

## Unit 1 - Task 1

### Business Directory

#### Sainsburys

##### Purpose

Sainsburys is the longest running food supplying chain in England. They also have interests in financial services. Sainsburys' goal is to provide nothing other than serving the customers and to bring a steady income to the shareholders. The main objective is to deliver an ever-improving quality of shopping to the consumer.

##### Size

Sainsburys has a large amount of retail stores in England, and has a retail bank that has a partnership with The Bank of Scotland. With just over eight hundred stores they have a big chunk of the market share, with 15.9% they are the third largest supermarket behind Tesco (31.5%) and Asda (16.8%).

##### Ownership

Sainsburys is a public limited company; this means that you can buy shares in the company on the stock market. At the moment there are 6 major shareholders; Qatar LLC, Lord Sainsbury of Turville, Tchenguiz discretionary trust, legal and general group Plc and Credit Agricole Cheuvreux international ltd.

##### Scale

Sainsburys is a national company with over 800 stores in Great Britain; they also have various other subsidiaries; Sainsbury's Supermarkets Ltd and Sainsbury's Convenience Stores Ltd.

**Sainsbury's**  
*Try something new today*

## ***Reading Buses***

### **Purpose**

Reading buses purpose is to make public transport in Reading easier, more comfortable and safer. They pledge to make sure that buses are on time and everything runs as smoothly as possible. They also pledge to try and make sure if any problems do happen then they can be sorted out as quickly as possible. One of the other goals of Reading buses is to help slow down pollution. They can contribute to this by making citizens of Reading use the bus service rather than their own car, releasing less gases in to the atmosphere and also causing less congestion on the roads.

### **Size**

Reading buses only operates in Reading, and has around 450 bus stops placed conveniently around the area. Each bus can carry between 20 and 50 passengers.

### **Ownership**

The Reading Borough Council owns Reading buses in its entirety. This means that it's a public service.

### **Scale**

Reading buses is a regional/local company as it operates in Reading only.

The logo for Reading Buses features the word "Reading" in a bold, black, sans-serif font. To its right, the word "buses" is written in a white, lowercase, sans-serif font inside a red oval shape.

# Oxfam

## Purpose

The purpose of Oxfam is to end poverty and injustice. They work directly with communities and attempt to influence the better off, wealthier people to help make the poor lead better, more fulfilling lives. They do this because they believe everyone should lead good lives no matter where they come from.

## Size

Oxfam is a large organization that works in almost every country in the world. It raises on average £253 million a year, and this money funds projects to help poor people lead better lives.

## Ownership

Oxfam is a charity-based organisation and has a board of directors. They are:

Mr. Minar Pimple (Chairperson),  
Dr. Daisy Dharmaraj (Vice Chairperson),  
Ms. Mridula Bajaj (Managing Trustee),  
Mr. Jagdananda (Treasurer),  
Dr. Shiraz Wajih (Secretary),  
Mr. Miloon Kothari (Trustee),  
Jayant Verma (Trustee).

## Scale

Oxfam works in almost every country on the globe however was originally only an Indian based charity trust. It helps a lot of people across the globe and is one of the biggest and most active charity trusts in the world.



# **Cadbury**

## **Purpose**

Cadbury's main goal is to make well made confectionary and sweets. They are also dedicated to bring in a stable income to their share holders. They also want to make sure that you enjoy their products, so you buy more off of them and they make a larger profit.

## **Size**

Cadbury is the biggest confectionary company in the world and has a huge amount of suppliers; there are 35,000 indirect supplies across the globe. They employ only around 70,000 people worldwide as most of the work is done by machinery.

## **Ownership**

Cadbury is a public limited company and has a board of directors consisting of 3 executive directors and 8 non-executive directors. As a public limited company it is open to public investment, and shares of the company are sold on the stock market.

## **Scale**

Cadbury is an international company as it operates in nearly every country in the world. Cadbury has supplies and outlets around the world, they have several different named brands under their ownership, this all adds up to a huge frontage where they can potentially make huge amounts of money.



## **Tesco**

### **Purpose**

Tesco is the largest employer in the UK, and is also the largest supermarket in the UK. Worldwide, Tesco employs over 360,000 people each year. Tesco aims to ensure all sections of the company work together to drive forward towards its business objective

### **Size**

Tesco has more than 1500 stores in the UK, and is the largest supermarket with 32% of the overall market share in the UK. Tesco has over 3300 stores worldwide, and is continuing to expand.

### **Ownership**

Tesco is a publically limited company meaning it is owned by share holders. Shares of the company can be bought on the stock exchange.

### **Scale**

Tesco is an international business as it operates in 12 different countries. Tesco employs 360,000 people worldwide and is the biggest employer in the UK. Tesco also holds 32% of the UK's supermarkets.



# **Barclays**

## ***Purpose***

Barclays is a bank aimed at small businesses to give guidance and support on where to go next and how to avoid debt. Barclays is also a public bank, and looks after, and gives advice on finance.

## ***Size***

Barclays operates in over 50 countries and has over 724,000 business customers. It employs 135,000 people worldwide, and is one of the largest banks in the world.

## ***Ownership***

Barclays is a public limited company, meaning shares of the company are sold on the stock market, and can be bought by any member of the public.

## ***Scale***

Barclays is an international business, operating in over 50 different countries. Employing around 135,000 people worldwide and turning over £25 billion each year, Barclays is the 3<sup>rd</sup> largest bank in the world.



## **Cadbury and Sainsburys**

<b>Differences &amp; Similarities between Business 1 &amp; Business 2</b>	
<b>Similarities:</b>	
<i>Product/service provided</i>	Both sell food
<i>Purpose</i>	Both want to make customers happy as well as making money for the shareholders.
<i>Size</i>	Both are large and control big stakes in whatever market there in.
<i>Ownership</i>	Both is a public limited company with a board of directors
<i>Scale</i>	Both operate in a wide area
<i>Location</i>	Both operate in Great Britain
<b>Differences:</b>	
<i>Product/service provided</i>	Cadbury mainly operates in sweets whilst Sainsburys does everything but no main focus on anything
<i>Purpose</i>	Sainsburys are aiming to sell almost every food product where as Cadbury specialize in chocolate
<i>Size</i>	Cadbury is a bigger more international company then Sainsburys but Sainsburys is almost entirely based in the UK
<i>Ownership</i>	Apart from it being owned by different people their both publicly limited companies
<i>Scale</i>	Cadbury covers most countries in the world while Sainsbury's focuses on Britain
<i>Location</i>	Cadbury works in more countries than Sainsburys

# **Glossary**

## **Purpose**

Purpose in its most general sense is the anticipated aim, which guides action. It is used as the synonym of goal and objective. For example the goal of Barclays is to provide small businesses with direction on where to go next

## **Size**

How big the company is. For example Barclays operates in over 50 different countries while Sainsburys only operates in UK

## **Ownership**

Ownership is the state or fact of exclusive rights and control over property, e.g. Richard Branson owns virgin, and virgin is a PLC.

## **Scale**

How a company uses its size, Barclay's uses its bulk to provide help to smaller company's that need help.

## **Stock Market**

A place where stock is traded e.g. Wall Street.

## **MEDC**

More economically developed country like the UK.

## **PLC**

Public Limited Company - owned by shareholders. E.g. Virgin.