

## **Introduction**

My task given in this assignment is to describe four functional areas for my two organisations which are Carphone Warehouse and Oxfam International and relate how their functions operate in the two businesses. I will also include a brief description of the two organisations and add their purpose within their business.

## **Carphone Warehouse**

Carphone Warehouse is one of the most self-sufficient, recognised leading mobile phone retailers in the United Kingdom. Their main purpose is to provide a range of goods along with quality services such as mobile phones, laptops, internet broadband, delivery etc. at profit in order to sustain their business. They are a public limited company under the private sector, owned by shareholders and run by the directors. Carphone warehouse a large organisation with over 21,380 employees across Europe and their scale of business is across Europe.

## **Functional Departments**

Carphone Warehouse success lies within their functional departments, these departments helps them to maintain their business and ensure that all important business activities are carried out effectively. Without these functional areas in the business, Carphone Warehouse could face vital problems. Functional departments are areas that help the business run the company and help them achieve their overall aim. Carphone Warehouse uses a number of functional departments such as ICT department, Finance department, Distribution department, Marketing department etc.

## **ICT Department**

This department updates the senior managers of Carphone Warehouse on technological developments which benefit the company. This department is responsible for storing important data, system security, securing the workplace, creating back-up systems through servers. This functional area has a significant part in the business as they install, maintain and update the companies' data. This department helps Carphone warehouse have the important data stored with security and secures the working areas in the business.

## **Finance Department**

This department deals with all the money invested in Carphone Warehouse. They record all the incoming and outgoing money; this functional area has three roles, each with different duties, which are management accounts, credit controllers and finance accounts. Management accounts monitor budgets of the department and current income from sales and also produce cash flow statements, credit controllers monitor overdue payments from their customers and work out systems to identify how their customers can pay back the money and finance accounts provide statutory accounts each year. This department is making sure that all the staff working in Carphone Warehouse is getting paid and all the financial problems are taken care of.

### **Marketing Department**

Carphone Warehouse relies on this functional area as it has a big affect on the business. This department involves advertising, designing and researching products in order to identify and meet the needs of the customers; with the use of marketing mix which consist of four Ps. The definition of the four Ps is Price, place, product and promotion. Price means setting the cost of the product to the standard of meeting the needs of the customers. Place means identifying the right/ideal location to promote and sell the product. Product is identifying the types of goods and services to sell. Promotion is how the company will advertise the product. This department also use primary and secondary research to help market Carphone warehouse, primary research known as field research involves getting data directly about the product and market either through questionnaires or interviews. Secondary research known as desk research involves acquiring the summary or collection of existing data from the internet or books.

### **Distribution Department**

Carphone Warehouse delivers products all across Europe. This department ensures that all goods are delivered to the right place on time in the exact condition directly to the customer who has ordered the parcel; Carphone Warehouse have many ways in ordering products either from telephone, internet or at store. They check that the delivery van load are safe and secure and also plan the roots of the vehicle before sending the parcel. When a product is bought from Carphone Warehouse, this department makes sure that deliveries match orders precisely and is sent to the exact address on time.

### **Oxfam International**

Oxfam International is known for their outstanding help for the less fortunate, their aim is to help feed the poor, shelter the homeless and find solution to poverty and injustice. Their main purpose is to provide goods and services to the public such as clothes, books, accessories etc at cost price because they are a `not for profit` organisation and sometimes receive their products for free, from members of the public. They also provide free services as in, helping the poor, feeding them, sheltering them and coating them with clothes. This is a charity organisation under the voluntary sector owned and run by trustees. They are a global organisation with over 13 organisations worldwide in almost every continent, their scale of organisation is large with over 3,000 partners (volunteers) in more than 100 countries to help them support the business and fight against poverty.

### **Functional Departments**

In order for Oxfam to achieve an overall aim, Oxfam International has various types of functional areas that play a key role in the success of the organisation e.g. Research and development, customer services, administration and human resources. Without these departments Oxfam would struggle to achieve their goals.

**Research and development**

This department consist in researching and innovating new products. The R&D department helps Oxfam International to achieve their overall aim by researching and developing the goods or materials used to help the poor such as medicine, drugs foods etc to cure the ill/sick people as well as feeding them and finding them shelter. They also research Areas that need help in order to make an accurate visit and research things that could help find cure for cancer and all other diseases.

**Customer Service**

This department is important for Oxfam because this department helps them provide service to the public. They are all about bringing customers back and offering excellent service to the customers, helping Oxfam answer customers' enquiries, solving their customers' problems and dealing with customers' complaints. This functional area helps Oxfam deal with customers in the most respectful and polite manner and provide the best of service.

**Administration**

The admin department is the most important functional area it is a support function required by the organisation. The Admin department helps Oxfam carry out a wide range of tasks; which includes sending and receiving messages by fax, email or telephone, dealing with paper work, monitoring budgets and interviewing new staff. This department is very helpful to Oxfam as it makes sure that all requirements are fulfilled accurately and correctly.

**Human Resources**

This functional department helps Oxfam by advertising job vacancies to recruiting new experienced employees; to help them provide the best services. They maintain staff records and arrange staff training; to make sure they have the best of staff and encourage continuous professional development. Human resources helps the Oxfam have the best of staff in order to help develop and provide the best service to the public.