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Contents

<u>INTRODUCTION</u>	4
<u>MAIN BODY</u>	5
<u>Background of the company</u>	5
<u>PESTEL Analysis</u>	6
<u>Role of employees and their support to achieve organisational goals</u>	7
<u>Importance of training and development to the organisation</u>	7
<u>Explain the skills and knowledge of a designer</u>	8
<u>Training and development requirements of a designer</u>	9
<u>CONCLUSION</u>	9
<u>REFERENCES</u>	10

INTRODUCTION

This report has been prepared on Everest Home Improvement (Everest Ltd.) This has its headquarters in Hertfordshire, England. This report covers the overview of the company, identification of customers and their expectations, PESTEL analysis, role of employees within an organisation and contribution of their support in achievement of goals. In addition to this, importance of training and development in an organisation, importance of a specific role within the organisation along with the required skills and knowledge as well as the training requirements.

Everest is the one of the top British companies of double glazing production in United Kingdom for over 50 years. From the manufacturing of their first Aluminium Secondary Glazing in Waltham Abbey, Everest has been devoted to helping England manufacturing. This enables to keep their a close eye on every part of the manufacturing process and develop their personal market-leading technologies and products, from testing and controlling the high-quality of the crude materials to make sure everyone employees and workers the high level production norms that they expect from Everest.

MAIN BODY

Background of the company

Everest Ltd. Is a company of British origin which deals in double glazing and home improvement industry. It was founded by Lewis Golden in 1964 and it was one of the first companies in the market of double glazing. It has strong market position by sales and turnover also many awards and recognitions were given to the company for its performance. The headquarter is located in Cuffley, Hertfordshire, UK. Currently, the CEO is John Bostock. it is a privately held company which has approx 2500 employees working towards achieving the goals and objectives (*Official profile of Everest Ltd., 2019*). It has manufacturing plants in different parts of United Kingdom by having its own teams in the field of development, design, installation and sales. The mission statement of the companies states to undertake review of the policies and strategies to improve exposition and run towards the race of becoming a leader. The vision is to include the interest of everyone affected by the practices of this company so that a closer relationship is maintained with employees, customers, suppliers and the general community. The main goals are to increase the sales by meeting the demands of customers by reflecting the professional values of the company.

Theory applied by the company

Situation leadership theory is opted by the leaders working in the organisation. According to this theory, leader choose the best course of actions based upon situational variables. Decision making is done by the one leader as per the requirements of the team or entity. It has helped the company to cope up with bad circumstances which were capable to hamper the profit. All the employees are given training to bring change in their working pattern. Also, strategies have been formulated by taking into account the situation of UK such as BREXIT.

Everest Ltd. Can bring innovation in order to improve operational activities. As well as, it can change the staff working in operational unit so that they can use their fresh ideas. Furthermore, collaboration with renowned organisation can be done also, supply chain management should be improved.

Identification of customers and their expectations

It targets the customers who are looking for quality products and services. Since the prices of the goods are little higher than the expectations of people, it focuses on providing the services to do celebrities and other renowned personalities. The expectations of the target audience are to get customised design of the product. For this purpose, Everest Ltd try to apply

it 50 years of expectation to maintain the quality. Apart from this, target audience wish to see new designs according to the latest trends. Currently, the demand for modern architecture with the touch of of artistic design reflecting traditional architecture is prevailing in the market.

PESTEL Analysis

It is a framework which helps a business to grow by assessing different micro and macro environmental factors existing in the market (Yüksel, 2012). Below mentioned is the pestel analysis of Everest Ltd:

Political- This comprises of factors which impact business at a great extent as the interference of government is there. Trade restrictions, trade policies, many more are are formulated by the government to help the business conducting their activities efficiently. In the context of Everest Ltd, the instability in political conditions do not have much effect on the business of this company because of the business it has. The whole business along with manufacturing units are located in United Kingdom therefore, no major issues can come.

Economic- The factors are reflected in the interest rate, inflation rate, conversion rate, reception, etc. This may have impact on the economy in which organisations are operating. With regard to, Everest Ltd, the financial crisis and Brexit have affected the business as it has to pay increased tariff rates for exchanging goods between other European countries that are member s of EU Commission. These additional costs can increase the final prices.

Social- There are norms, customs, traditions, beliefs etc. In a society which are followed by the people living in a community. With reference to Everest Ltd, it should focus on meeting the expectations of customers. The company has an experience of 50 years so it has a good knowledge about the local traditions. Therefore, the factors in the society cannot affect the business to a great extent (*PESTEL Analysis, 2019*).

Technology- It is a company which witches among those and these who entered the market with glazing material. Therefore, it can be well assume that company is focused on using latest technology which can produce goods in an eco friendly manner by focusing on the present needs and requirements of customers. Also, it is concentrated on bringing innovation true latest technologies.

Environment- is one of the main reasons for it strong market position and survival in the challenges. There are many initiatives taken by this company to reduce any damages or harmful effects to the nature. It has started producing energy efficient and eco friendly with doors which reduces the consumption of electricity.

Legal- Customers give their personal and confidential information for making payments and delivery of the products. In order to protect theft or misuse of their information it follows number of legislations. Also, the policy provides that permission of customer should be taken before using their information. Furthermore, it makes sure to abide by environmental laws so that legal obligations can be reduced (Shatskaya, Samarina and Nekhorosheva, 2016).

Role of employees and their support to achieve organisational goals

Human resource is an important asset for any organisation irrespective of the industry it operates in. The goals and objectives are achieved by having effective teams made choosing the best candidates having skills and abilities. Everest Ltd. Has goes to increase its sales by fulfilling the demands of the customers. Also, it always try to include values which are reflected through the the actions done by the workforce. Therefore, the role of employees is huge in this company as because of their efforts the company has gained an experience of 50 years by surviving through the challenges. Furthermore, it always try to bring new innovations which are the ideas of fresh talents and existing candidates working in the organisation. It has divided the work of every employee so that they can achieve their individual as well as common goal of the organisation (Xu, Loi and Ngo, 2016).

Importance of training and development to the organisation

Training and development is one of the functions of human resource management department. Training refers to a systematic setup where employees are instructed and imparted the technical knowledge related to their jobs. on the other hand development refers to the overall Holistic educational growth and majority of people in managerial positions. These two are complementary to each other and help in the growth of a person working in the organisation. In the context of Everest Ltd, it conducts various sessions at different intervals to provide necessary knowledge which can help them enhancing their skills and capabilities. Also, development classes are given for there personal as well as professional. These are important for increasing the productivity and efficiency by which goals can be achieved within the prescribed time. Also, training and development helps in retaining the employees within the organisation ultimately reducing the unnecessary costs involved in appointing new candidates all over again.

Select role within the organisation and explain its importance

One of the most important roles in Everest Ltd. Is of a designer. There are different kinds of activities which a designer has to undertake. Also, there should be innovation and uniqueness in every design in order to fulfil the requirements of the customers. Every individual has their own designs and patterns which should be understood by the designer of Everest Ltd. It is a very crucial job to deliver the exact product as a specified by the customers (Frost, 2016). There are trainings provided by the Everest Ltd. To all of its designers to provide excellent services. Without the role, Everest Ltd might have to see rough face which main lead the company to close. The target audience love the designs of this company, therefore, it is going to lose majority of its customers as well as the strong position in the market will be declined without the role of a designer.

Explain the skills and knowledge of a designer

Designer should have proper skills and knowledge which contribute to the achievement of goals and objectives of the organisation. some of the skills and knowledge that should be possessed by a person who is designated to be a designer are as follows:

Technical skills and knowledge- The designer should have the knowledge about the latest technology for creating the designs which are in current trends. A should have the skills to us new machineries and different kinds of hardware.

Knowledge about structures- This is about cutting and making a product with the exact measurements as given by the customer so that major differences or issues can be prevented.

Time management skills- It is the most important skills where in the designer has to provide order designs within the time period provided by the company. Time is significant in delivering the products so that customers can be satisfied without any mistake.

Organisational skills- This emphasizes on managing more than one designs at a time as there may be different customers ordering at the same time. Therefore, all the design should be managed properly. By using this skill, designer can assign different task to the subordinates.

Knowledge about latest trends- Customers are attracted towards the organisation who keeps new products according to the latest trends prevailing in the market. There should be efforts by the designer to make new products according to the current trends (Bhamra and Lofthouse, 2016).

Knowledge about demands- There are customers who have variety of demands which may be entirely different or their may some similarities. Therefore, designer should be aware about the demands going on in the market so that customers can be satisfied highly.

Training and development requirements of a designer

As discussed above, training and development are two key aspects which should be there in an organisation for every employee. These help in enhancing the competencies and skills of workforce so that they can contribute more to the goals and objectives of the company. there are different types of training that can be provided to a designer such as home remodelling which is about renovating a place by putting new designs on the windows and doors as well as the interior. Apart from this, training for architectural preferences should be given so that my new designs of a particular product can be understood by the designer. Also, custom window treatments is again a concept for which knowledge can be imparted. On coming to the development of a designer, there are different online courses which can be given for developing the knowledge. This can be beneficial in gaining additional amount of advice and tips for improving the existing level of knowledge. With the use of this, designer can be at that a position in providing effective solution as well as suggesting new designs to the people who wish to have an entire new look.

CONCLUSION

From the above report, it has been concluded that Everest Ltd is a company doing great in business from last 50 years and has unbeatable experience. It maintains premium quality by following the highest standards in order to provide satisfaction to the customers without a doubt or complain. Along with this, there are different roles within the organisation which are provided training and development sessions for improving their knowledge and skills in order to achieve the goals and objectives. According to the PESTE analysis conducted for the organisation, it is determined that with strong market position the macro and micro factors do not affect the business to a great extent. Furthermore, role of a designer is significant to the success of the organisation as innovative and new designs are provided which attract the customers as well as increase the sales and profit.

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