury's and Argos stores as they judge. (About.sainsburys.co.uk, 2019)

Sainsbury's users can shop in stores and in the online stores. Customers are currently shopping more in stores than online. One of the main earnings of Sainsbury's comes from their gas stations.

SWOT analysis

Strengths

Strengths are determined by what each business does best in its own deduction, which gives it more control over its competitors.

Strengths of Sainsbury's:

Expanding from small grocery stores that sell a limited range of products .The brand expands to convenient stores, which later become supermarkets. They deal with a number of categories of products that cater to the customers needs. The supermarket chain is now among the top 4 supermarket brands in the United Kingdom.

Staff is highly trained and customers focus.

Base for loyal customers.

Distinguished business Philosophy: Sainsbury's main philosophy is to help their clients live well at less. With its low cost strategy of all its product categories Sainsbury's succeeds to hold and attract customers from all segments of income, many of whom are loyal to the brand for their everyday needs.

Opportunity to cater to all types of customers: The store offers a wide variety of products for all types of customers.

Coupons: This is one of the biggest privileges that Sainsbury's has over its competitors. Sainsbury's coupons are designed by taking into account research data on shopping behavior collected and compiled from their Nectar Loyal Card.

Banking: Sainsbury's offers financial services of the wholesale banking services and retail banking services.

Promotion: The promotional strategies that Sainsbury's is implementing are very innovative. The most innovative strategies are those that are directed against to competitors. For example the promotion Brand Match where each product sold by the brand is compared to other competing brands from Asda and Tesco which indicates that they are cheapest.

Weaknesses in the SWOT analysis of Sainsbury's

Some of weaknesses of Sainsbury's:

Business limited to United Kingdom only.

Growing costs: In addition to procurement cost, the retailer also needs to spend on the shopping experience which is a differentiator especially for higher income segments. Multilevel parking, spacious aisles and self-services are an added expense.

Low margins: For rowing competition in the retail space most retailers have lost volumes. Sainsbury's is trying to reduce its costs and keep its lower prices from competitors to attract more customers.

Brand switching: Sainsbury's risks from brand switching. Despite its low prices and loyalty programs. For Sainsbury's is still a challenge to keep its customers.

Opportunities in the SWOT analysis of Sainsbury's

Opportunities are the way in which businesses can increase their returns.

Using a database 'Nectar 'to find potential customers.

An increasing number of people.

The fast growing market in the world.

Increasing population in villages. In the villages are already used branded products of all categories for everyday use. This leads to the growth of supermarkets in remote villages.

Threats in the SWOT analysis of Sainsbury's

Some of the threats include:

Competition: Sainsbury's main competitors are Lidl, Asda and Aldi.

Slump in economy.(Bhasin,2019)

PESTLE Analysis of Sainsbury's

Political factors: Sainsbury's is strongly influenced by the political factors in the country, because Sainsbury's is a company based in the United Kingdom and Ireland. Globalization is a challenge and an opportunity for Sainsbury's. At the moment corporate tax is 28%, opposed to a few years ago when it was 30%. This means that Sainsbury's can save a lot of money because of the lower corporate rate.

Economic factors:

One of the biggest economic factors that may affect Sainsbury's is the credit crunch. This could have a huge impact on Sainsbury's sales because consumers would have al

lower purchase value so they will be more careful when shopping for luxuries items that are one of the best sources for profit Sainsbury's. This leads to less consumer spending which means less earnings for Sainsbury's that would lead to a failure to expand and repair their shops and jobs losses.

Cost of fuels

Rising fuel prices is one of the biggest economic factors which affecting to Sainsbury's. When fuel costs are increasing this means that Sainsbury's supply chain increases its costs and this leads to an increase in the prices of the products.

Unemployment

Unemployment in the United Kingdom is steadily rising. This can be positive for Sainsbury's as they will now have problems when trying to find employees this may also be a problem for Sainsbury's because they have to stay in the budget and not hire a lot of people because it can hinder the finances.

Social factors

Everyone knows that there are many other retailers like the Sainsbury's which are in competition. If customers are not satisfied with the services and products of a retailer, they have a wide choice of other retailers where they can go, because of this Sainsbury's training staffs to be more useful to their customers friendly to increase their sales and attract more customers based on the service and their employees.

Healthy foods

The social trend for healthy food is an opportunity for Sainsbury's to take care of users.

Technological

For a retailer as Sainsbury's technology is absolutely essential. For a largest retailer there are many things that cannot be done manually such as payment systems and inventory management. All Sainsbury's stores are continually updating their technology introduction of self service, computerized inventory control etc.

Online shopping is also a major technological advantage.

Environmental

Companies like Sainsbury's can help to reduce carbon footprint. To show that they are interested in the environment have to deal with the green topic.

Legal

Sainsbury's adheres to all kinds of legal laws as a minimum salary, sales of alcohol, discrimination etc. Sainsbury must maintain laws as a consumer, low competition, low labor laws.

The role of the employees in Sainsbury's

In Sainsbury's there is a structure where the different departments distribute their activities in the direction, for example, the marketing departments has a very important role in the successful development and functioning of the company their main task is to do disseminate and develop advertising campaigns also they have to analyze the competition.

The human resources have the same responsible position because they have to take care of the selection of good staff and develop their skills.

Training in Sainsbury's

Training is defined as the process of achieving employees outcomes by changing the different skills, behavior and knowledge behaviors.

Through training, enables new employees to develop skills to better perform their job .Raising skills by showing a new salesperson how to sell the goods. Training is a symbol of very good management. In Sainsbury's trainees undergo an introductory training program during the first 8 weeks. After passing these eight weeks of training, they are start working independently without supervision of older employees.

Select a role from your chosen organisation and what is the importance.

The store manager plays an important role in the management control in organisation. To develop Sainsbury's stores managers plan the goals and tasks of staff to create productivity. They correct the mistakes in the actions of the staff and take actions that lead to better results for the company. Sainsbury's goals are drawn up trough discussions between managers and employees.

Explain the skills and knowledges.

The manager must have basic knowledge and skills. The manager constantly communicates with representatives of the internal and external environment. Therefore, they need to be able to communicate with people and understand the reasons causing one or other group or individual behavior. The Sainsbury's manager must have conceptual knowledge and

skills. To enable the manager to anticipate the organization's future development and to make the right strategic decisions. (bgiconomika.com, 2019)

Training and development requirements needs to consider

Healthy environment. Through this environment, good relationships are created between the employees and thus the organisation goals are achieved.

Development of human resources. Development and training provide an opportunity for better technical and behavioral skills of human resources.

The skills of employees. Increase the knowledge and overall personality of the employees.

Conclusion

Through this report is seen that through SWOT and PESTEL analysis that Sainsbury's is one of the most loved retailers by United Kingdom customers. Above Sainsbury's customers needs are always on the first position. Although Sainsbury's shows steady growth management department is striving to conquer the leadership position in retail.

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CPD Plan

Name: Irena Marinova Azgorova		Covering the period from:02.05.2019
		To:

Where do I want to be by the end of this period? What do I want to be doing? (This may be evolutionary or “more of the same”.)

What do I want / need to learn?	What will I do to achieve this?	What resources or support will I need?	What will my success criteria be?	Target dates for review and completion
<i>I want to be more focused and to look more seriously on my tasks..</i>	<i>I will try to be more serious because I will finish my task in time and thus be able to achieve my goals.</i>	<i>Support from my family and my teachers.</i>	<i>I will be able to complete my task within the deadline.</i>	<i>End of June 2020</i>

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