

## Functional Areas

There are different functional areas or departments in a business to ensure everything runs efficiently. Even in small businesses different key tasks need to be done regularly this may be carried out by 2 or 3 different people doing various tasks or in a big business such as Tesco or Sainsbury one department may consist of up to several people.

Functional areas also vary for different businesses such as retailer do not have the need for the production function. The purpose of having different functional areas are so that each one of them can be carried out efficiently it also helps them achieve their aims and objectives as different departments have different aims and objectives. There are many different departments or functional areas in a business they are:

Administration – This department is a support function that is needed by all businesses, they carry out a wide range of tasks which can be simple like opening mail, filing documents and sending email and faxes but it also includes more original and flexible tasks, such as arranging travel or important events, from staff meetings to visits by foreign customers. Poor or sloppy administration can be disastrous for a company's image and reputation as mistakes such as a lost order, badly typed letter, important message that is not passed on or wrong date scheduled for a meeting can cause problems and may lose customers. A good administration department means that everything runs smoothly and managers can concentrate on the task of running the business. In a small organisation, an administrator is often a 'jack-of-all-trades' who can turn a hand to anything – from checking and paying invoices to keeping the firm's website up to date. In a larger firm administration may be carried out in every department, rather than just one. A sales administrator may make overseas travel arrangements whereas an administrator in human resources would arrange job interviews. Some of the main tasks carried out by administrators are:

- Collecting, distributing and dispatching the mail
- Storing and retrieving paper and electronic records
- Organising meetings and preparing meetings documents
- Responding promptly to enquiries
- Preparing documents using word processing, spreadsheet and presentation packages, such as PowerPoint
- Researching information
- Sending and receiving messages by telephone, fax and email
- Making arrangements for visitors.
- Making travel arrangements
- Purchasing supplies of office stationery and equipment
- Making arrangements for events, such as interviews or sales conferences

Customer service – All businesses need to look after their customers or clients as they often have an enquiry, concern or complaint. When customers contact a business they expect to be treated promptly, politely and want to achieve a knowledgeable response, if they are not happy with the services they usually will take their business elsewhere. This is why it is important to have a customer service where trained staff can handle enquiries and complaints positively and professionally it is best if they specialise in assisting the customers and ensure in some cases that the problem does not happen again also they must also be aware of the legal rights of customers and this means having knowledge of consumer law. Some of the main tasks carried out by the customer service department are:

- Answering customer enquiries about products and services
- Providing specialist information and advice to meet customer needs
- Solving customer problems
- Providing after-sales service, including replacing damaged goods, arranging for repairs or for spare parts to be obtained and fitted
- Dealing with customer complaints according to company procedures
- Analysing records of customer complaints to resolve problem areas
- Using customer feedback to improve customer service and satisfaction

Distribution function – The distribution department ensures that goods are delivered on time to the right people; lots of businesses such as Debenhams and Argos deliver their products straight to the buyer when they buy online. Distribution also involves things like planning and making sure it is cost efficient, for example making sure a vehicle has a route which avoids back-tracking also making sure that the fuel costs are low and vehicles do not return empty so they do the job of both delivering and collecting. The distribution department have to plan routes for many different vehicles deciding on different loads with different levels of urgency – it can get complicated so computer programs are used by staffs that are skilled in working out the best routes. Some of the main tasks carried out by the distribution department are:

- Ensuring all goods are appropriately stored before dispatch
- Ensuring goods for dispatch are securely packed and correctly labelled
- Checking vehicle loads are safe and secure
- Ensuring goods are despatched at the right time
- Checking that all deliveries match orders precisely and notifying sales if there is a discrepancy

- Completing the delivery documents
- Planning and scheduling vehicle routes
- Notifying sales staff of delivery schedules so that customers can be informed
- Dealing with distribution problems, e.g. through bad weather or vehicle breakdown.

The Finance department – All businesses need income to make a successful business and pay the bills, finance staff keep track of all the money earned and spent so that the managers know how much has been made, their profits, turnovers etc. Knowing the figures enables them to make decisions more easily and accurately as they have a clear understanding of where their business is heading knowing whether they are succeeding or failing in their business. There are different types of financial experts which are employed:

**Management accountants** they monitor departmental budgets and current income from sales, prepare cash flow forecasts and specialise in analysing day-to-day financial information and keeping senior managers informed.

**Financial accountants** are concerned with the preparation of the statutory accounts. All companies must provide a Balance Sheet and Profit and Loss Account each year, and most produce a cash flow statement as well.

**A credit controller** monitors overdue payments and takes action to recover bad debts.

Finance staffs maintain the accounts by keeping financial records, chasing up late payments and paying for items purchased. Mostly all businesses use computer accounting packages to record financial transactions and organize their accounts as well as spreadsheets to evaluate financial data. The overall main tasks carried out by the finance department are:

- Producing invoices, checking payments are received and chasing up overdue payments
- Recording money received
- Checking and paying invoices received
- Preparing the payroll and paying staff salaries
- Monitoring departmental budgets to check managers are not overspending
- Issuing regular budget reports to all departmental managers
- Producing cash flow forecasts and regular financial reports for senior managers
- Advising senior managers on sources of finance for capital expenditure.
- Producing the statutory accounts each year

Human resources function – the human resource department is responsible for recruiting new employees and making sure that every

job is occupied with the right person who is trained and committed so the business can achieve its aims. It's important as it can be disastrous if the wrong person is hired to do something for the company and the person, it can also be very time consuming and expensive. They also arrange training and make sure that the business retains good and experienced staff. But also staffs have basic expectations of their employer and job, they expect to be paid well and treated properly, by this have reasonable working hours and conditions along with training. They expect support when they are ill or have personal problems and praise when they have worked well and hard. This helps the staff's motivation which benefits the whole business. The human recourse department helps by processing and monitoring the conditions making sure that the company pay rates are fair and competitive. The overall main tasks carried out by the Human Recourse department are:

- Advertising job vacancies
- Notifying staff of promotion opportunities
- Receiving and recording all job applications, arranging interviews and notifying candidates of the result
- Sending a contract of employment and other essential information to new staff
- Arranging staff training and encouraging continuous professional development
- Monitoring the working conditions of staff
- Checking health and safety and keeping accident records
- Recording sick leave and reasons for absence
- Carrying out company welfare policies, e.g. long-service awards and company loans
- Advising managers on the legal rights and responsibilities of the company and its employees
- Keeping records of grievances and disciplinary actions and their outcome
- Monitoring the terms and conditions of employment, including wage rates
- Maintaining staff records
- Liaising with staff associations or trade unions which represent the workforce

The ICT function – the ICT department is a very important department even the smallest of businesses needs someone who understands ICT and knows what to do if something goes wrong. It is vital as there are many crucial tasks carried out on the computer and data is usually stored on the computer which if breaks down can be very catastrophic. The ICT department makes sure the staffs have a computer network where they are linked through servers; they maintain the servers and update it when it is necessary by updating and installing new software and additional hardware. They are also

involved in purchasing new computer supplies and update senior managers on the technology developments which would benefit the company. Most importantly ICT is also responsible for system security making sure that only certain users have access to the system, protecting the systems against viruses and hackers. They also ensure that everything has a full back-up system to restore data if there is a system failure. Finally ICT specialists assist others by repairing any problems and advise staff on the use of new software or any updates. The overall main tasks carried out by the ICT department are:

- Recommending new/updated systems and software to keep abreast of technological developments and the needs of the business
- Buying and installing new hardware and software and providing information or training as appropriate
- Assisting users who have computer problems
- Repairing the computer system when required
- Advising on/obtaining/issuing computer supplies and consumables
- Connecting new or additional equipment to the system
- Installing a security system which limits access to authorised users and protects against hackers and viruses
- Technically maintaining the company website
- Monitoring staff computer use for compliance with the company IT policy
- Operating a back-up system for critical data so this can be recovered quickly in an emergency

The Marketing Function – The marketing department is about recognizing and meeting the customer's needs. Many businesses consider this very vital; everyone in the business is trained to put the customers first. The four 'p's of the marketing mix illustrates the marketing department.

**Product** – Who are our customers? What do they want to buy? Are their needs changing? Which products are we offering and how many are we selling? What new products are we planning? In which areas are sales growing – and how can we sustain this? For which products are sales static – and how can we renew interest? Which sales are falling and what, if anything, can we do?

**Price** – How much should we charge? Should we reduce the price at the start to attract more customers – or charge as much as we can when we can? Can we charge different prices to different types of customers? What discounts can we give? What services or products should we give away or sell very cheaply – and what benefits would this bring?

**Promotion** – How can we tell people about our products? Should we have specialist sales staff? Where should we advertise to attract the attention of our key customers? How else can we promote the product

– should we give free samples or run a competition? Where and how can we obtain free publicity? Should we send direct mail shots and, if so, what information should we include?

**Place** – How can we distribute our product(s)? Should we sell direct to the customer or through retailers? Do we need specialist wholesalers or overseas agents to sell for us? What can we sell over the telephone? How can the Internet help us to sell more?

▲ All of these questions are thought about by the marketing department; they first try and identify the customer's needs and then produce a product or adapt their product according to the needs of the customer's. Marketing is responsible for promoting the product as there's no use if no one knows about the product so therefore they promote the product by advertising, sales promotions and publicity campaigns. ▲ a company website is also a major way of promoting the business and product/service and it is the marketing department's responsibility to keep it up to date. They can also publish regular newsletters to registered users of their site by email. The overall main tasks carried out by the marketing department are:

- Carrying out market research to obtain feedback on potential and existing products and/or services
- ▲ Analysing market research responses and advising senior managers of the results and implications
- Promoting products and services through a variety of advertising and promotional methods, e.g. press, TV, online, direct mail, sponsorship and trade shows or exhibitions
- Obtaining and updating a profile of existing customers to target advertising and promotions appropriately
- Producing and distributing publicity materials, such as catalogues or brochures
- Designing, updating and promoting the company website

The Sales Function – Sales is an important function for all businesses, there is no point in having a product or service if no one buys it so most businesses have sales targets, meeting these targets is the responsibility of the sales staff or team. The jobs of the sales staff depends on the type and size of the business for example a business selling basic goods such as chocolate and magazines don't need to do much selling and promoting to the customers, they choose the goods they want, buy it and leave, whereas a bigger business which sells more technical products such as TV's and computers will have to sell their products differently as they will need to ensure they have staff that are trained who have knowledge about the product and can describe and demonstrate the product and link it to the customer's specific needs. There will also be big business buyers who will want to buy highly complex and expensive industrial who will expect a high quality service and in-depth advice and information especially if they buy overseas.

Business buyers will also expect discounts for big purchases and the sales representatives often have to travel to meet potential buyers, as well as meeting existing customers to ensure their needs are being met. The sales department and marketing department have many links between them and in many businesses it can be a joint department. Sales can pass on important customer feedback to the marketing department to help its colleagues. The overall main tasks carried out by the Sales department are:

- Organising sales promotions
- Responding to customer enquiries
- Selling the product or service to customers, either over the telephone or face to face
- Preparing quotations or estimates for customers
- Negotiating discounts or financial terms for business customers
- Providing technical advice
- Keeping customer records up to date

The production function – The production department refers to the manufacturing and assembly of goods. The production department ensures that the goods are of a good quality and are produced on the right time. Checking quality does not only mean examining the goods after they have been produced, checking the quality starts from the very beginning starting with the raw materials for example Marks and Spencer's checks the standards for all of its producers, for clothing this includes the type and weight of material right down to the thread and fastenings too. The purchasing of raw materials is done by specialist purchasing staffs that make sure the requirements are met. They also make sure that all of the items are checked in delivery and if there are any problems then they are reported to the supplier. The materials have to be purchased at a competitive price they also have to include factors like reliability of the supplier, the quality required and the delivery date. Many production processes can be automated and done by machines and robots, operators have to check the production line and make sure everything is functioning properly by checking the consoles and computer screens as well as watching the work as it progresses. Some industries use Computer Integrated Manufacturing, where the control of the process is done by the computer. The production function also includes all of the following aspects:

**Production planning** involves deciding what will be made, when, and which machines and operators will be used. ▲ realistic timescale must be predicted, bearing in mind other jobs that are in progress

**Production control** means constantly checking progress to make sure that production plans are met – and taking remedial action if problems occur. This could be because of machinery breakdown, substandard raw materials or labour shortages.

**Machine utilisation control** is concerned with minimising problems by keeping all the equipment and machinery in good working order. This involves checking to ensure none is overloaded or overused, without being routinely checked and maintained. This is important because if a machine malfunctions it may produce damaged goods. If it breaks down altogether then production of that product will cease. Because this aspect is so important, many organisations have a maintenance plan, which shows the dates on which machines will be out of operation for inspection and servicing. These dates are then taken into consideration when production plans are made.

**Staff utilisation control** concentrates on making sure all the staff are working effectively and efficiently and concentrating their efforts on key production areas and targets. This is very important in industries which are labour-intensive and use more people than machines, such as assembling circuit boards or sewing jeans.

**Final quality checks** make certain that the product is of the correct standard. This can be done in several ways. Each item may be examined by hand – or passed through a machine which checks that the size and tolerance is correct. Alternatively, items may be selected for inspection on a random sampling basis. This would be the case if a large number of identical items are being produced, such as cups or biros.

Production can also be involved in getting the products ready for dispatching. It can involve simply packaging the product and finishing the items or even transporting them to the dispatch section. Finally the overall main tasks carried out by the Sales department are:

- Ordering (often buying) stocks of raw materials from approved suppliers
- Storing and checking the stocks of raw materials
- Planning production schedules to maximise machine capacity and staff levels
- Producing or assembling the finished product
- Checking the quality of the product throughout the production process
- Checking production is on schedule and resolving delays or problems
- Packing and storing the final products before distribution
- Scheduling routine machinery inspections and maintenance
- Carrying out repairs to machinery and equipment as required

The Research and Development function (R&D) – This function involves new product development along with improvements to the product that they already sell in many businesses it includes product design as well. Improvements are made to existing product through market research and customer feedback, for example ring pull cans and memory sticks for computers. In this department new products are



developed such as mobile phones and new drugs because of scientific and technological scientific advances. There are two types of research, Pure research which aims to help us learn more about things like outer space and DNA, this kind of research is mainly carried out at universities and scientific establishments whereas Applied research is investigating how to improve products that are already out there such as non-stick pans. This research is done in business organisations. R & D staff aim to work with designers to create a usable product that can be manufactured at a reasonable cost, sold at a competitive price and is safe to use. For that reason, R & D attracts staff who are very experienced in their own industry and also in their own field. Technological advances through R & D not only affect our lives but also the ways in which businesses operate. New developments in computer software and hardware have changed the way all departments create, store and share data and communicate with their customers; and new types of machinery and equipment have revolutionised many production processes. Some of the Research and development carried by certain businesses are:

- In the pharmaceutical industry, scientists research and develop new medicines and drugs
- In the food industry, technologists work with chefs to prepare new products such as ready meals, sauces or flavourings.
- Electronic and IT companies concentrate on new technology products and software, such as HD televisions, the X-box 360 and iPod accessories
- In the aerospace and car industries, engineers focus on improving performance and safety whilst reducing emissions or noise. Designers concentrate on the shape and look, both internally and externally

The main purpose of having all of these functional areas is so that the business can run efficiently and all of the important business tasks and activities are carried out. This is very important if the business is to achieve its aims and objectives. In addition, different departments are responsible for supporting specific aims and objectives for example:

- Sales and marketing will be involved in achieving targets linked to developing new markets or increasing sales.
- Human resources will be involved in arranging staff training activities and supporting the continuous professional development of all staff.
- Finance will be expected to monitor and support aims and objectives linked to keeping costs low to improve profitability.
- Production will be set targets relating to quality or meeting planned production schedules.

How different functional areas work with each other

▲Although each part of an organisation has its separate chain of tasks and responsibilities, none of them could function without the support of other functional areas. ▲An administration department would have little work if there were no other parts of the organisation generating work for it. Customer services would not have a role had sales not sold products and services to customers. Sales would often not be able to fulfill the needs of customers if the distribution department could not send out products and information.

▲All of the functional areas rely on production, which make the products and there is enough stock to sell to the customers. But production would not be able to work if research and development had not created new products for it to make.

▲All of the functional areas in a business need to ensure that they work within their budget and do not go over; they have to make sure they can purchase products and services as they need, along with having a system that logs and monitors any money they have generated for the business. This finance department responsibility and they help all the functional areas by fulfilling their duty. The whole organisation is also dependent upon human resources, which will try to find ideal applicants for the job positions in the departments. The information flows from one department to another, as well as databases of information, are very important to the different functional areas this is controlled, maintained and serviced by the IT department. Below is a table which shows in-depth how different functional areas interrelate with each other.

Functional area	Links
Sales and Production	Sales must know production schedules and agree delivery dates of orders with Production so customers are not promised dates which cannot be met. Production must tell Sales about production problems which will affect customers.
Sales and Finance	Finance must know about customer enquiries to check their credit rating before sales are made. Finance will be involved when discounts are agreed or when there are problems with customer payments.
Distribution and Finance	Finance must know when goods have been despatched so that invoices can be sent out.
Distribution and Sales	Sales must be able to inform customers when deliveries are due and be aware of any problems.
Sales and Marketing	Must liaise over sales promotions and adverts so that sales staff can expect/handle enquiries.
Finance and all other departments	Finance monitors departmental spending and the achievement of financial targets.
Human Resources and Finance	Will liaise over salary increases and bonuses.
Customer Service, sales and marketing	Customer Service must pass on customer feedback that could affect future product developments or future sales.
R & D and Production	Liaise over new product developments and methods of production.
Human resources and other functional areas	HR handles job vacancies, promotion opportunities, training courses and CPD for all areas/staff.

### Functional Areas within the Business

There are many tasks needed to be successfully accomplished in every business so that the business reaches its highest potential and is successful. The main purpose of functional areas is to make sure that all of the essential business activities are carried out well and powerfully. All businesses have aims and objectives which they are aiming to achieve. If the functional areas of business work well together it allows businesses to achieve their aims, their objectives and their goals.

National Blood Service (Public	Tesco
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Sector) – Functional Areas	
<p><b>Human Resources</b> NBS's H&amp;R department is responsible for providing a full range of HR services to the NBS including, Personnel, Recruitment, Health and Safety, Resourcing, Training and Development.</p>	<p><b>Human Resources</b> As Tesco employs a huge number of people almost on a daily basis, HR ensures that they are the best possible candidate for a specific job. They are head of recruitment, negotiations (pay raises), health and safety as well as organising training schemes for its workers.</p>
<p><b>Finance</b> NBS's Finance department is responsible for all financial services within the NBS including, financial Planning and Management Accountancy, Financial Accounting and Purchasing.</p>	<p><b>Finance</b> This function has a very large input in to the running the business as it monitors all the receiving and spending that the business does. It ensures that each individual department does not exceed expenditure which may be limited. It pays the salaries and wages of workers and employees.</p>
<p><b>ICT</b> NBS's ICT department is responsible for providing IT, Service Management (Project Management Support and IT Service Desk), Transport, Estates and Facilities management services.</p>	<p><b>ICT</b> The ICT department repairs any technical hitches as well as continually improving servers and programmes. They also update the Tesco website which makes the company and business more appealing to customers. This section is in charge of security and backup copies of the crucial data along with other duties.</p>
<p><b>Public and Customer Services</b> NBS's Public and Customer Services department are responsible for providing customer and public research, marketing publicity services and NBS liaison with hospitals.</p>	<p><b>Customer Services</b> Tesco provide a service as well as selling goods and so customer satisfaction is crucial. This department deals with queries and complaints as well as providing answers to sales questions, providing finance plans and after sales aid.</p>
<p><b>Corporate Development (R&amp;D)</b> NBS's Corporate Development department is responsible for the co-ordination of Strategic direction at Executive Level, leading the integrated Business Planning framework, development and establishment of Standards and Performance Management processes, Governance and Service-wide Performance Improvement.</p>	<p><b>Research and Development</b> Tesco faces much competition from other leading supermarkets; they make sure that their products have an edge over opposition. Research and development constantly assess existing products and evaluate them to create new versions to appeal to a wider or larger audience. This section also improves technology that Tesco may use to further enhance their business and</p>

	company.
<p><b>Service Delivery (distributions)</b> NBS's Service Delivery department is responsible for collecting and supplying blood to the Blood Centres in accordance with predetermined standards, quantities and frequencies. Aphaeresis and session planning responsibilities also fall within this directorate.</p>	<p><b>Distributions</b> Tesco offers a home delivery service and so this sector guarantees that any orders made by clients are distributed at the correct time, date and place. Also, they make sure that any parcels which are sent to them meet the correct department.</p>
<p><b>Processing, Testing and Issue (production)</b> NBS's processing, testing and issuing department is responsible for ensuring that the NBS supplies blood and blood components to its customers in accordance with predetermined standards (including compliance with GMP), quantities and frequencies. Processing of blood and blood components, along with its associated testing and subsequent issue are these directorates' prime responsibilities. Tissue banking, Quality Management (operational) and the provision of the frozen Blood Bank facilities are also provisioned within this directorate.</p>	<p><b>Production</b> With a huge business such as Tesco's, there are many lines which will need producing such as an own brand and other, quality brands. This involves production overseas; the making and labeling of the product, its shipment to warehouses and the transportation to each, individual store. They will also handle financial aspects such as costs of materials and labour. They guarantee that each product will be delivered to the store at the correct time and place for distribution to then allocate specific products to the correct places.</p>
<p><b>Diagnostics, Development and Research</b> NBS's Diagnostics, Development and Research department is responsible for providing and developing specialist services, particularly diagnostics; establishing priorities for R&amp;D, and commissioning appropriate R&amp;D projects. Red Cell Immunohaematology, Antenatal, Platelet Immunology, Histo-compatibility and Immunology Services are provisioned within this directorate, as well as on-going Component Development and Transfusion Microbiology. The directorate also provides the Bone Marrow registry and NBS reagent production functions.</p>	<p><b>Marketing</b> Alongside the sales team, marketing work to promote and highlight the product in the most efficient way possible. They are in control of any advertising that Tesco may do such as TV adverts, billboards, radio, flyers/newsheets and slogans. They will also carry out questionnaires to meet the needs of the target audience. This section also works with customer services to achieve this. When a new product has been launched, marketing brief customer services in to the most important features and aspects of the product.</p>
<p><b>Clinical</b> NBS's Clinical department is responsible for ensuring that the NBS is able to obtain authoritative Clinical (medical and nursing) guidance over the full range of its activities; and is</p>	<p><b>Administration</b> Tesco's Administration department ensures essential clerical work such as answering incoming phone calls are carried out. They are also in charge of health and safety as well</p>

<p>able offer authoritative clinical guidance to users of its products and services. Responsibilities for the Autologous Transfusion programme rest within this directorate.</p>	<p>as cleaning; to make sure the building meets guidelines. But mainly this sector is necessary for the smooth, day to day running of this PLC</p>
	<p><b>Sales</b> This section monitors all aspect of goods sold within a company to make sure that aims are being met and estimated revenue is being collected. This section often works closely with marketing to discover the most efficient way of advertising and promoting to customers, thus securing more sales. They will also conduct questionnaires and surveys.</p>

### The Core Objectives

National Blood Service -

Their core purpose is **'to save and improve patients' lives'**. Their mission statement and values that they live by is to achieve this core purpose; **'we will deliver world-class services, building ever stronger partnerships with donors and the healthcare community'**.

NBS's Core Objectives:

- To provide sufficient blood, products, tissues and related services to current quality standards.
- To explore opportunities for continuous improvements in efficiency and quality.
- To develop safer and more effective products and services to new quality standards.
- To promote the appropriate and efficacious use of blood, products, tissues and services.
- To modernise donor recruitment, donor session and donor retention processes.
- To recruit, develop and retain an appropriately skilled, educated and motivated workforce.

Tesco –

Tesco's mission statement is to Retain Loyal People. To make sure Tesco achieve their mission statement, they need to know who their loyal customers are. That is why Tesco has got a club card service, through which they can award people by giving them special vouchers and extra points.

Tesco's Core objectives:

- To maximize sales and to maximize its profits is the main aim of Tesco

- To continue to provide exceptional food and services at affordable prices-Tesco aims to continue producing fresh, tasty and exceptionally good value food for its customers.
- To grow and maintain the number one retail company position in the UK and to expand on it- Tesco has been awarded this prestigious award and plans to maintain it by continuing to sell goods and services at high quality and low prices.
- To expand the loyalty club card scheme across the world and to introduce new customers via additional channels-The loyalty scheme at Tesco has many benefits for both the customer and Tesco. They aim to open up the scheme in the many countries that Tesco has established its supermarket.
- To cut down the packaging and labeling on own branded products by 25%

How each department contributes to particular aims and objectives of each business

<b>Tesco plc</b>		
<b><u>Department</u></b>	<b><u>How it contributes to the aims &amp; objectives</u></b>	<b><u>How it fails to contribute to the aims &amp; objectives</u></b>
<b>Customer service</b>	Specific customer service training for all store staff and special schemes and initiatives highlight the importance of top quality customer service in Tesco. Tesco also offers a loyalty card-scheme to customers. Tesco's Club card scheme has been operating since 1995 and has now become the largest loyalty card in the UK, with around 13 million active Club card holders. This helps Tesco achieve its aims by keeping their old costumers as well as enticing new ones. This helps retain their customers and achieve the aim of providing exceptional service for their customers	In December 2006 The Grocer magazine published a study which named Tesco as having the slowest checkouts of the six major supermarkets. Somerfield had the shortest queues with an average wait of 4 min 23 seconds.
	Tesco is trying to reduce	▲ recent criticism from

<p><b>Distribution</b></p>	<p>its carbon footprint in a drive to reduce costs and improve reliability. Technology is taking an increasing role in the distribution process so they have started to use rail services and in October 2007 Tesco started using the Manchester Ship Canal to transport wine from Liverpool to a Manchester distribution facility. Combined with sea transport from the south coast where the wine was previously offloaded, this new mode replaces road journeys from the south coast to Manchester. This will help them achieve their goal of trying to reduce their carbon footprint.</p>	<p>2007 occurred when Tesco failed to deliver groceries via online shopping to a university campus in Sussex, offering no refund or apology. This sparked a local backlash from many customers who had similar dissatisfying experiences with Tesco's online delivery service.</p>
<p><b>Finance</b></p>	<p>Tesco has a banking arm called Tesco Personal Finance, formerly a joint venture with the Royal Bank of Scotland. Products on offer included credit cards, loans, mortgages, savings accounts and several types of insurance. The business made a profit of £130 million for the 52 weeks to 24 February 2007, of which Tesco's share was £66 million. This move towards the financial sector diversified the Tesco brand and provides opportunities for growth outside of the retailing sector. On 28 July 2008 Tesco announced that they were buying out the</p>	<p><u>N/A</u></p>



	Royal Bank of Scotland's 50% stake in the company for £950 million. This helped them to achieve their aim of maximizing sales and profits	
<b>Human resources</b>	Tesco ensures that each and every employee has the opportunity to understand his or her individual role in contributing to the Tesco core purpose and values. This requires an innovative induction programme that caters for different cultures, styles of learning and varying commitments to the job. The frontline employees are considered the ultimate reflection of Tesco to its customers, but all employees have a very important role to play in turning core values and customer commitment into reality on a daily basis	<u>N/A</u>
<b>IT</b>	The Tesco IT department was recently updated to boost the systems and business to become more efficient. Debbie Flanagan of the Tesco HR Department commented, "We now have a new, simplified structure in place to deliver the new business objectives. It is more open and with much clearer accountabilities. This was achieved in amazingly short timescales and left the individuals feeling positive about the process."	<u>N/A</u>

<p><b>Sales</b></p>	<p>Tesco is Britain's largest retailer and has been reported a 13% rise in full-year underlying profits to £2.55 billion. Group sales rose 10.9% to £46.6 billion with its 1,500 UK stores bringing in sales of £35.6 billion. The firm's international expansion has continued, with 8.2 million square feet of new store space being created abroad and total international sales up 18%.</p>	<p>Tesco has been criticised for expanding aggressively at the expense of small local retailers by not paying them enough. Also for exploitation and using cheap and/or child labour.</p>
<p><b>Production</b></p>	<p>Quality Control on food products means that people will keep coming back if this is maintained knowing they will always get a good deal from Tesco. EPOS - ordering systems (order of stock) is used with the checkouts so that Tesco don't ever fall short of a certain product. If the supplier's products aren't satisfactory this could mean a loss in market share for Tesco. If clean stores aren't maintained people aren't going to want to revisit.</p>	<p><u>N/A</u></p>
<p><b>Research and development</b></p>	<p>Ongoing customer research and feedback helps Tesco make customer service decisions on areas such as in-store layout, product choices, car parking, trolley and basket provision. For example - they have nine different types of trolleys available in some of the stores, to cater for the diversity of</p>	<p><u>N/A</u></p>

	different customer requirements. This helps retain their customers and achieve the aim of providing exceptional service for their customers.	
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Greenpeace -

Greenpeace is an organisation which aims to make positive change through action.

Their objectives are:

- To prevent climate change by ending the addiction to fossil fuels and promoting the use of efficient fuels
- Protecting the oceans and ancient forests
- Eliminating the use of toxic fuels
- Campaigning against the release of genetically modified organisms in to nature
- To bring about nuclear disarmament and an end to contamination by nuclear substance.

<b>Green Peace – Voluntary Organisation</b>		
<b>Department</b>	<b>How it contributes to aims and objectives</b>	<b>How it fails to contribute to aims and objectives</b>
<b>Distribution</b>	The aid that Greenpeace provides is distributed via energy efficient methods such as hybrid vehicles and eco friendly ships.	<u>N/A</u>
<b>Human Resources</b>	Greenpeace is constantly searching for new volunteers and aid workers. HR administers the most suitable candidates who have no ulterior motive and are not working for companies which compromise their aims.	<u>N/A</u>

<b>ICT</b>	The ICT department manages systems, software and programming at Greenpeace without confronting the values that the organisation holds. The PCs they use do not contain atmosphere harming PVC( polyvinyl chloride)	<u>N/A</u>
<b>Customer Services</b>	Greenpeace doesn't have a direct customer audience but rather aims to aid the people and wildlife who have been affected by climate change. They are introducing more tree planting and renewability schemes.	<u>N/A</u>
<b>Finance</b>	The finance group at Green peace is administering individual donations and on grant supports which neither question aims nor integrity. The money is then used to purchase goods for a particular project. ▲t the moment, Greenpeace has bought a plot of land originally designed for a new runway.	<u>N/A</u>
<b>Research and development</b>	The Greenpeace research team have discovered the illegal scrapping and disguising of waste and are striving to reduce this toxic dumping	<u>N/A</u>

<b>Marketing</b>	The marketing team at Greenpeace organise demonstrations and protests which outline Greenpeace aims and objectives in the most effective means possible. They believe that actions, improvements and changes portray a more powerful message.	<u>N/A</u>
<b>Production</b>	The production team at Greenpeace, in accordance to its objectives, is researching alternative methods to factory and waste disposal. They have discovered new methods to making products which do not have a harsh impact on the Earth.	<u>N/A</u>
<b>Operations</b>	The operations teams are consistently working to promote new, environmentally aware means of converting resources that are discovered by science and research. They do not use traditional factory methods to produce anything for Greenpeace.	<u>N/A</u>
<b>Sales</b>	The Greenpeace business is a new channel which aims to sell time and knowledge to the public concerning environmental affairs. The sales team organise lectures and workshops to colleges, schools and workplaces in return for donations towards Greenpeace aims.	<u>N/A</u>