


Effective Business Activity

How effective the contrasting businesses activities are, depends on how well they are helping the organisations achieve their stated strategic aims and objectives. Boots The Chemist, Cancer Research and Calderdale Royal Hospital all have different business activities to help them be successful and meet their aims and objectives in different ways.

Boots The Chemist aims and objectives are:

-  Long term aims. To secure market leadership in the UK and overseas and increase the businesses overall sales. This means that the business needs to sell as much products to its consumers as possible to be able to generate more profit, as well as attract more customers to its store rather than its competitors to be able to secure its market place and increase its sales figures. This aim means that the business must consider two major aspects of providing goods and services.

1. The quality of their products and services
2. The price they charge for them

Quality good cost more to make and buy. Boots activities are very effective in achieving the businesses long term aims. The activity's of reducing prices on the products that the business offers and spending more on advertising and promotion has attract potential customers to the store that will purchases their products. Offering additional services to its customers is another activity that separates the business from its competitors and makes it a better choice to shop at. Simply because it offers more variety than other health and beauty stores. All these activities help to improve sales because they make Boots more appealing to consumers as it has more chance of offering what its consumers wants than its competitors, because it has more departments and services in one place. This has lead to more customers going into Boots stores, because it offers what they want, which has meant the business having a better chance of the consumer purchasing products or using the services that are available to them. So because more consumers are shopping in their stores sales figure will have a better chance of increasing. Because the business activities involve offering value for money as well as it also being a well known company on the high street due to its respected brand, will mean more customers shopping at their store which will lead to a higher market share than its competitors. The activity of providing a wide range of products and services to its consumers will help to secure their market share has it offers what its customers want and need so will keep them happy and coming back. These strategies will be very effective in the short term and long term. Also other activities Boots the Chemist have done to help achieve its aims are reduce its prices with its value campaign, spent money on advertising its store and has incentives, such as its loyalty card to maximise sales. These activities have lead to it becoming the leading health and beauty store in the country, because it attracts and provides what its market wants.

This information below is the current and past financial data for Boots the chemist over the last 3 years. The information shows that Boots the Chemist profit has increased since the year 2004 from 579.9 million to 581.9 million. This tells use that Boots must have increased their sales to be able to increase their profit, that also shows us that the business

has continued and progresses to retain and attract consumers to their business to purchases their products.

Year ended	Revenue (£m)	Profit before tax (£m)	Net profit (£m)	Basic esp. (p)
31 March 2006 *	5,527.4	581.9	403.4	44.5
31 March 2005	5,469.1	427.6	302.4	40.9
31 March 2004	5,325.0	579.9	411.5	52.8



The graph shows information that the share price for Boots the chemist is increasing over the years from 2003 to 2006 because its market share is getting bigger. This is because Boots is attracting more consumers to its stores, which is taking customers away from its competitors. So Boots market share is increasing. This shows that the activities above are very effective in achieving the business aim of securing market leadership and increasing its sales by attracting consumers to its business.



- Another of Boots aims is to build on there brands growing success internationally and to maximize the values of the company. These are short term objectives made to create awareness of the Boots brand. To create the same image of a respectable and value for Money Company in the UK and overseas, world wide. This will give the company a positive image as well as make the company recognizable and well know internationally.

One of Boots activities is very effective in achieving this business objective. Boots uses the Boots brand name on its products has a way of promoting the business. This is a scheme where Boots offer cheaper value for money products that are similar to the other more expensive brands that the store has to offers. This activity enables consumers to recognize the brand logo and to understand the quality that it offers at a much cheaper and affordable price. This will also encourage consumers to purchase

Boots products rather than the other brands because they know that they are guaranteed good satisfaction and quality. This activity will achieve the business objective to build on their brands growing success internationally. Because Boots sells its products in other countries world wide, this activity will lead to the success of its brand been as well known as it is in the UK. By offering Boots brand products it will allow the business to progress further due to attracting consumers to the store to purchases the brand products, because they can not be bought in any other store. Overall the greatest effect this activity will have on the business is attracting more customers to the store, which will help to achieve the aim of increasing its sales as the business is the only place that sells the Boots brand and will make consumers aware of the business it self because of the logo on the products. Boots brand also creates a unique identity for the business that has been built on over the year to create a reliable and trust worth image of the company. The Boots brand adds value to the products and the business.

Boots the chemist is in possession of 1,300 retail outlets across Europe, over 300 of them outside the UK, and has a wholesale distribution network covering over 125,000 pharmacies, hospitals and health centers in eight European countries. (The information is from the www.euromonitor.com website)



This information tells us that Boots have been very successful in many countries and continues to build new stores in other places. So the business have achieved their aim of building on there brands growing success internationally. Has they have so many stores world wide.

The advantage card loyalty scheme is an effective activity that helps to achieve all of the businesses aims and objectives. The activity involves offering points for every pound the consumer spends in store. This activity keeps consumers coming back to the Boots store because they want to collect as many points as possible. This will help to achieve the aim of securing market leadership in the UK. Because consumers will be shopping at Boots rather than their competitors because the loyalty card attracts them to the store as they are getting something back in return for them buying Boots products. Also the advantage card offer is free to Boots customers, so this will attract new customers to the store to obtain one, which will overall keep them coming back to the store to collect points. This activity is very effective in increasing the sales that the business makes. This is simply because customers of Boots will want to buy as many products from their store as they can afford to obtain enough points to purchase something for free. This activity adds value to the company because it is very successful and is a unique scheme to the company, which will also make the Boots brand more recognizable as most of the customers of Boots have an advantage card and will recognize the Boots logo and tell their friends and family about the offer. This will lead to the business becoming the leaders in providing health and beauty products.

Alliance Boots operates a further 400 pharmacies in Norway, The Netherlands, Thailand, Republic of Ireland, Italy and Switzerland (through an associate). (From the http://en.wikipedia.org/wiki/Alliance_Boots#Operations)

These figures show that the company is expanding and growing internationally as stores are being built world wide because of the businesses succes.



new

Cancer Research short term objectives are:

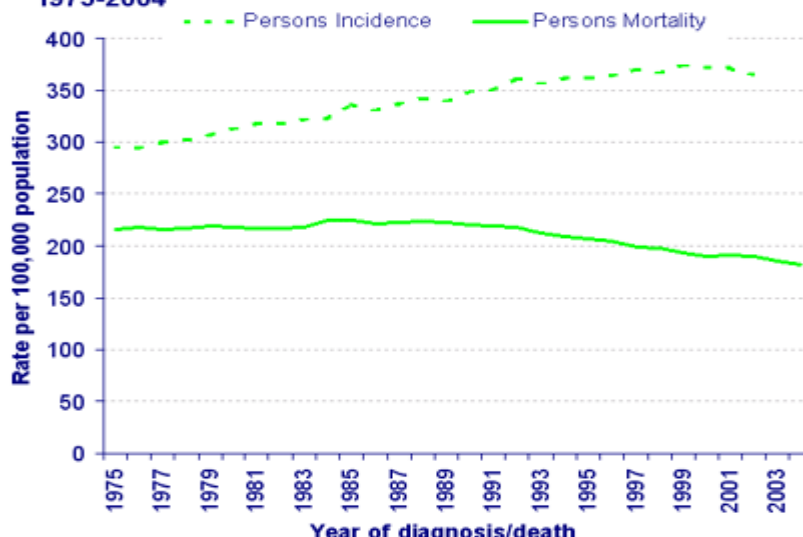
- To help people to understand cancer and the choices each person can make. As well as work in partnership with others to achieve the greatest impact in the global fight against cancer. These two aims mean that Cancer Reseach wants to widern the knowledge of every one about the disease to help them understand the different aspects of it world wide. To do this the business needs to work with the public to raise as much surplus as possible to help find a cure.

The business sets up fund and campaigns for different aspects of cancer. For example Reduce the Risk campaign is a five year campaign run by Cancer Research UK, to help raise public awareness of how to decrease the chances of getting cancer. Sponsored walks and runs to help raise funds for cancer research. These are just some of the charitys activitys that is very effective in achieving the businesses short term objective of working in partnership with others to achieve the greatest impact in the global fight against cancer. It dose this by bringing people together across the world to help the cause to be a succes. As well as each individual making new friends with people who have been effected by the disease in some way and building on how strong the camaign is. By attracting new members each day across the world to come to gether to fight the disease by raising money for research, will mean that Cancer Research is working with the public to support the charity. Also because more campaigners are joining every day to support the fight agains cancer, will increase the impact it will have world wide as it will show how importaint the issue is to so many lives. Each campaign brings a better chance of fighting cancer has it makes people more aware of the disease as well as raising more money towards the research.

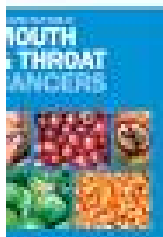
The statistics below show that the work cancer research have done has had an major effect in every aspect of cancer and have made a differrents in fighting the diseas.**The overall rate of death from cancer in the UK has falled by 11% in the last ten years. More than eight out of ten women diagnosed with breast cancer have survived for at**

least 5 years, and more than 6 out of 10 now survive for at least 20 years.

Figure 3.1: Age standardised (European) incidence (exc NMSC) and mortality rates, all cancers, Great Britain, 1975-2004

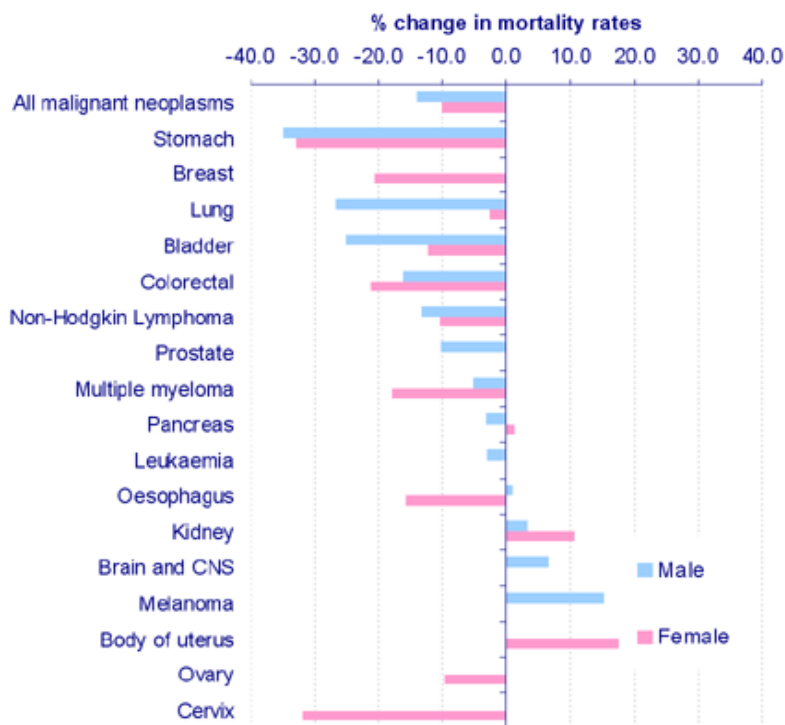


Cancer Research is achieving its aim of working in partnership with others to achieve the greatest impact in the global fight against cancer. Has this graph shows that overall; mortality from cancer is decreasing despite increasing incidence. Because of the money raised from the campaigns the charity supports and creates. As well as making people more aware of the disease and how to reduce the risk of getting it from its yearly reduce the risk campaigns.



Another of the effective activities that help to achieve the above objective of helping people to understand cancer and the choices each person can make is. Producing a number of leaflets, posters, booklets, handouts and brochures on the different topics of cancer and the different types of cancers that can be formed. For example **Cancer warning signs leaflet, Lifestyle and cancer leaflet, Reduce the Risk poster, Reduce the Risk prevention research brochure**. These allow people to take the materials home to read in private as well as pass to friends and family. They inform the user of the choices they have and what are the benefits and draw backs for each choice. As well as the life changes people can make to reduce the risk of them getting cancer. They are very informing about the topic and detailed on the information they provide in a context people can understand. This is very effective in helping people to understand the options open to them and helps them decide the right choice for them. As well as informing people about the different cancers that can occur and the effects they have on the human body. This activity helps cancer research achieve the above objective very effectively has the resources are a way of getting information across to the public about the different types and other aspects of cancer.

Figure 3.3: Percentage change in European age-standardised mortality rates, major cancers, by sex, UK, 1995-2004



These statistics show how much the death rates for the major types of cancer, have decreased over the years in percentage figures. For most of the cancers, they have been a significant change over the years. This can be put down to the wider amount of knowledge people have available to them about the diseases and the preventions that can be done to reduce the chances of getting them. This shows us that Cancer research has help people to understand cancer and the choices they have.

Cancer Research long term aims are:

- To carry out world-class research to improve their understanding of cancer and find out how to prevent, diagnose and treat different kinds of cancer. Also To ensure that their findings are used to improve the lives of all cancer patients. These long term aims mean that Cancer research wants to do the best in depth research to identify the different aspects of cancer, to help to find a cure. As well as use the information gathered to make people who have or have been effected by the disease life much better. These aims are made to state what the business wants to achieve. Cancer research is a voluntary organisation that is run like a business with expert, salaried staff in charge of fundraising and the accounts and administration, these are also the businesses purpose of what it dose.

The activities that cancer research are involved in is funding an extensive programme of cancer research in hospitals, institutes and universities in over 35 cities and towns across the UK. As well as funding over 3,000 world-class scientists, doctors and nurses in England, Scotland, Wales and Northern Ireland. Their combined expertise puts cancer research at the forefront of cancer research. They have recently been ranked among the top three biomedical research organisations in the world. This activity is extremely effective in helping the organisation achieve its aim of carry out world-class research. As it is involved with other organisations with many expert and professional scientists, doctors and nurses to study and carry the research out. Using the latest technology that is funded with the money raised by the Cancer Research organisations across the country. The information founded from the research can then be used to find a cure for the disease and other medicines to treat the side effects of cancer. This activity of helping to fund the research on cancer has enabled scientists to find out how to help prevent getting the disease by changing habits and other things in people's lives. Some examples are quit smoking, exercise, eat healthy etc. This has proven that this cancer research activity of funding research organisations has helped to achieve the aim of ensuring that their findings are used to improve the lives of all cancer patients.

Figure 3.4: European age-standardised mortality rates, lung cancer, sex, UK, 1975-2004

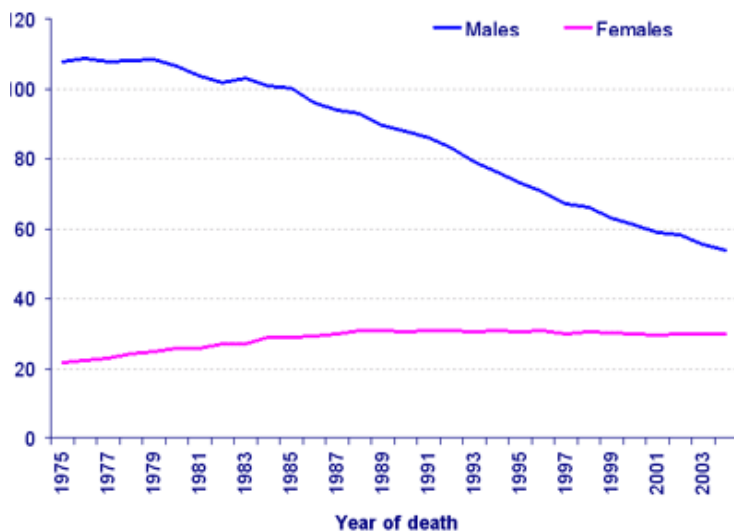
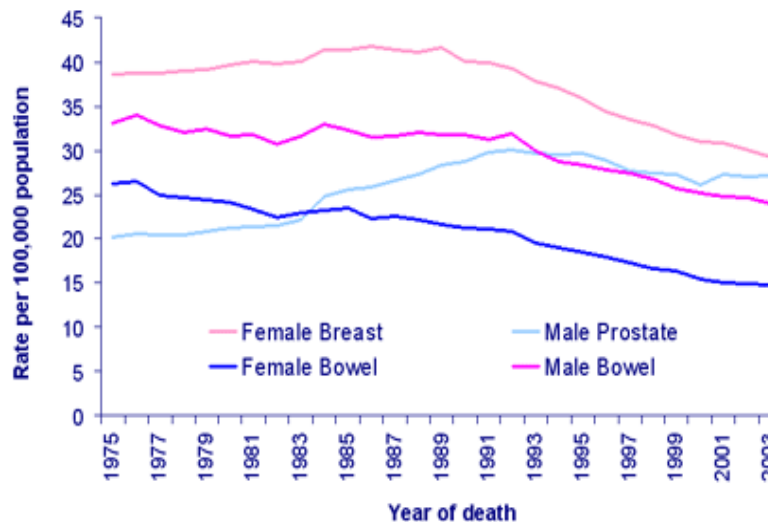


Figure 3.5: European age standardised mortality rates for breast prostate and bowel cancer, UK, 1975-2004



These two graphs show that Cancer Research have used the information from the research to develop new medicines and ways of how to treat the different kinds of cancers. Has the two death rates for the two kinds of cancer have decreased over the years. This means that they have achieved the aim of improving people's lives from the findings by finding ways to treat cancer. The activities of funding different research organisations has helped to achieve this in many ways.



Calderdale Royal hospital objectives are:

- Provide better patient care by having a cleaner environment for the patients to stay and wait in. As well as being environmentally friendly with its surroundings. This objective means that that hospital wants to make sure all its grounds are to a satisfactory level for all its patients and visitors to stay in to maintain a good reputation. As well as care for its environment it is in to give the hospital a positive image. These objectives are mainly used by most organisations as the environment is a serious issue in most businesses and are prepared to go to further than what is expected of them. For example offering electricity from renewable resources etc.
- Provide a better service by cutting waiting hours down so more patients can be seen and dealt with faster and more effectively.
- To break even by using the income as effectively as possible.

Calderdale hospital activities include disposing waste properly. The person who collects and disposes the waste is registered to carry it and disposes of it at a site licensed to deal with that particular type of waste. This helps to maintain a clean and safe environment within the hospital and its grounds. As well as storing rubbish in suitable sacks, containers and skips to be recycled. Separating the different kinds of waste for easy disposal helps to be environmentally friendly and saves on disposal costs. Overall the greatest effect this activity will have on this business is making it a safer more suitable, cleaner place to be in. Because all the medicines, equipment, needles that all hospital rubbish contain will be disposed of properly. Keeping it away from the public to prevent them catch disease or hurt themselves. This activity will lead to the hospital achieving both its aims of being environmentally friendly simply because it is disposing properly and recycling some of its rubbish. As well as providing better patients care by having cleaner environments as it is litter free.

The health care commission publishes star ratings for all NHS hospitals it is one to three, one being the lowest and three being the highest. Calderdale hospital has a star rating of three this shows that the hospital offers a high level of patient care, in all areas of service, cleanliness and environment facilities which means they achieve their objective of providing better patient care by having a clean hospital and environment.


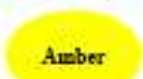



Another effective activity that helps Calderdale hospital achieves its objective of providing a clean environment. Is getting involved in local campaigns such as clean your hands day and national Think Clean Week. This activity involves alcohol hand gel being provided at all patients' bedsides to enable doctors and nurses to quickly decontaminate their hands before and after patient contact. This will prevent bugs and disease being spread around the hospital as doctors and nurses can quickly decontaminate their hands before and after they have been seen to.

One of Calderdale hospitals activities is generally visiting patients for routine check ups to cut the hospitals waiting hours down, this activity helps the hospital in the short run as it means nurses visiting patients instead of them visiting the hospital. So their will be a smaller waiting list so a shorter time to wait to be seen. As well as this activity the hospital sets its self targets to be achieved within a certain amount of time in each department. To help achieve its aims and objectives. The evidence suggest that the hospital is achieving its objective of Provide a better service by cutting waiting hours down so more patients can be seen and dealt with faster and more effectively.

The below information is the targets that the hospital set them self to improve performance in all areas. The colours are keyed in the box on the left.

***Traffic Lights**

Traffic Light	Performance Status
 Red	This indicates that the trust is under performing in the area.
 Amber	This shows that there are some areas for concern and work is under way to achieve green status.
 Green	This highlights that the trust is performing well in the area.

GP cancer referrals seen within two-weeks: The percentage of patients referred urgently by their GP with suspected cancer who have their first outpatient appointment within two weeks.	100%	100%	100%	GREEN
Hospital cleanliness assessment: This measure is based on an external assessment, whereby hospital cleanliness is assessed in areas including wards, toilets and waiting areas. Scores range from 1 (poor) to 5 (excellent).	5	3	3	AMBER
Outpatient and elective (inpatient and day case) booking: The percentage of planned (inpatient and day case) admissions that were negotiated & pre-booked.	90.8%	96%	89%	GREEN
First outpatient appointments that were pre-booked: The percentage of first outpatient appointments that were negotiated and pre-booked.	70.7%	69%	50%	AMBER
Outpatients waiting longer than the standard: The percentage of patients who wait longer than 17 weeks for a first outpatient appointment following referral to hospital by their GP.	0%	0%	0%	GREEN
Patients waiting longer than the standard for elective admission: The percentage of patients waiting more than nine months for inpatient or day case treatment following the decision to treat	0%	0%	0%	GREEN

The hospitals activity that effectively helps achieve the objective to break even by using the income as effectively as possible, Is the hospital setting up its own charitable funds to help the hospital survive financially. Each year the trust receives hundreds of thousands of donations and legacies from grateful patients and families, as well many other fundraisers for the charity. The total income for 2005/6 amounted to £842,000. This helps to spread the cost of the overall income of the hospital over each department as equally as possible, increasing for need for that department. Some examples of the hospital charitable funds are for: Medical equipment, the improvements to the chapel of rest at the hospital, training courses for nurses and staff. This activity is very effective in helping the hospital survive by breakeven as it provides enough income each year to pay for the costs of the Hospital and other expenses.

The hospitals financial performance targets:

The results:

Target	Actual Performance		2005/06 £000
break even on income & expenditure	Surplus £166,000	Total Income	249,158
achieve a capital cost absorption rate of 3.5%	Rate of 3.5%	Surplus for the year	166
operate within an External Lending Limit set by the NHS Executive – This year £4,342,000	Spend of £4,297,000	Capital investment - including donations	6,814
remain within a Capital Resource limit set by the NHS Executive This year (£6,511,000)	Charge of (£6,439,000) Undershoot of £72,000		
pay 95% of its bills to non NHS trade creditors within 30 days	91% of bills (based on value) paid within target time		

These figure show that the hospital has reached its target of braking even, has it has achieved its targets or achieving that figure.

The below information tells us that the hospital as shared the income equally for its need for that department. It proves that the Hospital is on target and achieving its above objective, with the help of its business activities.

Services provided

The chart below shows how the income received during 2005/06 was spent on the services provided.

Analysis of services provided 2005/06

