



# John Lewis

The John Lewis is a major retailer in the UK which operates John Lewis department stores, Waitrose supermarkets and the direct services company Greenbee. John Lewis sells a variety of products from household furniture, clothing, electrical appliances to garden equipment, gifts, books etc. Also it is in partnership with Waitrose which sells food items and other products.

The business was founded in 1864 when John Lewis set up a draper's shop in Oxford Street, London, which developed into a department store. John Spedan Lewis expanded earlier power-sharing policies by sharing the profits the business made among the employees. The democratic nature and profit-sharing basis of the business were developed into a formal partnership structure and Spedan Lewis bequeathed the company to his employees. It is a public limited company that is held in trust on behalf of all its employees (As a Partnership, where employees are Partners or co-owners of the business) - who all have a say in the running of the business and receive an annual profit distribution which is usually a significant addition to their annual salary.

The principle and slogan never knowingly undersold was adopted in 1925. It was created by Spedan Lewis and applied to the company's Peter Jones store. It stated that if a customer could buy the same item cheaper elsewhere they would refund the difference. Today, the company still honours this pledge, and many of their competitors also offer such a pledge. The principle has been more refined, most notably to exclude online shopping.

The whole process of getting products is started by the buyers who buy the goods from all over world for quality as well as getting it cheaper. These are then bought in large quantities and shipped to the warehouses from which it is then delivered to each of the department stores and then stacked in the shelves from where the customers can buy from.



## Key business Goal

The Partnership's ultimate Goal is the happiness of all its members, through their worthwhile and satisfying employment in a successful business. Because the Partnership is owned in trust for its members, they share the responsibilities of ownership as well as its rewards such as profit, knowledge and power. The partnership meets their goal by these three main points of focus:

Partners should gain personal satisfaction by being members of a co-owned enterprise in which they have worthwhile, secure and fulfilling employment and confidence in the way the Partnership conducts its business.

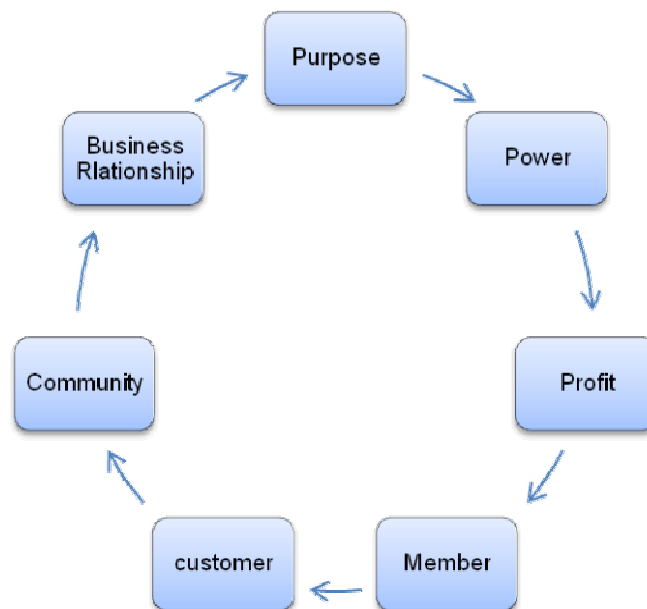
The Partnership should recruit and retain loyal customer through their continued trust and confidence in our reputation for value, choice, service and honesty and for behaving as good citizens.

The Partnership makes enough profit to sustain their commercial vitality and distinctive character, allow continued development and distribute a share of profits each year consistent with Partners' reasonable expectation.

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## Aims and Objectives

Aims of a business is something intended or desired to be attained by effort or something worked toward or striven for; a goal and objectives of a business are the smaller targets which are used to achieve those aims. When John Spedan Lewis founded the Partnership, he set out how the business was to be run in their Constitution, a set of corporate values and principles which govern and guide his business. Their seven business principles are:



### 1. Purpose

The Partnership's purpose is the happiness of all its members, through their worthwhile and satisfying employment in a successful business.

### 2. Power

Power in the Partnership is shared between three governing authorities:

- The Partnership Council embodies our democratic structure. Representing Partners as a whole, it has 87 members, most of whom are elected by the Partners. Its main role is to hold our management to account,
- The John Lewis Partnership board is responsible for the proper management of the Partnership's commercial activity.

- The Chairman has personal responsibility for ensuring that the Partnership retains its distinctive character and democratic vitality.

### 3. Profit

John Lewis partnership aims to make enough profit to be able to share it to the members as well as to continue developing activities consistent with its purpose.

### 4. Members

John Lewis aims to employ people who are able to work together and to support the rules with integrity. Relationships are based on mutual respect and courtesy, with as much equality between its members as differences of responsibility permit.

### 5. Customer

The Partnership aims to deal honestly with its customers and secure their loyalty and trust by providing outstanding choice, value and service. The slogan never knowingly undersold proves that the customer gets it in lowest price for the quality they are given.

### 6. Business Relationships

The Partnership aims to conduct all its business relationships with integrity and courtesy and to take notice of every business agreement.

### 7. The community

The Partnership aims to obey the spirit as well as the letter of the law and to contribute to the wellbeing of the communities where it operates.