



WORKPLACE CULTURE AND ITS IMPACT ON ORGANISATIONAL EFFICIENCY (BMSW5105)

Introduction-Formative Submission



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In light of Covid19, the labour sector has undergone a drastic change and has led both workers and companies to change the approach to work itself and this has strongly influenced the organizational culture, environmental factors and ethics. The final reading of the report will be based on the company I work for, Vinoteca Ltd, a chain of six restaurants in England born from the idea of two people who love wine and everything that revolves around the hospitality sector. The impact of the pandemic has radically changed the way in which both customers and the organization approach services, sales and above all it has given a strong signal on the culture of the company itself. The report will focus on the type of organization and how external factors (Covid19) have completely changed the internal factors present within the organization. Subsequently, a Pestle analysis of the company will be carried out and then Porter's five forces will be applied, followed by a SWOT analysis as well, and the type of organizational structure present in Vinoteca Ltd will be analysed and compared with other different organizational structures. Furthermore, the corporate culture will be defined with respect to other different types of cultures with the aim of benefiting from it, investigating how workers learn, maintain, and support the internal corporate culture. Finally, the McKinsey 7s model will be applied with the aim of facilitating organizational change and implementing new strategies through an analysis of the cultural web, and this is one of the most crucial steps for a company, especially for those that have a large number of employees, since it is difficult to change the visions and beliefs of the workers, and it is precisely for this reason that managers are constantly evolving in transmitting the future visions and directions of the company trying to involve the team through commitment and benefits. The report will conclude with the application of Kotter's eight-step plan to support and create a new cultural change plan within Vinoteca Ltd. The case studies carried out during the second term to support the thesis will be illustrated in the appendix section.