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ARKAY WINDOWS LTD

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Introduction

Organisations in the present period, across all parts of the world, can be seen to be operating in an increasingly competitive, integrated and dynamic business environment. Much of this can be attributed to factors of international significance like that of Globalization, liberalisation of commercial activities as well as the technological developments that are contributing in the creation of a global marketplace (Nikpour2017). The increasing competition and changing preferences of customers highlight the importance for the business organizations to operate efficiently to ensure profitability, prosperity and long-term sustainability in the global market. There are different factors which contribute to the performance as well as to the success of different organisations.

Of these factors, the most crucial ones include the structure as well as the culture prevailing in an organisation. These are the attributes that shape up the operational framework as well as the attitudes of those associated with the organisations. The employees are also crucial factors contributing to the success or failure of a business organisation. Keeping this into consideration, the concerned essay tries to emphasize on the organisation, Arkay Windows, thereby studying the structure, culture as well as the people associated with the concerned organisation and also their impacts on the performance of the concerned organisation.

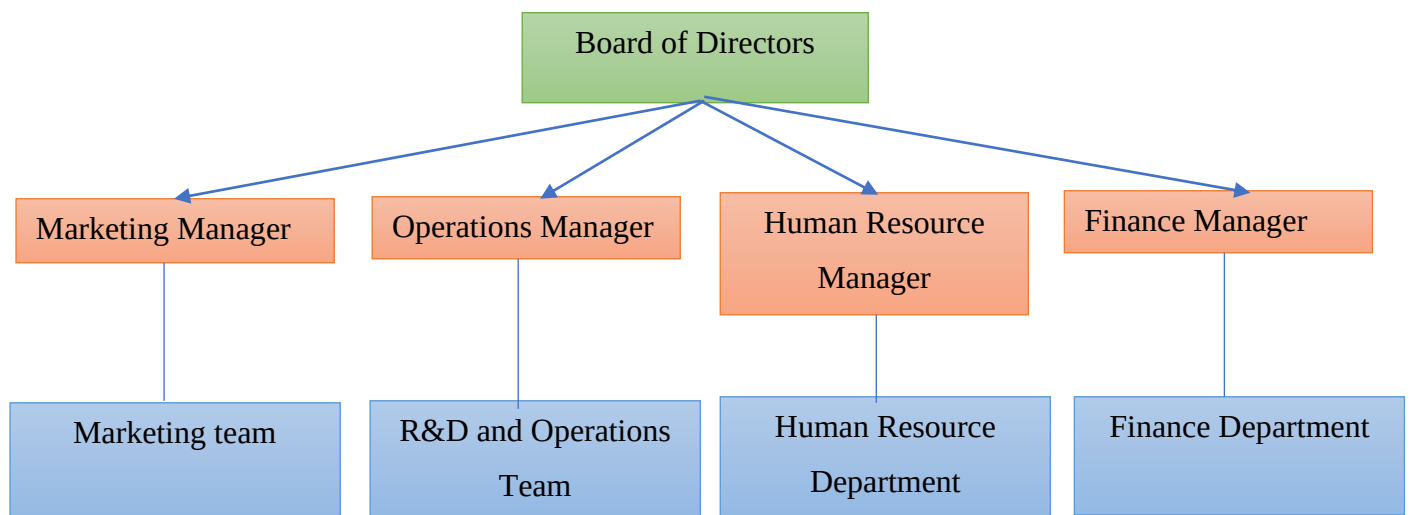
Arkay Windows: Company Overview

Incorporated in 1975, Arkay Windows Limited is one of the prominent companies in the fabrication industry in the United Kingdom for more than forty years. With the registered office in the Lordship Lane, London, the concerned company specialises in large-scale fabricators and provide their products to both individual households as well as to trade and corporate clients across London as well as in different parts of the UK. The company offers different types of Aluminium, as well as uPVC products from different reputed brands across Europe and the products of the company, also have the Certification to ISO9001. Over the

years, the concerned company can be seen to be experiencing growth in its business, much of which can be attributed to the goodwill that has been built by the concerned organization (Arkaywindows.com 2020).

Structure of the organization

Arkay Window is a medium-sized private limited company with share capital in the market. Being a company with employee number less than 200, the concerned organisation has a less hierarchical structure and operates more like a big family. There are certain divisions in the organizational structure of the concerned company, based on the operational framework. The structure of the organisational framework of Arkay Windows can be put forward as follows:



(Source: As created by the Author)

Thus, from the above figure, it can be asserted that the concerned organisation has a structure which is aligned to and similar to the ***simple organisational model***. However, there are different stakeholders involved in the operations of Arkay Windows. The primary internal stakeholders of the concerned company include the Board of Directors, the ones in the administrative and the managerial levels as well as the employees of the concerned organization. Additionally, the primary external stakeholders of Arkay Windows are the customers, including the individual household clients as well as the big corporate clients, the

investors and shareholders, the government as well as the society as a whole (Recktenwald et al. 2018).

Organisational Culture in Arkay Windows

Different aspects and factors are contributing to the development and characterisation of the culture of an organisation. This can be comprehended effectively using the *Schein's Model of organisational culture*, where the three culture levels are put forward as follows:

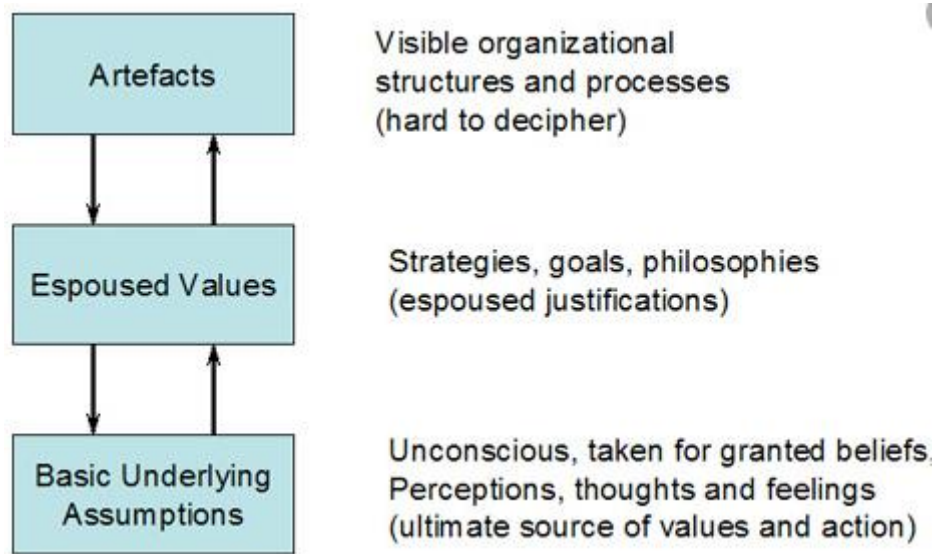


Figure 1: Three levels in the culture of an organization

(Source: French2020)

In case of Arkay Windows, the artefacts include the tangibles in the offices of the concerned organisation, the arrangements, the ambience as well as the equipment and tools used by the employees to cater to the needs of the customers. These artefacts highlight the presence of a pro-customer organisational culture, where the comfort of the customers is prioritised and the needs of the customers are tried to be effectively addressed by the trained and groomed employees.

Another level of organizational culture includes goals and values. In the case of Arkay Windows, the primary principles of the company are that of excellence, customer satisfaction

and quality in services and products (French2020). These can also be seen to be the key components of the organisational culture of the concerned company as it tries to provide customized services and a range of products that suits the demands of diverse clients. The basic underlying assumption in the organisational culture of the concerned business is that the success of the business depends on the satisfaction level of the customers and the employees are the primary resources for the concerned company.

Arkay Windows's size

Arkay Windows remained the large scale specialized fabricator and approximately for more than 40 years commencing business successfully. Due to the forty years of experience supplying and fabricating has been the most essential objective of the organisation. It expanded immensely after its foundation in these forty years. The size of the organisation is so big that it conducted business across the territorial jurisdiction between London and the UK. It could be furthermore stated that the Arkay Windows has been the biggest retail company among the other rivals and other retail companies as well in the UK. The suppliers and the contractors perform their skills and potentiality with immense hard work to benefit the customers those relied upon the UK's biggest fabricator and retail business segment (Linkedin, 2018). Arkay Windows is a public limited company which means it is comparatively bigger to other retail sectors of the UK. Arkay Windows conducted its business functioning within the construction industry. This retail sector or organisation, Arkay Windows headquartered in Watford, London and the size of the company could be further assessed by evaluating the number of employees presently existed within the organization and performed skills efficiently. The number of employees within Arkay Windows is more than 51 and restricted to a number 200. The employees those perform skills are of immense potential and benefits the Arkay window in growing their immensely both internally and externally (Window, 2018). The size of the organization could be further detailed by looking

into the strength of the Arkay Windows specialties and its showrooms in which quality and commitment of their products are prioritized immensely. The size of the Arkay Windows grown rapidly in the last 2 decade as major openings and acquiring has been done by the Arkay Windows.

Employees at Arkay Windows

The number of employees within the Arkay Windows valued their skills and presently within the Arkay Windows, approximately 200 employees existed. The employees within the organisation are of great potentiality and they are efficiently skilled. It could be furthermore stated that employees within Arkay Windows select their stocks for the manufacturing purpose comprehensively because this could add extra vale towards their work and will further spurt the growth of the company immensely (Arkay, 2018). The employees within the organization have the potential mindset of performing with dedication for the growth and gaining popularity of the company. It could be furthermore stated that in experiencing the excellence from the Arkay Windows the employees of the organisation are a key ingredient for it. The most essential employees of the Arkay Windows are as follows:

- Mr Raju Radial (the managing director of the Arkay Windows ltd.)
- Mr Vijay Variant (Team leader of the Arkay Windows)
- Mr Vinay Rana (Senior Business Analyst, precisely looks after the trade and commercial aspects of the Arkay Windows)
- Ms Monika Katariskyte (The production Administrator at the Arkay Windows)

The above-mentioned names are some of the crucial employees within Arkay Windows those influence the other employees towards quality and efficient working greatly. Moreover, it could be stated that all other employees are provided with quality acts and this acts of the employees greatly steer the organization's success in the competitive global market structure.

The employees at the Arks Windows are the asset to the company and during after their selection in the company quality practical training is provided within the organisation to further enhance the potential skills (Arkay, 2017). Moreover, the skills of the employees are linked with the vision of the company to create an alignment adequately and reach the peak of the success towards which the company immensely focused upon.

Arkay Windows business analysis

While analyzing the business analysis of Arkay Windows it could be mentioned that valuing the requirements at first the Arks Windows has grown immensely which facilitated them in supplying materials at the UK's biggest retail sectors, other commercial installers and contractors. After conducting extensive research upon the business that is performed by the Arkay Windows it could be stated that it performs business with a complete range of Aluminum and the uPVC products from the biggest brands of Europe (Arkay, 2019). The prime or the main performance of the Arkay Windows Business includes various members of the FENSA. While analyzing the business of the Arkay Windows it has been identified that the trust development within the customers is of primary value and the company in its business more particularly creates the faith within the customers that investment which has been made is correct and of great value. During analyzing the business it could be stated that continuing the operational activity with quality and security is of paramount importance. In the analysis of the Arkay Windows business, it could be discussed that it delivers the products which have been manufactured across the country in their fleet of vehicles (Window, 2018). This greatly facilitated the organisation in conducting hassle-free transportation of the finished products towards the customers within the stipulated duration without fail. The Arkay Windows has been the local window manufacturer those produce the best quality of aluminum windows which are perfect or most appropriate for the homes of any kind within any part of London or UK. The Arkay Windows gets their window designed

by their expert team and best range of the materials to enhance or boost the perspective of brand imaging that has been laid down long back during its foundation four decades back.

SWOT analysis of Arkay Windows

Strengths: • Brand recognition • Foothold in the fabrication industry • String presence in the consumer market • History of technologically sound excellence • Excellent research and development initiatives	Weaknesses: • Software integration • Network security • Quality control and analysis • Lack of agility
Opportunities: • Emerging economies, new consumers • Use of artificial intelligence • Internet of Things (IoT) • Intense market diversification	Threats: • Low price/profit marginality • Brand dilution (Smowton and Meaton, 2019) • Highly competitive environment both in domestic and international market • Threat of new entrants

PESTEL analysis of Arkay Windows

Political Factors: • Brexit-led uncertainties • Regulatory and peer-specific pressures comprising of new capital requirements • Current 8% government surcharges on	Economic Factors: • Brexit had compelled the Bank of England to significantly reduce the interest rates from 0.5% to 0.25% in the year 2016 that had improved the profit
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UK companies' profits starting from January, 2016	marginality Stagnated growth for the UK economy because of non-monopolistic business
Socio-cultural Factors: - The dramatic increase in the ageing population of the UK means less investment towards out-hold chores - Reduced inventory management offering a baseline serviceability to meet the needs of the pension of the retired employees	Technological Factors: - Digital disruption comprising of blockchain technology, biometrics and artificial intelligence have presented both opportunities and threats to the company (Mann, 2018) - Social media marketing has allowed the company to attract more number of customers by blog posts in several platforms
Environmental Factors: Transition to a low carbon emission proclamation and resource-efficient future has affected Arkay Windows	Legal Factors: - The Employment Rights Act 1996 has improvised unbiased employment of individuals based on merit and expertise - The modified Employment and Labor Law 2020 and the regulatory affairs have induced terms and conditions of employment and affected industrial relations

Employee involvement within Arkay Windows

The employees are the key asset to the Arkay Windows and the employees play a key or major role in the operational activity of the business by Arkay Windows. It could be

moreover stated that considering this example would have been a more valuable averment to justify the involvement of employees in Arks Windows. The expert team at the organisation efficiently ensures the selection of the raw materials to its unique designing that could suffice the needs of the customers. The employees at the Arkay Windows remains involved in the organisation largely from the selection of the materials to the test of the durability of the finished products that have been developed with quality raw materials. The employee's involvement could be foreseen in Arkay Windows in ensuring the functionality and also in improving the performance of the products after its fittings. This considering the specific arenas as stated above are the primary areas where the valuable involvement of the employees could be seen immensely. Furthermore, the employees also remained involved in providing quality experiences towards the customers those pay visit to the showrooms. The employees remain greatly involved in detailing the products to its customers for enhancing the experience during its visit.

Personal involvement in Arkay Windows

I have been experienced in the administrative arena for a longer duration and this would facilitate me in remaining involved at the Arkay Windows administrative section or department efficiently. My great scale experience in the administrative field will make me work with greater intensity at the administrative department of the Arkay Windows. An experienced employee at Arkay Windows will further create a hike in various administrative works of the organization. I would perform efficiently within the working culture of the Arkay windows as I hold valuable experience in such a similar type of work. This my involvement at the Arkay Windows administrative section would of immense value.

Conclusion

The conclusion could be drawn from the intense research work on Arkay Windows that in the last two decades immense growth has been confronted by the Arkay Windows. It could be concluded that Arkay Windows valued quality materials in the manufacturing of the windows. Furthermore, it could be concluded that experienced staff has been the key to the success of Arkay Windows. Relatively, it could be concluded that in the business operations of the culture of the organization was of immense standard.

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