



UNIVERSITY OF WALES ———
Trinity Saint David
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University Of Wales Trinity Saint David

Lecturer: Yajesh Kumar

Student name :Celia Gomes

Student ID:1919335

1.

Introduction

This work is about an organisation called Sainsburys. In this work I will also explain in detail about the background, problems and benefits that this store may have and how to solve them. The SWOT and PESTEL analysis will be explained either. Sainsbury's was founded in 1869 by John James Sainsburys and his wife Mary Ann. The first shop was opened at 173, Drury Lane, Holborn London. During that time they have become the largest retailer of groceries until 1922. At the moment their retail food chain consists of more than 800 stores including supermarkets and convenience stores.

The family Sainsbury's still maintains 30 percent stake in the company.

2.

Identifications of complex problems in this organization

Laws for equal rights between women and men have existed since the early days of the community. A positive work environment on a daily basis is fundamental to the success of any business, but all work has people from different social, racial and cultural backgrounds who do not have much in common besides working together. These differences can generate situations of conflict in the work team with these conflicts generates discrimination in the work environment. This type of case is very serious and can have serious consequences. Discrimination happens when there is a distinction in the treatment or in the opportunities given to a worker for reasons unrelated to professional performance.

Poor communication at work is a major cause of accidents with employees. These days, communication in the workplace is compromised. For example, when you make a mistake and do not admit your mistake, your team ends up being harmed. The factors that prevent good communication at work are collaboration, lack of involvement in strategic decisions. Often bosses and directors do not have good communication so some decisions that are made are not made correctly.

Bullying can be defined as a series of inappropriate behaviors, a set of continuous and intentional acts of physical or even verbal violence that aim to demoralize or isolate a person, I will now say some attitudes that can be considered bullying. Physical attacks, personal insults and also threats by any means, in the work that can happen by a group of colleagues among others. Bullying impacts the organizational climate of companies where the successor occurs, by intimidating one or more employees, the aggressor breaks trust relationships, which are essential for the smooth running of team work.

Dissatisfied customer, when minimally not well attended, has a great potential to stop shopping at your company. Customer complaints highlight a problem, be it a problem with your product, employees or even internal processes. By listening to these issues directly from your customers, you can investigate and improve to avoid further complaints in the future. The main complaints made by customers are long waiting times for service, product malfunction, unsatisfactory responses and failure or delay in delivery.

3.

It is always good to admit that discrimination exists, the best way to avoid discrimination at work and to make respect for differences whatever it is a priority in organizational culture. Promote equal and inclusive treatment to all employees, whatever their colour, position, sexual orientation, gender, and personal choices. Whenever there is a case of discrimination, build a culture of respect for differences, run diversity campaigns or have your employees consult the law. Always be an open person to listen to those who suffer from discrimination, promote awareness work and demonstrate that from then on there will be no more room for prejudice at work.

To improve communication at work, explore different spheres of communication, always try to maintain the transparency and objectivity of everything and always use techniques to increase the impact of the message. Always communicate with your team to get your colleagues in a good mood. Always ask questions, challenge ideas and communicate your feelings. Always encourage social intentions, warn and encourage employees to eat away from their desks during their lunch break so that they have an opportunity to communicate with each other and build relationships with their colleagues. Always keep your door open as often as possible. Have general meetings, meetings can take place once a week, then employees can ask questions and share concerns and managers can pass on work.

Learn what a bully is and what it does. Like the most annoying young children in pre-school, the workplace bully uses the same tools of intimidation and manipulation to depress him. Learning to recognize their behaviour is the first step in stopping you and getting back to work in a comfortable environment. A bully takes pleasure in harassing others. You may not get along with everyone at work, but that doesn't mean your personality is necessarily bullying. The difference between the two is the deal - does the person appear to be trying to upset you, or is it depressing you? Does she seem to like this? If the answer is yes, it may suggest the existence of the bully. Bullies usually have psychological problems related to control. Know that your bullying has less to do with your performance and personality, being deeply connected to the bully's insecurities. Pay attention to signs outside of work that suggest that you are a victim of bullying. You may be suffering from bullying if you experience the following problems at home: You have trouble sleeping or are dealing with nausea and vomiting because you are afraid to return to work. Your family is frustrated at how much you talk about your work problems. You spent days worrying about getting back to work. Your doctor noticed health problems, such as high blood pressure and other stress-related issues.

Understand that the customer may be having a bad day. It is likely that the individual is not always like this, perhaps he is just facing a difficult day. Understanding this will help you to have energy and to take the initiative to deal with the situation. You will also notice that each interaction has a negative or positive influence on people's day. Try to be the person to break the unhappy customer's cycle of negativity. Empathize. One of the secrets to dealing with a dissatisfied customer is to empathize to understand why he feels this way. This attitude will serve not only to better understand his side, but also for you not to be hit if the person catches you with frustration. Put yourself in his place and try to see the situation from the other's point of view. You can even find out that he is right, and thus help you more effectively. Try to remember when you were in a similar situation. For a moment, forget the rules and company policy to better understand the customer's perspective. This does not mean breaking rules. Accept criticisms of the company or service. One of the main reasons for not accepting criticism is because we see it as the wrong thing. Before belittling a judgment, think about the possibility that the client is right. Even though he is tough on criticism, he may be right. In any case, don't take the comments personally. Stay calm, thank the customer for their opinion and say that you will take their considerations to your supervisor. Keep an open mind. Do not jump to conclusions about the client's position or what he wants before hearing his side of the story. Sometimes we don't understand a person's point of view because we don't bother to listen to their side. Analyze the situation

without judgment or prejudice. Do not create stereotypes based on race, ethnicity, gender or socioeconomic class.

4.

Strengths of Sainsbury's

Sainsbury's is **one of the** oldest **grocery store** chains **within** the UK. It **became** based in London in 1869. It is **likewise** the **2nd** biggest **grocery store** chain **within** the United Kingdom, with 15.9% **marketplace** share (Kantar, 2020). There are **greater** than 1, **four hundred** Sainsbury's grocery **shops within** the UK, which **rent greater** than 150,000 people. The **organisation is likewise recognized** for the **first-class** of its products. Sainsbury's, over the years, has moved from its **center regions (meats and groceries)** to **regions which include** clothing, finance and energy. The company's acquisition of Argos **additionally expanded** the **variety** of its portfolio. Each Sainsbury **keep normally shares** **round** 30,000 product lines, of which **about** 20% are "**non-public** label". Sainsbury's has **obtained numerous** awards over the years. For example, it **became** named 'Best Organic Supermarket of the Year' in 2019 (Sainsbury's, 2021). Likewise, it has **received** the Grocer 33 Availability Award and the Grocer 33 Customer Service Award **numerous instances** in **latest** years.

Weakness of Sainsbury's

Many analysts argue that Sainsbury's fees are better than the ones provided for comparable merchandise with the aid of using a lot of its competitors. This is a problem, particularly in a time of monetary hardship, whilst many clients are targeted on saving money. However, in reaction to this criticism, others argue that exceptional comes at a excessive charge.

Sainsbury's photo has been significantly laid low with some of controversies, consisting of charge fixing, tax evasion and sale of expired merchandise. Likewise, he turned into accused with the aid of using Greenpeace of being the worst within the magnificence whilst reducing plastic packaging (The Grocer, 2019).

Opportunities for Sainsbury's

There are many possibilities for Sainsbury's home and worldwide expansion. The employer can develop even extra within the UK. Likewise, coming into the EU and rising markets like China, India, Russia, Turkey, Brazil and others is likewise really well worth exploring. Some of those nations are at the listing of the ten biggest nations within the international via way of means of population. Emerging nations additionally provide quite a few low-fee labour.

Threats for Sainsbury's

The ultimate detail within the SWOT evaluation of Sainsbury's is the hazard/s going through the company. Like all different grocery store chains within the UK, Sainsbury's faces the equal hazard i.e. fierce competition. There are some of huge gamers within the UK grocery marketplace e.g. Tesco, ASDA, Morrison's, Lidl, Aldi etc. Particularly, Aldi and Lidl are converting the regulations of the game. These discounters are supplying clients with high-satisfactory merchandise at a low price. This is absolutely a notable hazard for Sainsbury's.

Political factors

Undoubtedly, the most important political issue affecting Sainsbury's these days is approaching Brexit. This will suggest that England will now not be a part of the European Union, main to an growth in import duties. This could necessarily growth the fee of the manufacturers product and, therefore, a huge quantity of clients can be misplaced to competition presenting inexpensive wholesale alternatives. At the moment, the unique

consequences of Brexit can not be evaluated, however that is predicted to result in unfavourable situations for the brand.

Another issue is the connection among Qatar and England withinside the close to future. The Qatar Sovereign Wealth Fund is one of the company's biggest shareholders and any political contention among the 2 countries ought to result in a decline in Sainsburys marketplace shares. This is likewise a circumstance that may be stricken by Brexit and its political consequences.

Economic Factors

Sainsbury's is fantastically depending on road-primarily based totally shipping manner to deliver its merchandise all throughout the United Kingdom. This manner with the growing value of each petrol and diesel it's far certain to growth its product pricing. Not handiest does this suggest lack of lower-earnings clients however the loss of fossil gasoline withinside the close to destiny will result in the emblem having to search for opportunity manner of shipping. This coupled with the better income expectation of employees are the 2 number one monetary elements which are affecting Sainsbury's. The better salary motion is gaining momentum throughout the United Kingdom and Sainsbury's is anticipated to fulfill the needs of its employees to preserve its shareholders. The emergence of latest grocery store chains throughout the United Kingdom has usually been a sturdy financial element that Sainsburys has to deal with. Brands like Asda and Tesco have lengthy been opponents with the company, and more modern manufacturers like Lidl and Aldi are proving to be a supply of extra opposition withinside the cutting-edge market.

Social factors

Much of the manufacturers sales got here from the sale of rapid meals objects at its factors of sale. However, the United Kingdom populace is an increasing number of moving to a wholesome food plan that doesn't consist of rapid meals objects. To continue to be applicable withinside the modern-day socio-cultural climate, the emblem will want to alternate its rapid meals menu to consist of more healthy options, consisting of salads and natural shakes. This is a worldwide fashion with a sturdy presence withinside the UK and all primary rapid meals manufacturers are suffering from this particular alternate in customer behaviour.

Technological Factors

The current advent of Sainsbury's eCommerce keep is quite beneficial closer to catering to the cutting-edge tech pleasant generation. However, there are elements of it that the logo can enhance upon for you to offer their clients a higher consumer experience. If the logo begins off evolved the use of present day statistics primarily based totally analytical systems, including huge statistics and AI then they could be capable of higher recognize the demographical wishes in their customers and cater to them. These analytical techniques additionally assist growth income and run higher advertising and marketing campaigns.

Legal Factors

While a emblem as huge as Sainsbury's does have one-of-a-kind layers of choice making implemented to it, it wishes to make sure that the systemic modifications it introduces aren't behind schedule with the aid of using enterprise structure. With the fast converting wishes of the client base the agency additionally wishes to be on its ft in an effort to meet the unique demands. Any put off in regulatory approval can cause loss in marketplace stocks and competition being capable of offer a higher enjoy to the customers. And for the reason that the quantity of opposition confronted with the aid of using Sainsbury's is honestly excessive it wishes to make sure that no sector is given on this aspect.

Ecological factors

The latest creation of the Sainsbury e-trade keep is noticeably beneficial in assembly the present day era of person-pleasant technology. However, there are factors that the emblem can enhance to offer its clients with a higher person experience. If the emblem begins off evolved the use of present day information-primarily based totally analytics, consisting of massive information and AI, then it will likely be capable of higher apprehend the demographic desires of its purchasers and deal with them. These analytical strategies additionally assist to boom income and to run higher advertising campaigns.