

## Unit 1A - Aims and objectives

### Introduction

#### *Aims*

Most successful businesses have a clear idea on what they want to do and how they want to do it. In business terminology this is called the aims and objectives. Different businesses will have different aims and objectives. The aims of businesses are a list of things that a business wants to achieve. Examples of business aims can include making profit, expanding the business, maximising sales or maybe even just surviving as a business. But why do businesses need to have aims? Many businesses are start-up firms. This means they just recently established themselves as a new business. That business will require aims as it needs to know what the business wants to achieve or the business will never run smoothly. They also need aims because they are most likely to be borrowing money from the bank or maybe from other friends and family, but if the bank cannot be assured that it will get its money back from the business, they will be reluctant to lend any money.

#### *Objectives*

Businesses also need objectives. These are the targets that a business sets it self to check it is going to achieve its aims. Examples of objectives can include selling a certain number of a product within a limit or making a turn over of a certain amount within a set date. These are just two of many examples of SMART Business objectives. The term SMART means that the objectives should be specific, measurable, attainable, realistic, time constraints. Objectives should be specific; this means that there should be no misunderstanding of how to reach the aims. You either achieve the aims `or you don't. It also needs to be measurable. This means it should be to determine whether or not you have accomplished the objective. Objectives also need to be attainable and realistic. This means that the objectives should be reasonable and should be within reach. The last criterion for a SMART objective is it should have time constraints. This means there should be a deadline within the objective so that it can be measured. It is very important for businesses to have objectives as the objectives will tell the business owners if the business is progressing and reaching its aims.

The business which I set up in class also had aims and objectives. Cantore LTD had many aims. Most of which were appropriate aims for a start up firm. Some of these were:-

- Make a profit
- Provide a competitive service
- Maximising sales
- Keeping customers satisfied
- Establish our business
- Survive as business

Most of the aims we used are used today by many other major businesses for their aims. This shows that these aims are good for the business. But how were we going to meet those aims?

The objective we had to meet our targets was:-

- Advertise to a minimum of 1000 people in the first month
- Turnover of £500 by the end of the month
- Ensure that the business is still running by the end of the month

These objectives are specific, measurable, attainable and time constraining making them fine objectives.

## **eWave Computers**

### *Introduction to eWave*

The business I will be studying is eWave computers. Opened in the start of 2004, eWave Computers are a company that offer computing, internet and web related products and services. Located in East London, they aim their products primarily to people in education. The services they offer include manufacturing of custom and readymade computers, website development, design and maintenance. The business is owned by ex-Stepney Green school students who own equal shares of the business. The company is only a new business which reflects on the size of the business. It has one branch located in Brick lane and targets most of its customers from local areas.

Most of the information I will use to evaluate eWave as a business will come from its business plan. Other information can be accessed through their website. Also I can visit the branch and take interviews as it local. The reason behind why I chose to study eWave computers is because; they are very local and can be accessed easily. I also have a general interest in the computer and graphic design industry. The main reason why I chose to study this business is because it is owned by ex students of the school which I am currently studying at.

### *eWave Aims & Objectives*

Similar to most businesses, eWave Computers have many aims. Their business plan suggests that their main aim is to provide low costs computer systems at competitive prices. This aim is well thought as this is their main priority of their business. Their next aim is to build a strong fixed income through other services such as website advertising. This aim will be the key to the success of the business because the fixed income will mean they know how much money will be guaranteed to come in. On page 2 of their business plan it shows us that the next aim is to establish partnerships with other companies. But the most interesting aim for eWave Computers is that they hope to compete with Dell on a national level within the next 8 years according to their business plan. Having these aims means the eWave can see which direction the business is heading towards and is important to them as their aims will help it to be a successful business. I think eWave's aims are very unrealistic. An example of this can be shown very easily. They will struggle to get anywhere close to Dell's standards after 8 years because they are aiming their products towards local people whilst Dell are supplying worldwide.

It is vital for eWave to have good objectives as their aims are maybe not so realistic. The objectives will show whether or not they have achieved their targets. So how do eWave Computers expect to reach their aims? Well, according to page 1 of their business plan, their first objective is to make a turnover of £450,000 by December 2004. This objective is very unrealistic as this company is a start-up firm, so they can't expect such a high turnover. Referring back to the business plan another objective for eWave computers is to have a Net profit of 15% from January to June 2004 and 205 from July to December 2004. This objective is specific and measurable but not attainable. The next objective is to advertise to a minimum of 260,000 people in the first 12 months and finally to establish one workshop a week. All these objectives can be said to be unrealistic but in the past there have been other start-up firms which have surprised many, such as Google. They turned out to be worth millions of pounds when not expected. However I think these objectives are not realistic as they are seen to be too optimistic and might not be attainable.

### *Summary*

eWave Computers might want to reconsider their aims and objectives as they are really unrealistic and will be hard to attain however the objectives are SMART and might be successful depending on how the business is run. An example of this would be Amazon which started off years back as really small business but now is worth millions.

## **eWave Activities - Aims & Objectives**

The table below shows the services that eWave Computers offer, what there aims for each activity and how they are going to reach those targets.

<b>Activity</b>	<b>Aims</b>	<b>Objectives</b>
<b>Internet ready computer systems</b> - Assembling five different internet ready computer systems in store for sale	<ul style="list-style-type: none"> <li>• To make a profit</li> <li>• To offer low cost affordable computers</li> </ul>	<ul style="list-style-type: none"> <li>• Sell at least 5 computer systems per week</li> <li>• Have at least 2 systems of each package in stock for customers to buy</li> </ul>
<b>Peripherals</b> - Supplying and selling peripherals such as printers, scanners etc	<ul style="list-style-type: none"> <li>• To make a profit</li> <li>• To offer good quality, low cost peripherals</li> <li>• To keep customers satisfied</li> </ul>	<ul style="list-style-type: none"> <li>• Have at least 3 different peripherals in stock ready for sale</li> <li>• Test each and every peripheral before sale for extra customer satisfaction</li> </ul>
<b>Components</b> - Selling components such as CPU and HDD to customers who wish to upgrade their own computer	<ul style="list-style-type: none"> <li>• To make a profit</li> <li>• Offer customers with the highest quality of components at a low price</li> <li>• Maintain the high standards of the</li> </ul>	<ul style="list-style-type: none"> <li>• Have all components in stock for sale</li> <li>• Sell at least 10 components each week</li> </ul>

	product.	
<b>Software</b> - Supply customers with popular software	<ul style="list-style-type: none"> <li>To make a profit</li> <li>To sell good quality software related products at low prices</li> </ul>	<ul style="list-style-type: none"> <li>Sell at least 5 software packages each week</li> <li>Test software before sale</li> </ul>
<b>Bespoke Computer systems</b> - Building bespoke computers for customers who want personalised computers	<ul style="list-style-type: none"> <li>To make a profit</li> <li>To offer highest quality tailored computers to each user</li> <li>To keep customers satisfied</li> </ul>	<ul style="list-style-type: none"> <li>Get at least 5 orders for bespoke computers per week</li> <li>Test each finished product before sale making sure there are no faults</li> </ul>
<b>Technology workshops</b> - Running of workshops to school students to promote the organisation	<ul style="list-style-type: none"> <li>Establish partnerships with schools</li> <li>Raise awareness to students of the need to be IT literate</li> <li>To generate sales from these workshops via promotion</li> <li>To make sure the workshops run smoothly</li> </ul>	<ul style="list-style-type: none"> <li>Have at least 1 workshop a week</li> <li>Have a plan of what to do, ready for each workshop</li> <li>Make sure attendants at the workshop arrive on time</li> </ul>
<b>Website design and development</b> - Provide online services to other small businesses	<ul style="list-style-type: none"> <li>To establish partnership with other companies</li> <li>To promote the business via other businesses</li> <li>Build a strong residual income from website design and development services</li> <li>To build a residual income</li> </ul>	<ul style="list-style-type: none"> <li>Have a minimum of 5 online service for companies by December 2004</li> <li>Update the sites and databases every 2 days</li> </ul>
<b>PC Maintenance training</b> - Running of classes to university students on PC maintenance	<ul style="list-style-type: none"> <li>Establish partnerships with universities</li> <li>To promote the business via trainings</li> </ul>	<ul style="list-style-type: none"> <li>Run 2 classes every month</li> </ul>
<b>Online Advertising</b> - Advertising to other companies on their website	<ul style="list-style-type: none"> <li>To make partnerships with other companies</li> <li>To make a profit</li> <li>To build a residual income</li> </ul>	<ul style="list-style-type: none"> <li>Advertise at least 5 companies on their website by the end of December 2004</li> </ul>

## **Coversheet**

eWave Computers are finding it very hard to meet their aims and objectives. This is due to the poor construction of their business plan. I am acting as a business consultant and have been assigned by eWave to improve circumstances at eWave Computers. To do so I am required to do the following tasks:

- Analyse their business plan and give reason why it as not been appropriate.
- Provide a questionnaire to eWave asking about the success of the business.
- Analyse the answers to the questionnaire.
- Give recommendations on how the business could improve.
- Re-write the business plan.
- Set new aims and objectives.

## Letter regarding eWave Questionnaire

**Mr Zishan Ahmed**  
Stepney Green School  
Ben Johnson Road  
London E1

28 November 2006

**Mr Shamsul Hoque**  
eWave Computers  
Unit 13C  
Truman's Brewery  
Brick Lane  
London E1

### **Re: Questionnaire for eWave computers**

Dear Mr Shamsul Haque,

I have enclosed with this letter a short questionnaire based on the success of eWave Computers. Please could you complete and return to the address above as soon as possible. Thank You.

Yours faithfully,

Zishan Ahmed

## Questionnaire

**Q1.** You aimed to make a turnover of £450,000 by December 2004. Do you think you have met your target, if yes how did you manage to achieve that?

*unfortunately we were unable to meet our objective of making a turnover of £450,000 by December. This is because our income is very low and we are struggling to gain customers.*

**Q2.** How many schools have you visited in the past month for your workshops?

0	1 - 5	6 - 10	11+
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q3.** What procedure do you have in place to calculate finance in the business?

*At the moment we do not have a proper financial system in place. This is because we feel that a financial system is not necessary at this current moment.*

**Q4.** Looking back to the past month, do you think you were able to offer “cheaper” computers than those like Dell? If not, why?

*unfortunately we were finding it very hard to offer cheaper computers than DELL. This is because DELL has the advantage of economy of scale. They are charged less fees for importing etc, because they buy in bigger bulks.*

**Q5.** What problems, if any, do you have with customers themselves? if so why?

*Customers are not paying on time; this is a major problem for us as this affects our cash-flow. Sometimes we even have to pay from our own pockets.*

**Q6.** In your business plan you stated that you offered website design and hosting, how many customers have you gained in that department of the business and how did you manage to gain them?

*One of our few strengths of the business is our secondary services. We gained quite a few customers in the website design and development area. we are looking stable in that sector of the business and we are looking to expand.*

**Q7.** How many computer systems did you manage to sell in the past week?

0	1 - 5	6 - 10	11+
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other Comments:

*Do not know the exact number of sales in the past week, but I am assuming it was very low.*



## Report on eWave Computers

Referring back to the questionnaire, success at eWave computers seems to be at a distance. They are struggling to get anywhere close to their aims and are falling very short of their objectives.

The major problem facing eWave Computers is the number of sales. Their sales is affecting the revenue, therefore affecting the success of the business, they cannot seem to attract any customers. When asked in the questionnaire about sales in eWave, they were not able to identify the exact number but did say was very low amount. This shows that eWave Computers does not have a proper financial system in place. Without this system the finances within the business will be unstable. The reason why eWave Computers is finding customers very hard to attract is because their advertising methods haven't been successful.

eWave Computers expected their advertising to be done through their workshops they had planned. Unfortunately they could not get permission from the schools to run these workshops, therefore the company could not publicise itself. As a result of the unavailability of these workshops, I would strongly recommend they scrapped the idea of publicising through workshops or even providing workshops should they want the business to progress.

Another reason why eWave Computers cannot attract customers is because of the location of the business. An example of a successful business would be Tesco, and one of the criteria for location is that the Tesco logo should be seen from any main road. This is not the case for eWave which creates a problem for them as customers don't see that there is a computer retailing shop there. It also does not help with the publicity of the business.

According to the questionnaire, when eWave Computers did get customers and sold items such as be-spoke computers, customers were not paying on time. This affected their cash-flow. Which mean the owners went into further debt unless they paid from their own pockets.

Although eWave Computers are finding it very hard to settle into the computer retail industry, they do have positive sides to their business. According to the questionnaire, the only sector of the business which has been successful is the website design and development services they offer. This is because website design is unique and not many businesses provide this service, so there is a high demand for the website design and maintenance. Also there are many small businesses around the area in which they are located, Brick Lane. Many of which require websites of their own.

eWave Computers has the potential to become a major force in the business industry. To do so I would recommend it to change many of its aims and objectives, its location and mainly it's the business sector. If eWave was to concentrate entirely on its revenue, it would see that most of money has been coming from the website design and development and also online advertising sector. I would say this is the only way forward because selling computers can be very hard as there are many companies

with a higher stature than eWave selling computers. I would recommend eWave Computers changed their company name to eWave Design, as this would now be their primary activity. Also I would recommend they created a new logo. Below I have created a logo they could use. This move should make the business more successful.



**Figure 1 - New logo for eWave Designs**

eWave Computers' marketing has not been successful. I would recommend they reconsidered their marketing strategy, eWave can advertise through their website design and maintenance customers. I would also change the current location of the business. I would recommend they changed to a location where it would be easier for customers to drop in. Although this is not necessary to change the location as they now will be designing websites and making databases. This should heighten the business publicity wise. The final thing I would change would be eWave's aims and objectives.

At the moment eWave's aims are very unrealistic. However all is not lost, it is possible to change all this as they will change the whole business itself. If eWave just provided website design and development services and database services, they will be more successful.

Here are some of the **Aims** I would set them:

- Offer high quality, up to date websites at low affordable rates.
- Build a strong residual income through website design and maintenance and online advertising which will now be their primary activity.
- Build partnerships with smaller companies through activities to publicise the company.

**Objectives** I would set them are:

- Turnover of £300,000 by December 2007
- Net profit of 15% from January 2007 – June 2007 and 20% from July 2007 – December 2007
- 30% gross margin by December 2007
- Establish a minimum of 3 online services per week
- Advertise to a minimum of 100 business by December 2007

## Report on the Computer Market

eWave Computers are currently operating their business in the computer market industry. A recent survey taken by research firm Gartner Dataquest, show that there is a major decrease of computers sales as the demand for personal computers is decreasing rapidly.

According to Gartner Dataquest, a world-wide company who collect and interpret critical market data, the September 11<sup>th</sup> attacks on America have exacerbated the slowdown of sales. In 2001 PC sales went down for the first time in 15 years. Most of the world market back then was mainly the computer industry, but since then PC sales has continued to fall. The worry for the globe is that this downfall of sales in America may even affect all economies around the world. The number of PC shipments throughout the globe has also been going down. From the year 2000 to 2001 the global shipments have gone down by 11.6%.

During this time the leading computer sales company was Dell. They had just taken over from Compaq earlier that year. Dell had the most number of global sales, 13.8% of the sales were from Dell. Whereas Compaq, they only claimed 10.4%. The others included IBM who got 6.6% and Hewlett-Packard ranked 4<sup>th</sup>, earned 6.4% of global shipments.

The computer industry has many examples of companies who have found it “difficult to cope”. A perfect example would be Tiny Computers. Tiny Computers were once a major force in the computing industry. In the year 2000 they sold a total 200,000 computers throughout the year. This is a huge number compared to other companies in that industry. Tiny had around 150 retail outlets in big shopping malls and high-streets all throughout the UK, but the success at Tiny Computers didn’t last long, they went into administration. But this was not the end for Tiny Computers. Time Computers, another company in the computing industry and arch-rival of Tiny, bought out the company just days after they went into administration.

Both the companies combined and changed their names to “The Computer World”. The companies thought they would save money by combining together. This would cut costs for making new stores as they could just replace the current ones. The Computer World would sell PC’s and related accessories under the Time and Tiny brands.

Although Tiny and Time had made major changes to their business, still there was hints of failure. Time would have to complete all outstanding deliveries of Tiny computers, and take over the company's customer support and warranty contracts left behind by Tiny Computers. This was believed to have removed all debt left by Tiny Computers. Obviously this all came at a cost and maybe just too much for The Computer World to cope with.

It wasn’t long until Tiny Computers again went into administration. So what is meant when a company is said have “gone into administration”. This is when a company in financial difficulties, in this case Tiny Computers, is given a chance by the law, to

apply to the court for an Administration order. On the making of an administration order, the company receives protection from people who claim the company as their own. It also tries to preserve the company as a going concern and to avoid the company from completely disappearing.

Tiny Computers had many customers before they went into administration and when the news reached to the customers, it left customers very unhappy. The reasons for this was many of the computers sold were with warranty. And there were also customers who had paid for their computers but still had not received them. Tiny Computers going into administration meant that those customers couldn't get their computers fixed if they were damaged. And for customers who paid for their items but never received them, well they wouldn't receive their items, although there was a refund available.

A reason for the company's failure could be because they had a faulty past. Tiny Computers found it very hard to maintain the high quality of products which is why they had a high number of customer complaints over faulty products. Customer satisfaction was an issue for Tiny Computers for some time. An example of poor quality service is when a customer ordered a Tiny.com plasma screen worth £2,000 but on its arrival saw that the screen was cracked all the way round. This shows that customer satisfaction was clearly a problem and was probably the reason why Tiny went into administration.

Another major force in the computing industry is Dell Inc. Dell is an American based company which offer a wide range of products and services. Products include items such as personal computers, servers, data storage devices, network switches, PDAs, software, computer peripherals. Dell is ranked the 25<sup>th</sup> largest company in the USA by revenue and has consistently outperformed the computer market over the previous 15 years. Success at Dell came through their marketing. Dell advertise on newspapers and through television. This method of advertising seems to be very successful in Dells case. They can advertise worldwide through television and advertise locally through the newspapers. Dell also supply monthly brochures to existing customers which a good method to keep customers happy, as they get monthly information on the company's offers.

Some local forces in the computing industry are PC World and Milltech Computers. They many of the services and products offered by eWave Computers. This includes:-

- PC and Laptop Repairs
- Data Protection & Disaster Recovery
- Email / remote access / internet connectivity
- Purchasing
- PC & Server service packs, patches and fixes
- Network configuration
- Server & workstation rollouts
- PC and network upgrades
- Application service packs, upgrades, fixes, etc.

- PC & Network optimization
- Virus protection and maintenance
- Disaster recovery and backup (link to backup plans)
- Network performance measures
- Software analysis, review and rollout
- Proactive maintenance measures - define, implement and monitor the network
- Reactive maintenance - trouble-shoot IT issues on an adhoc basis

PC World and Milltech keep their prices competitive as they have enough customers to cover costs. They also can lower prices of items as they have the advantage of economies of scale. Economies of scale means as production increases, the cost of producing each additional unit falls. So products are then made cheaper. Bigger companies such as Dell and Compaq have the advantage of economies of scale over eWave so this would mean it would be very difficult for eWave Computers to compete. This shows that the computer industry is a very hard industry to compete in if the company is a start up firm.

## J Sainsbury PLC



Sainsbury's is one of the leading supermarkets in the UK today. Their status as a public limited company means that the company is owned by general members of the public and the shares are sold on the London Stock Exchange. As a successful public limited company with branches all over the country it is no surprise that Sainsbury's can afford to provide raw materials, processed and frozen foods, electrical goods, clothing and distinctive services such as the Sainsbury's Bank etc. Sainsbury's not only play a big role in the tertiary market but they also offer a lot of their own products made in Sainsbury's factories and sold across stores all over the UK.

The first ever Sainsbury's store was opened in 1869 by John James and his wife Mary Ann Sainsbury at 173 Drury Lane. Time past since the opening of the store and the Sainsbury's shop became vastly popular with the locals and it wasn't long until Sainsbury's chose to expand the business with the opening of new branches on the streets of Stepney, Kentish Town and Islington. As Sainsbury's became more successful, competition began to increase. So in the late 1800's John James decided to change the ownership to a private limited company and resulted in the number of branches trebling from 16 to 48. By the early 1970's the business was required to change to a public limited company as it reached a very high status and the only way forward was to change the type of ownership. The company's public flotation in 1973 was at the time the largest ever flotation on the Stock Exchange, with a 45-fold oversubscription for shares.

The current headquarters of Sainsbury's is located at Holborn Place, 33 Holborn, London, EC1. Sainsbury's believe that it offers the business a massive amount of office space and there are a lot of other businesses around which Sainsbury's could do deals with. With close by underground links and easy access roads the location of their headquarters meets the location demands of the company. Employees have no problems as it is very easy for them to arrive to work. The headquarters in Holborn is a perfect choice additionally it has a Sainsbury's Local store at ground level.

In the next few pages I will be investigating the aims and objectives of Sainsbury's and recommend how they could achieve their aims by setting SMART Targets. I will be using the Sainsbury's Annual report 2006 for my main source of information, in addition to the Sainsbury's website, articles provided by the BBC website. I have also done my own individual research by visiting a Sainsbury's superstore located in Oxford Street, London and I have also interviewed one of the employees there.

## Sainsbury's Activities - Aims & Objectives

Sainsbury's is a major force in the supermarket industry so they need to ensure that their company is of the highest standards. To reach those high standards need to set themselves their own aims and objectives. Sainsbury's main aims are in general what all the supermarkets target for, which is to develop the business and like all businesses, to take full advantage of their profits.

Besides that they also aim to keep customers satisfied, keep good relations with suppliers, maximise sales revenue, and become the most popular supermarket in Britain. Another of Sainsbury's aims is to survive as business. This seems not a problem bearing in mind what they have already achieved.

The following table shows some of the activities, aims and objectives that a Sainsbury's supermarket should fulfil in order to attract customers, keep existing ones loyal and become "The Supreme Supermarket"

Activities	Aims	Objectives
<b>Selling food</b> - Selling food products to customers in store and online	<ul style="list-style-type: none"> <li>To maximise the amount of profit.</li> <li>To be the best for food and health.</li> <li>Improve the quality of food</li> <li>To become the biggest selling supermarket in Britain.</li> <li>Supply with integrity.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the number of products with 'Wheel of Health' to 4,500 products by March 2008.</li> <li>Raise the number healthy products i.e. 'Be Good To Yourself', by 20% in 07/08 and by 25% in 08/09.</li> <li>Supply 80% of organic products from the UK by the end of 2008.</li> <li>Make sure every product to reach the shelves have their price tags on, with the exception of those products which don't need price tags.</li> </ul>
<b>Selling non- food items</b> - Providing non-food items to customers such as electrical and cosmetics	<ul style="list-style-type: none"> <li>To attract more customers.</li> <li>To increase the amount of sales.</li> <li>To become the biggest non-food product selling supermarket in Britain.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the Number of SO organic products by 20% before the end of the next financial year.</li> <li>Increase the amount of cosmetics, electrical products and other</li> </ul>

	<ul style="list-style-type: none"> <li>• Improve the quality of non-food products</li> </ul>	non- food items by 25% before the end of the next financial year.
<p><b>Stock checking</b></p> <ul style="list-style-type: none"> <li>- Always keeping items in stock and on the shelves for customers to buy</li> </ul>	<ul style="list-style-type: none"> <li>• To satisfy customers.</li> <li>• To build a better reputation.</li> <li>• Increase the number of sales</li> <li>• To make sure the shelves are full with stock and ready to sell</li> </ul>	<ul style="list-style-type: none"> <li>• Employ two or more experienced workers, who check the stocks and shelves at the beginning of the day. Those stock should be checked by the opening times.</li> <li>• Make sure that the products that arrive are checked for the right amount by staff before the opening time.</li> <li>• Make sure that there are two employees present to check the shelves after every hour.</li> </ul>
<p><b>Transactions</b></p> <ul style="list-style-type: none"> <li>- Recording the right transactions and the right amount of money at the cashiers.</li> </ul>	<ul style="list-style-type: none"> <li>• To provide customer satisfaction.</li> <li>• Increase the speed of service at the cashiers.</li> <li>• To make sure that there are no cash- flow problems for the branch.</li> </ul>	<ul style="list-style-type: none"> <li>• Employ skilled workers, who are good with the Sainsbury's cashiers and tills. This should mean that they can serve at least 5 customers in 10 minutes.</li> <li>• Check the counter machines everyday to see if they are working before letting customers in the superstore. Should be done by the employees.</li> </ul>
<p><b>Support the community</b></p> <ul style="list-style-type: none"> <li>- Help the community with different services e.g. recycling scheme and helping schools</li> </ul>	<ul style="list-style-type: none"> <li>• To show respect for the environment.</li> <li>• Promote the countries recycling campaign.</li> <li>• Make a positive difference to the community.</li> <li>• Support farmers and other suppliers</li> <li>• Promote the business</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the funds to their own recycling bank services, with 60 more London stores by the end of 2008.</li> <li>• Raise £1.5m for Sport Relief by the end of 2008.</li> <li>• Exceed the amount of equipment that is</li> </ul>



	through the schemes.	<p>donated to schools under ‘active kids’ by 20% and get 40,000 schools to be registered by the end of 2008.</p> <ul style="list-style-type: none"> <li>• Continue ‘Supply Something New’ – the scheme to increase by 60% the number of small British firms supplying to the company.</li> <li>• Increase the amount given to farmers by 12% by the end of the 07/08 financial year.</li> </ul>
<p><b>Recruitment</b></p> <ul style="list-style-type: none"> <li>- Employment of staff to work at the stores</li> </ul>	<ul style="list-style-type: none"> <li>• Make Sainsbury’s a great place to work.</li> <li>• Keeping record of all the employees that arrive (register for the day).</li> <li>• To offer really good customer service.</li> <li>• To provide friendly but efficient delivery service.</li> <li>• To have the highest skilled workers working in the store.</li> <li>• To be able to provide quality to the customers.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to reduce colleague turnover in 2007/08 by further developing their focus on colleague engagement and involvement.</li> <li>• Review existing people policies and introduce new ones where necessary to continue to improve retention.</li> <li>• Make sure that the workers know that it is vital for them to sign in before they go off to do their jobs, by putting out a poster inside the counters and in the storage at the book.</li> </ul>
<p><b>Security</b></p> <ul style="list-style-type: none"> <li>- Security checks and warnings.</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the goods and products.</li> <li>• To provide customer satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>• Employ experienced guards and workers who patrol the supermarkets, however make sure that there aren’t more than two at a time, as this could cause uneasiness to the customers.</li> <li>• Make sure that the</li> </ul>

		<p>CCTVs are covering all the corners and as much area of the supermarkets as possible.</p> <ul style="list-style-type: none"> <li>• Check the CCTVs at the end of each day.</li> </ul>
<p><b>Customer service</b></p> <ul style="list-style-type: none"> <li>- Running of customer services desk</li> <li>- Provide customer support.</li> </ul>	<ul style="list-style-type: none"> <li>• To offer customer satisfaction.</li> <li>• To gain better reputation and become the best supermarket in the UK.</li> <li>• To make sure all of customers come back to shop again.</li> </ul>	<ul style="list-style-type: none"> <li>• Make sure that there are always 4 people available who could give the customers help for each branches.</li> <li>• Employ eager, pleasant and patient workers, who can spare their time to the customers for the duration of their job as well as outside it, if possible.</li> <li>• Respond to 85% of emails in 46 hours.</li> <li>• Answer 80% of calls in 20 seconds.</li> <li>• Make sure that there's enough carrier bags present, by checking and replacing twice a day.</li> </ul>
<p><b>Financial Accounts</b></p> <ul style="list-style-type: none"> <li>- Keeping accounts, i.e. financial documents, profit and loss statements.</li> </ul>	<ul style="list-style-type: none"> <li>• To maintain their cash flow forecasts and keeping them constant.</li> <li>• To keep their shareholders satisfied.</li> </ul>	<ul style="list-style-type: none"> <li>• Make sure that the cash flow forecast is scrutinized carefully at the end of each month, and if there's a negative balance, then contact the head within 2 hours.</li> <li>• Make sure that the shareholders receive the record of the accounts, even if they indicate bad amounts, because Sainsbury's shouldn't let the shareholders find out about these kind of information from another external</li> </ul>

		<p>source, as this would result in the shareholder not being comfortable and bad reputation.</p> <ul style="list-style-type: none"> <li>• Make sure that bills are paid inside the 7 days after been issued.</li> <li>• Keep record of financial documents on spreadsheet (computer) and follow up within 20 hours after the arrival of the goods. Make sure that any anomalies are reported to the sender and dealt with, within the next four hours.</li> </ul>
<p><b>Store Maintenance</b></p> <ul style="list-style-type: none"> <li>- Opening and closing the superstores.</li> <li>- Cleaning the superstores, i.e. hovering or mopping the floor and walls. Cleaning the shelves and windows.</li> </ul>	<ul style="list-style-type: none"> <li>• To grant the customers contentment.</li> <li>• To always open on time for the customers as well as delivery.</li> <li>• To close without leaving anything that could harm the goods or anything that shouldn't be inside.</li> <li>• To attract more customers.</li> <li>• To carry on meeting the health and safety necessities</li> </ul>	<ul style="list-style-type: none"> <li>• Employ a worker that can wake up early in the morning, adequate and are the closest to the superstore.</li> <li>• Employ workers, who can check the superstore once as well as the security guards, so nothing is missed before closing the superstore.</li> <li>• Employ workers who can manage the deliveries and put everything in place half an hour before opening the superstore.</li> <li>• Make sure that the appropriate equipments are available from ht beginning of the year.</li> <li>• Employ skilled workers, who would do this once everyday, before the opening of the stores.</li> </ul>

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29/01/2008

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