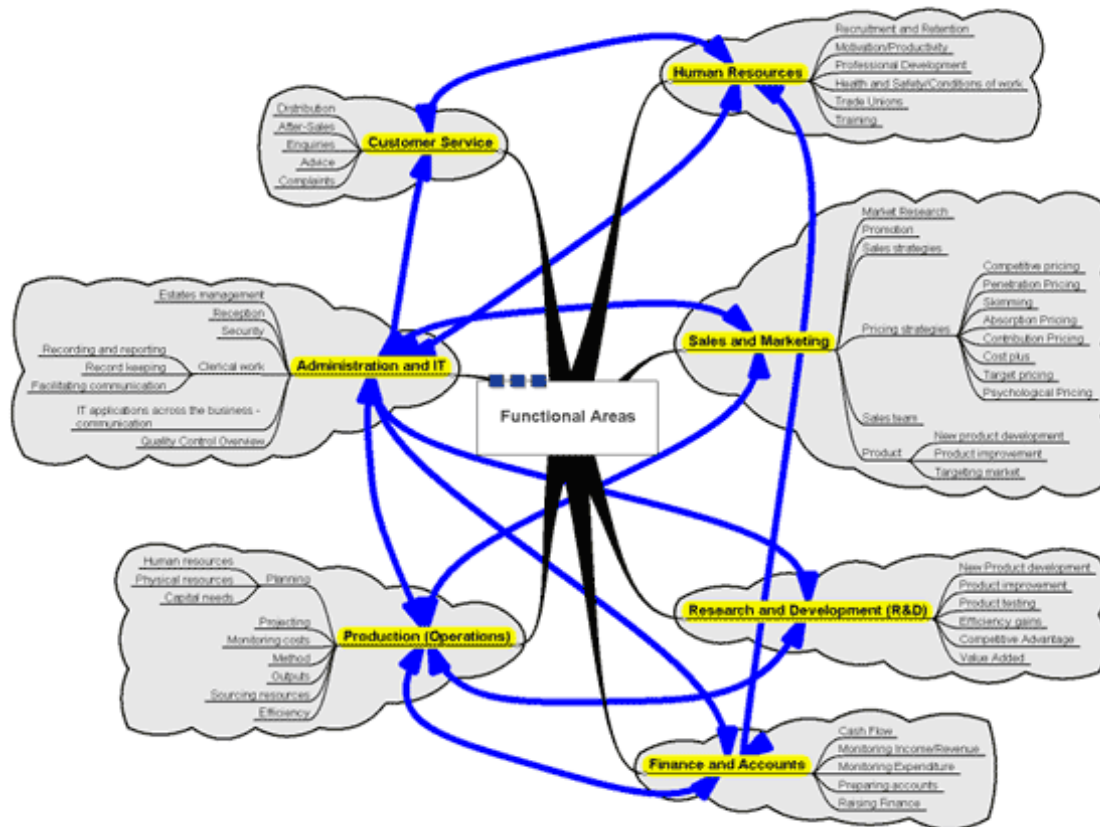


## Task 4

In this task, I have been asked to find out and explain all the different functional areas of both Tesco's and Heinz.



### Functional Areas and the Main Purpose within Tesco plc and Heinz

#### Human Resources

The human resources department is responsible for all aspects of managing the people who work in a business. This department involves, being able to recruit new members to the business. Making new policies or revising policies to employees so that they are aware of rules and regulation. Employees who do not stick to these rules will be dealt with.

The human resources department help with organising and helps staff with their training needs. They also monitor the working conditions of employees. Any important issues or need for a discussion would be organised by the Human Resources department and discussed between the representatives of the workforce. They also ensure that health and safety considerations are enforced.

#### Customer Service

The customer services function is responsible for dealing with customer queries, complaints, solving problems and offering advice and support. This is important because without customers a business would not survive.

### **Marketing/Sales**

The marketing department try to find out what customers want from the business in terms of the goods and services they provide. They use this information to develop strategies to ensure that the business can meet the needs of customers but at the same time make a profit or at least cover their costs if they are a public sector organisation.

### **Research and Development**

The research and development department (often just referred to as R&D) spend time finding out how to develop new products that consumers might want. They also look at how existing products can be improved in response to changing customer needs and new technology. This function is important to keep ahead of competition.

### **Administration/IT Support**

The admin/IT department is an extremely important part of the business. They can be seen as the glue that binds together all the other departments. They carry out essential support to the whole business. Some of the tasks that the admin department might carry out are fairly routine - like answering phone calls, filing information, photocopying documents, preparing letters and dealing with the mail - but their work ensures the whole business runs smoothly. For example, if you need a new piece of software for your computer someone has to order it, make sure there is a licence for its use, install it and make sure it runs properly! If you need a new pen - someone has had to make sure there are supplies available! That's the job of the admin staff.

### **Production/Operations**

The job of this area depends on whether the business produces a good or a service. If it is a good, then someone has to make it. To do that you need equipment, materials and good planning to make sure everything gets done properly. You also need to make sure that what is produced meets the quality standards that customers expect.

If the business produces a service then, again, it has to be planned, monitored, organised and delivered. The production/operations department carries out these tasks.

### **Finance and Accounts**

This department looks after all the money in the business. The money the department receives is from customer sales and from the government for public sector organisations.

When the business is using the money, it is mainly for the purchase of:

- Equipment
- Raw Materials
- Wages
- Insurance
- Taxes

## Tesco

### **Business Development**

This involves seeing what can be changed in the business. It includes looking into the countries with Tesco stores and working out what can be changed in order for the business to work better than the way it is working at the moment, what improvements can be given out. To do so, the business carries out research and surveys which include registered customers on the website to share their thoughts with what could be changed for the future sales of Tesco.

### **Commercial Clothing**

Tesco is third largest selling clothing retailer. They had sold 20% more clothes last year than the year before. They had managed to make just over £750 million through their leading clothes brand Florence + Fred and Cherokee.

### **Commercial Food**

Tesco first started off as a food retailer. Over the years they have evolved and have begun to sell products from clothes to electronics. Tesco's has a process where by they improve the prices of their products through working in partnership with the bosses and the suppliers.

### **Commercial Non-Food Hardlines**

The growth of the Tesco business is increasing almost every year by just about 13%. Tesco's is ever more interested in continuing to expand the business and adding more and more food varieties and more products from flat screen TV's to Bikes and Scooters.

### **Corporate & Legal Affairs**

In this department, it involves advising on policy and communication. It also involves organising events such as key conferences and influence events. The team of the Corporate & Legal Affairs department keep staff and the stakeholders and even registered customers up to date with recent changes and business developments. With the customers, they mention all the special offers being put up from food to insurance.

### **Corporate Marketing**

Across the UK, Tesco advertises their food using TV Advertising, Press Ads, and outdoor campaigns. Tesco's is also involved in the charity The Red Cross.

### **Corporate Purchasing**

Tesco's has a system that tracks down every penny they have managed to save and they use it re-invest the money back into product quality and price cuts. The main reason for doing so is to help Tesco get cheaper. This is done by spending around £2.8 billion every year.

### **Finance**

A finance team plays an important part of a business operation. This involves dealing with cash flow and budgeting and financial and management reporting. They compare accounts and prepare company reports. They also deal with company taxation and group reporting.

### **Group Security & Loss Prevention**

Tesco's protects the company's assets, creating a safe and secure environment for customers and staff. Tesco's believes that prevention is better than cure. This is why they choose to put as much as they can into creating a crime catch out of their operations, and working closely with the local community to gain their trust.

### **Information Technology**

Technology with Tesco's helps to bring customers closer to the experience of shopping. Through technology, Tesco's has delivery programs and many more through being able to trade on the internet and over the phone. Tesco's also have created many other processes of purchasing your goods, such as the self scan checkout. This helps you to scan your own products on the machine created and pay in the slot given without assistance or having to queue up.

### **Operation Developments**

This is the operating model of the business assuring everything goes according and picking out areas of improvement it is also about using your skills for situations like problem solving which is normally dealt with either the department itself or involving management.

### **Personnel**

The role of Personnel is to make sure deals and values of products come through for customers and that policies, processes etc come through.

### **Property**

The look of a Tesco's store is important for both colleagues and customers. Property, their jobs are to design, build, manage and maintain to assets of the portfolio they have of Tesco stores.

### **Telecoms & Tesco Mobile**

Tesco Mobile is now available in almost 700 Tesco stores, including Tesco Metro.

Tesco Telecom can be a confusing department due to tariffs, brands and networks and devices, however over the years, Tesco's has won many awards because of the Telecoms and Tesco Mobile department.

**Tesco Personal Finance**

Tesco Personal Finance is one of the fastest growing finance businesses and is teamed up with The Royal Bank of Scotland. They made £205 million in 2005 and have 5 million customers. Their role is to help promote their range of financial products.

**Tesco.com**

This team controls the online shopping ability for customers and update the website, new deals customers shopping online. Tesco.com operates in three continents including the United States of America in a joint venture with Safeway Inc.

**UK Support Office**

The role of the Support office is to stay in contact with all the UK Tesco stores and support their 250 000 working staff to make changes to reach their aim of following their logo: *Every Little Helps*. They provide a variety of activities, e.g. launching a new clothes range, training programmes for those training for a particular role in the Tesco businesses.

## **Heinz**

### **Sales Department**

The Sales Department at Heinz brings much responsibility. You need to have management experience and skills so you are able to take on some big challenges. This role includes visits to Heinz's manufacturing operation, store visits, and sales training courses to see how everything is going on. This department entitles you to be involved with projects across wholesale and retail. This helps you to gain some understanding and knowledge from two diverse aspects of the market. Projects undergone in the department include re-laying stores (wholesaler & retailer), ordering stock for customers, presenting new products and running trade shows.

### **Sales and Marketing Department**

It allows you to gain cross functional experience which will be of great benefit to your career. You become fully involved in building the brand strategy and shaping the marketing plans. You have to work with the Heinz soup brand and have the opportunity to assist the New Product Development team. This teaches a lot and you have a more clear understanding about market research, packaging design and photography.

### **Accounting/Finance Department**

The role in Finance is to create a Profits and Loss account for the New Product Development team. Working alongside various departments is part of the job description. Feeling a sense of achievement is one thing you will feel when working in finance when knowing that a product you have worked on has finally reached the shelves in shops all around the country.

### **Human Resources Department**

The role in HR Manager is to provide generalist support and advice on all HR related matters to a number of departments at Hayes Park. You become involved in recruitment, training & development, employee reward and employee relations. A job in the HR department at Heinz offers the prospect to be involved in all aspects of HR. It provides the opportunity to fully

understand both the business and HR practices in order to deliver effective solutions to maximise business performance.

### **Customer Services**

This position is responsible for price and promotional deals processes. In order to work in the department, you are required to have a Bachelor's degree in business or finance and you are also expected to have excellent computer skills and there are plenty other qualifications you need to have to be able to apply for this job. You also need to have professional phone skills to deal with calling in customers or to call customers.

### **Supply Chain/Supply Product**

To work in this department you:

- **Must** demonstrate attention to detail
  - **Must** adhere to project timelines and deadlines
  - **Knowledge** of the six sigma problem solving methodology is a plus
- The department requires meeting deadlines including aims and objective. Analysing statistics is one of the main things the department does for everything to be in order.

### **Commercial Department**

In this department, you work closely with Finance, Sales, and Trade Marketing to analyse, forecast, and report the funds the team use for consumer promotions.

You have contact with other areas of the business which enabled you to get a much broader understanding of the way the other departments and the company as a whole operates.

### **Research/Product Development Department**

By working with this department, you are involved in a number of roles which include:

- Idea generation for new recipes/products.
- Taking ideas through the development kitchen, pilot plant and factory stages.
- Project management.
- Research and Innovation.

The work in the department is challenging. It involves both individual and teamwork to complete a project or task.