
eWave Computers

Aims and Objectives

In order for a business to survive, the company must have aim and objectives. These aims and objectives should be in the company's business plan. Aims and objectives will facilitate them in making money. A business needs aims and objectives in the business plan because the company is loaning out money. The person who will be loaning the money will want to know if he or she will get the money back. An aim is a list of thing that a business desires to accomplish, weather it making a profit or being providing a good service . It is vital for a business to have aims because they want to know what they will achieve with the business.

Referring back to the business which I have set up in class. The business has aims and objectives. We named our business Cantore the business we setup was a canteen. Some of the aims which are in the business plan are as followed:

- To make a profit.
- To keep our customers satisfied.
- Make sure our company can survive.
- Maximising the sales.

We believed that the aims we setup were suitable for our business. This is because we knew that our business will be a small start up firm and we didn't aim for anything that was out of our reach.

The objectives are the targets which a business set itself to ch eck that it is going to achieve the aims. In other words an objective is the things that will help a business attain its aims. These objectives must be SMART. The word SMART means that the objectives ought to be S- specific (suitable for the company), M- measurable, A- Attainable (some thing the company will be able to do), R- realistic and T- Time (E.g. how long it's going to take). It is crucial for a business to have objectives because the owners then will be informed if the business is reaching its aims . Many successful companies know what they what to attain and their aims are very specific. For instance a businesses aims could be to make a profit with a year or maximise sales by 10% by each month. Examples of targets can include selling more product than competitor or else improving products.

We also had objectives, these objectives were set out to help us to achieve our aims. For instance some objectives were:

- Make a profit of £100 per week.
- Sell more products that our competitor.
- Get a 70% satisfactory rate on goods.
- Increase the wanted items by 5% per month.

These objectives that we set out are SMART. For instance the first objective "make a profit of £100 per week" this objective is SMART because. The objective is Specific (to make a profit), it i s also Measurable (£100), Attainable

(£100 ponds is not a lot for a canteen), Realistic (our objective isn't too hard to achieve) and Time (per week).

eWave Computers

The business I will be analysing and studying for my port folio will e-wave computers. Opened in 2004 EWave computer is a small start up firm. eWave is in the business industry of tertiary. The company eWave Computers is a partnership which is located in the in the East of London, Brick Lane. The business aims to provide computing, internet and web related products and services to people who are in education within the area of London. In order to generate revenue they plan to hold workshops regarding computers and technology to the schools within the city. The products and services eWave Computers offer, include the manufacturing of custom and pre-defined computer systems. In addition website development, design and maintenance will be part of their products and services. My reasons why I have chosen eWave computers as the business for my port folio is because the owners are former students of my school. More over the business is located in Brick Lane, East London and is close to where I live. Most of the information I get for my port folio will either come from their business plan or the eWave computers.

Like other business eWave will need aims and objectives. eWave computers as a business have aims and objectives. Aims and objectives will help the business e-wave achieve its wants and needs. Further more the business will need aims and objectives to loan money out from the bank. The banker will observe the aims and objectives and will make a decision if he or she will lend the money to the firm.

The aims for eWave Computers are as followed:

- Offer affordable computers to people.
- Build a residual income through secondary services - this will be done via online advertisement on our website. (This aim is stated on the business plan, page 2.)
- We need to establish strategic partnerships with Internet service providers, Schools, individual retailers, the education department and the DSS. (This aim is stated on the business plan, page 2.)

I believe that some of these aims are out of the reach of eWave computers. eWave Computers might want to reconsider their aims and objectives as they are really unrealistic and will be hard to attain.

eWave computers will need objectives without a doubt. This is because eWave computers have quite high aims. More over in order for eWave to accomplish these aims they will need SMART objectives.

The objectives for eWave computers:

- Turnover of £450,000 by December 2004 (stated by eWave computers business plan page 1)

- Net profit of 15% from Jan to Jun 2004 and 20% from Jul to Dec 2004 (stated by eWave computers business plan page 1)
- 30% gross margin by December 2004 (stated by eWave computers business plan page 1)
- Advertise to a minimum of 260,000 people in first 12 months (stated by eWave computers business plan page 1)
- Establish at least 1 workshop a week (stated by eWave computers business plan page 1)

I feel that some of the objectives that eWave computers have set out are beyond the reach of them. In addition some of these objectives are not SMART. Referring to the first objective "Turnover of £450,000 by December 2004". The objective is partly SMART. The objective is specific- to make a turn over of £450,000, the objective is measurable - £450,000, however I would say that the objective is not attainable this is because I think to make a turn over of that significant amount of money in such a small location will be very hard. Additionally the business is a new firm and is not yet know very much. More over I believe that the objective is not realistic this is mainly to the reason that it isn't attainable. I also think that £450,000 for a new company is too much. The objective is timed- by December 2004. Another objective of eWave computers is "Advertise to a minimum of 260,000 people in first 12 months". This objective is specific, measurable and timed. On the other hand the objective is not attainable and is not realistic. My reason being is that 260,000 people to advertise to, is a large amount. Why? In the east of London where the business is located I assume that there aren't 260,000 people living there and 260,000 are the minimum. Why isn't it realistic? The reason why this objective isn't realistic is because the want to advertise to 260,000 people is the first 12 months of the business.

eWave computers might have to reconsider their business strategies their aims and objectives. I believe that their aims and objectives are not SMART. This will affect their business as they might make a loss or get bankrupt. They are a small firm and have very high expectations. In order for eWave to compete with such big companies like, Dell. I think they should have aims and objectives that will be suitable for them. An example of a company who started at the bottom then wet to the top is Amazon.

eWave Activities- Aims and Objectives

Below are the activities of eWave and their aims and objectives on how they will achieve these activities.

Activities	Aims	Objectives
Internet ready made system Assembling five different internet computers in store for sale	<ul style="list-style-type: none"> • To make a profit. • To offer low cost affordable computers. 	<ul style="list-style-type: none"> • To sell 10 computers a week. • To ensure that 2 computers are in stock for sale. To make sure the computer prices must be below £300

<p>Peripherals Supplying customers with peripherals e.g. printers, scanners etc</p>	<ul style="list-style-type: none"> • To make a profit. • To offer low cost affordable peripherals and good quality. • Keep customers satisfied. 	<ul style="list-style-type: none"> • Advertise to people. • Have at least 3 different peripherals in stock ready for sale • Test each and every peripheral before sale for extra customer satisfaction
<p>Components Selling components to people who want to upgrade their computer. They will also sell CPU, HDD etc</p>	<ul style="list-style-type: none"> • To make a profit. • Offer components which are good quality and cheap. • Maintain a high standard of the products. 	<ul style="list-style-type: none"> • Advertise to people • Have all components in stock for sale • Sell at least 10 components each week
<p>Bespoke computer system Building bespoke computers for customers who want to personalise their computer.</p>	<ul style="list-style-type: none"> • To make a profit • To offer highest quality tailored computers to each user • To keep customers satisfied 	<ul style="list-style-type: none"> • Offering low-cost affordable computers to individuals. • Advertise to people • Get at least 5 orders for bespoke computers per week • Test each finished product before sale making sure there are no faults
<p>Technology workshops Running of workshops to students to promote their business.</p>	<ul style="list-style-type: none"> • Establish partnerships with schools • Raise awareness to students of the need to be IT literate • To generate sales from these workshops via promotion • To make sure the workshops run smoothly 	<ul style="list-style-type: none"> • Establish at least 1 workshop a week • Advertise to people • Have a plan of what to do, ready for each workshop • Make sure attendants at the workshop arrive on time
<p>Website design and development Provide online services to other firms.</p>	<ul style="list-style-type: none"> • To establish partnership with other companies • To promote the business via other businesses • Build a strong residual income from website design and development services 	<ul style="list-style-type: none"> • Advertise to people • Have a minimum of 5 online service for companies by December 2004 • Update the sites and databases every 2 days
<p>PC maintenance training Running of classes to university students on PC maintenance.</p>	<ul style="list-style-type: none"> • Establish partnerships with universities • To promote the business via trainings • To build a residual income 	<ul style="list-style-type: none"> • Run 2 classes every month
<p>Online advertising Advertise other companies on their website.</p>	<ul style="list-style-type: none"> • To make partnerships with other companies • To make a profit • To build a residual income 	<ul style="list-style-type: none"> • Advertise at least 5 companies on their website by the end of December 2004

Summary

I believe that the aims and objectives eWave have set their selves are very ambitious. I fell that if they want to successfully go to the top and compete with major companies they should revise their aims and objectives. More over them are a small start up firm and have the objectives that a big company will have like dell. If their company was know and established these aims and objectives would suit them. As they are a new company to the business world they have debts. I firmly believe that they should first of all look into how they should repay their debts. In order for them to survive they should consider looking at their ambitious aims and objectives and changing the m to aims and objectives that will suit them.

Report

The next few pages will be regarding the success of eWave. I have been employed by eWave to be a consultant for their business. This is where I will give them advice on how they should improve to b ecome a better business. I have many steps which will enable me to find out how they are currently doing and how they should improve.

The strategies are as followed:

- A questionnaire which is based on their business.
- Use the answers to figure out where they are going wrong.
- Use the answers to give them advice on ho they should improve.
- I will write a final report on their business stating their strong and week points and how they should improve.



Ben Johnson Road
London E1

28 November 2006
Mr Shamsul Hoque
eWave Computers
Unit 13C
Truman's Brewery
Brick Lane
London
E1

Dear Mr Shamsul Hoque,

Re: Questionnaire for eWave computers

I am writing to you because I would like you to fill up a questionnaire. I would be grateful if you could fill the form up and address it to the above address. Enclosed is the form which I would like you to fill in. this form is regarding the success of your business eWave computers.

If you require any further assistance in this matter then please do not hesitate to contact me on 0207 790 8979 or on my mobile 07904590065 or through the post. I will be waiting for your replay in this matter. Therefore please let me know as soon as possible.

Thank you
Yours faithfully

eWave computers questionnaire and answers

Q1. One of your objectives was to advertise to Advertise to a minimum of 260,000 people in first 12 months I would like to know how you are getting on with this objective and how many people you have advertised to ?

We haven't achieved the target of advertising 260,000 people. This is because one of our marketing was to hold workshops this failed and we now are struggling to advertise our company.

Q2. An aim was to offering low-cost affordable computers to individuals in a way that they can understand and afford. Have you achieved this and aim? If yes how did you do it?

We couldn't sell many computers at a low affordable cost this is because we didn't have any good amount of income. This is why we couldn't Achieve this aim.

Q3. Another of your objective was a Turnover of £450,000 by December 2004 have you achieved this target? If yes how did you manage it ? If no can you explain why?

We haven't achieved the target of £450,000 turnover. This is because we couldn't advertise our company and companies such as Militech are much stronger than us.

Q4. You aimed to compete with Dell how do you think you are getting on with achieving this ambitious task?

Currently we are behind with this aim as we are struggling to sell our computers to the public and us finding it hard to establish our selves.

Q5. How many schools have you visited in the past month? Do you think that this scheme will help for you to get a profit?

.....
We haven't visited any schools. This is due to the schools policies they claim that we can't visit their school as we are advertising our company.
.....
They don't want companies to go to schools to advertise their business.
.....

Q6. How many schools have you visited in the past three months? Cross the box that affects you.

0-3

3-6

6-9

9-12

12+

Q7. Do you wish to expand your small firm to a worldwide business one day? If yes what are the steps you will take to achieve this target?

.....
Ofcourse we want to expand our business to a world wide company. We will take many steps to achieve this target. Targets such as establishing our selves and competing with dell. This will be the ultimate test as dell is the most known brand in the world and if we manage to compete with dell I Believe we have achieved our goal of becoming a world wide business.
.....
However first we will have to take small steps in order to achieve this task.
.....

Report on eWave

Looking back at the questionnaire answers it is clear that eWave are struggling. They also are trailing to reach their aims and objectives. I believe that eWave computers can become a successful business. However if they want to achieve this goal they will have to change some of their strategies. Strategies like their aims and objectives.

One of their major issues was concerning sales. This issue is affecting their business as a whole. Why? Their sales are affecting their revenue which without a doubt is affecting their success. In the questionnaire Q2 and Q3 was about their sales. Their response was that they couldn't manage to achieve their targets because of the marketing. This shows that eWave are also struggling with their marketing. I think that eWave do not have a proper financial system and I also think that they need one. This will then enable them to see how they are doing.

eWave's main marketing scheme was through workshops. Referring back to the questionnaire Q5 and Q6. They have stated that they didn't hold any workshops. This was a major blow for the company as this was their main marketing scheme. They failed in this, because they couldn't get the permission from the schools to hold these workshops. I strongly recommend eWave to scrap this scheme and to work on a more reliable scheme.

Another problem eWave are facing is the attraction of customers. This issue is mainly for the reason of location. They are located in a place where it is hard for customers to see them, hard for customers to park and hard for customers to find. A good business which has a good location site would be Sainsbury's. This company has its own car park, it's easy to locate as it is frequently placed on the main road and visible.

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 meant the owners went into further debt unless they paid from their own pockets.

In a business I believe that there will always be down sides. However there will also be high sides. In eWave's case their strong points are web 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. There are many small businesses located in the area of east London who need websites. If they can be successful in this field then many big companies will approach them for web design.

In order for eWave to be a threat to the business industries I would recommend changes to its business plan, aims and objectives and the location. If eWave concentrated on their income they would find that most of it is coming through the web design. I would recommend that eWave concentrated mainly on website design and development and also online advertising sector. Selling

computers will be an obstacle for them as there are established companies renowned for selling computers. Changing the business name I think will boost their income. eWave computers are known for computers however if they change it to eWave designs this will show that they are in the design sector. A new logo would also boost their status. Below is the logo and the new name for eWave that I have created.

The logo consists of the text 'EWAVEDESIGNS.CO.UK' in a blue, sans-serif font. The 'E' and 'W' are larger and more prominent than the other letters.

Figure 1- recommendation of logo

The advertising scheme for eWave is unsuccessful. I recommend eWave scrap the workshops and advertiser from scratch. A way which they could advertise their design scheme is going to local business and explaining the advantages of having a website and that eWave can do it for them.

Currently eWave are located in a place where trade is difficult. eWave should change their location where access is good the business is seen and where the business is easy to find. All these recommendations that I have stated could go in to the category of a business located on the sides of roads. This is an advantage as pass by trade is available.

My final recommendation to eWave is to change their aims and objectives. At the moment eWave's aims are very unrealistic. However they can change the aims and objectives. This will hopefully lead them to success.

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 £200,000 by December 2007.
- Net profit of 10% from January 2007 – June 2007 and 20% from July 2007 – December 2007.
- 33% gross margin by December 2007.
- Establish a minimum of 3 online services per week.
- Advertise to a minimum of 100 businesses by December 2007.

I believe eWave have the potentials to be a real threat to the business industry. However if they continue the way they are going they will achieve nothing. I have recommended many aspects which are strong and weak. I have faith that if they concentrate on these aspects they will eventually be successful.

Report on the market for home computers

PC sales has fallen dramatically for fifteen years, this was due to the slow economic growth. This widespread hit the US which accounts 40% of the world market. A research firm named "Gartner Dataquest" has revealed that this is mainly due to the poor economy. The poor economy was due to the fact that there was unemployment this meant that people didn't have enough money to buy services or items. The name to this situation is recession. People are worried that the slow growth of the computer industry is reaching Europe and Asia.

Despite the downfall in computer sales US giants Dell still managed to hold the top spot as market leaders. Earlier this year Dell took over the top spot from Compaq. Dell increased its share of global sales to 13.8%, up from 11% a year ago.

Tiny was a renowned company in the computer industry. Tiny's arch computer rivals time bought the company through its shares. The company had new plans. They decided to launch a new chain of shops called "The Computer World" which will sell PCs and accessories under the time and tiny brand. Even though tiny was bought there were signs that it would struggle. It had strong competition from high street giants PC World and Dixons. Tiny claimed that they sold 400,000 computers however the giants PC World and Dixons sold more.

The term administration is when a company is in financial difficulties, in this case Tiny Computers, and is given a chance by the law, to apply to the court for an Administration order.

Tiny Computers had many customers before they went into administration. The reasons for this were 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.

The world's leading computer industry Dell was a huge success. Dell was a success due to the fact that not only it had a good business model it also had a virtuous marketing strategy.

Dell sells its items using a direct sales model via the phone or the internet. The company maintains a negative cash conversion through the use of its model. This means that Dell receives the payment for the product before it has to pay for the material. The use of this model enhanced through the internet making it easy for customers to contact directly to the company. This way both worlds are happy, the customers are happy and Dell receives its money.

Dells marketing strategy is outstanding. Dell advertises through several types of media, whether it's the television or newspapers. Some of the media used by Dell for advertisement are television, internet, magazines, catalogues and newspaper. Dell makes a lot of money. This is because of its marketing and the offers they give. Some of Dells marketing strategies include lowering prices at all times of the year and offering free bonus products such as Dell printers. They also have many more offers like free delivery. These are some of the strategies used by Dell. This is why today Dell is a known company which is worth a lot of money.

At this current moment I think that eWave will not be able to compete with companies such as Dell, PC World and Milltech. This is why I believe that eWave should change their ways.

Dell are manufactures in computers. This is an advantage for them because they make the computers and then sell it to their customers. Dell computers are not sold in shops this is why Dell are worth a lot. Worth a lot, because the people who want to buy the computers the order to Dell. Dell then make the computer and give it to the customer.

eWave will not be able to compete with PC World mainly for the reason of "economy of scale". Economy of scale is when a company buys items in a large figure, these items are bought in numbers. They buy thousands of these items and sell it for a low price. They still make a profit. However the small companies cannot afford to buy many items as they do not have enough money. Specific examples of companies who buy in economy of scales are Sainsbury's they are out of the leagues of the corner shops. The corner shops sell at a much higher price than superstores this is because they can't buy at an economy of scale. Likewise eWave can't compete with PC World due to the economy of scale.

Milltech is a company which eWave will have to compete with first before competing with PC World and Dell. This is because Milltech is a company like eWave computers. They are a small firm. However eWave will find it difficult to compete because Milltech have established them selves in the computer industry and the community. I believe if eWave manage to establish them selves in the community first they will one day become successful after improving the strategies.

Sainsbury's

J Sainsbury plc

As this coursework require two business firms a small company and a well established large Plc Company I have chosen Sains bury's as the Plc. I have chosen this particular company for many reasons. Reasons such as I will be able to go to the store, it is known there for I will be able to take in many account from people and that it is big. And hopefully be useful for my portfolio.

Sainsbury's was founded in 1869 by John James and Mary Ann Sainsbury. They opened their first small dairy shop at 173 Drury Lane, London. Drury Lane was one of London's poorest areas and the Sainsbury's' shop quickly became popular for offering high-quality products at low prices. It was so successful that further branches were opened in other market streets in Stepney, Islington and Kentish Town.

Sainsbury's is a renowned supermarket, renowned for its sales in food. Food ranges from organic food to fruits and popular food. The type of business Sainsbury's is tertiary business. This means providing a service in Sainsbury's case selling food. They get their food and sell it of making them a tertiary company. The famous company Sainsbury's has a significant figure of stores as well as convenience stores around the country. With 262 convenience stores and 727 supermarkets Sainsbury's is one of the biggest supermarkets in the country. Having many stores will obviously result in many employees. A rough total of employees is 157 thousands from is 157 thousand 49 thousand work full time and the rest part time. 60% of the employees are women and 40% male. Sainsbury now have roughly 17 and a half million pounds sale with more hoping to come by the end of 2007. The location of Sainsbury's is very widespread having said that most stores are located in the capital London.

Aims

Like any firm or company there will be aims. It is very crucial for the Plc Sainsbury's to have aims. The main reason behind this is that t he company is very big and needs to control all the stores. Examples of their aims are listed below;

- To make a profit
- Increase management team
- Increase sales
- Save money on operational costs
- Save money on delivery
- To expand

I believe that the aims made by Sainsbury's are reasonable. This is because they are a very big company and make a lot of money so for them to make these aims is not a problem. An example of their aim is "Increase sales." This

is an aim which they can achieve by doing many things like promotions which will attract customers. there are many more aims.

Objectives

As I stated before all firms and companies should have objectives. The objectives are the keys to the success of the aims. This is because they are guidelines to achieve the goals. Without objectives it will be immensely hard for any company whether it is a Plc or a small firm to reach their aims. Moreover without aims and objectives firms will struggle as they will not know how they can improve and what needs to be improved. Finally objectives that are set should be SMART.

The objectives that will be set by Sainsbury's will be important as well. In addition these objectives will help the company achieve their aims. Some of the objectives set by Sainsbury's are below;

- Increase the different ranges of food by 20% this year.
- Increase 5% quality of merchandise by the end of year.
- Employ 15% of the current workers as management and train them properly before the end of year.

My belief is that the objectives set are useful, SMART and will hopefully help the supermarket achieve its aims. For instance one of their objectives is "Increase the different ranges of food by 20% this year" I think that it can be categorised as a SMART objective. Specific as it is the range of food. Measurable because 20%. Attainable because the objective can be achieved as Sainsbury's is a large company. Realistic as the company is not aiming very high it is a reasonable objective. Time, the objective is set for the end of the year.

Activity	Aims	Objectives
Selling food to customers Selling different range of food to customers.	<ul style="list-style-type: none"> • To make a profit. • To offer different ranges of quality food. • Increase rate of organic products. 	<ul style="list-style-type: none"> • Increase the different ranges by 20% this year. • Create a report to customers on quality of food by end of month.
Renew website design Change the website.	<ul style="list-style-type: none"> • More features on websites. • More advertisement on website. 	<ul style="list-style-type: none"> • Increase more logins to website by 5% by end of month. • Give 2 more pages of adverts to customers by end of 2 months.
Advertisement/Marketing Make improvements to attract more customers.	<ul style="list-style-type: none"> • Give leaflets out. • More adverts shown on T.V. • Gain higher profit 	<ul style="list-style-type: none"> • Gain 2.5% customers due to leaflets. • Gain 20% women customers for higher profit.
Selling merchandise Another option of selling instead of food.	<ul style="list-style-type: none"> • Give a wide range of merchandise. • Increase quality of 	<ul style="list-style-type: none"> • Reproduce 6 merchandise by end of week.

	merchandise.	<ul style="list-style-type: none"> • Increase 5% quality of merchandise by end of year.
Operations for Sainsbury Opening times closing making sure that the day runs smoothly.	<ul style="list-style-type: none"> • Open the supermarket early in the morning 	<ul style="list-style-type: none"> • Open supermarkets 10 minutes early then usual every day.
Security for Sainsbury Keeping stocks safe keeping and eye on tills and cameras.	<ul style="list-style-type: none"> • Keep stock safe and secure. • Check cameras 	<ul style="list-style-type: none"> • Increase the No of cameras in Sainsbury by 1/3 by end of month. • Check 10 cameras daily for any thefts during the day and night.
Recruiting employees Employing more people to work for the company.	<ul style="list-style-type: none"> • Recruit more employees • Train more employees 	<ul style="list-style-type: none"> • 80% employees properly trained before the end of year.
Services for customers Keeping the customers happy and satisfied.	<ul style="list-style-type: none"> • Pack customers food in plastic bags 	<ul style="list-style-type: none"> • Achieve a good report from 10% of customers by end of day.
Stock controls Getting the right stock and improving them.	<ul style="list-style-type: none"> • Enhance the stock control • Make sure no stock is lost or miscalculated. 	<ul style="list-style-type: none"> • Update 10% of stock control computers by end of year. • Increase Security of 50% of stock by end of year.
Improve quality of food Make the food better.	<ul style="list-style-type: none"> • Provide satisfaction to the customers • Increase the number of sales in food. 	<ul style="list-style-type: none"> • Get food specially harvested by farmers for Sainsbury's.
Recording the right transition in money Money going in and out should be kept a record of.	<ul style="list-style-type: none"> • To make sure that there are no cash- flow problems for the branch. 	<ul style="list-style-type: none"> • Employ staff with the correct skills. For transition in money. • Regular checks in tills.
Help in the community Get a good reputation.	<ul style="list-style-type: none"> • Get positive feed back from the community. 	<ul style="list-style-type: none"> • Raise money for comic relief. 2 million. • Give more equipment in the "active school" campaign.

Like any other firms or businesses activities are crucial for the well being of the company. The aims are important because it is the lead to achieve the aims. Activities keep the business on track, as the business can see how they are performing and what they need to do to make sure that they cover all their activities. This makes the business better and more successful.



Ben Johnson Road
London E1

26 April 07
Sainsbury's
Cambridge Heath Rd
London
E1

Dear Sir/Madam,

Re: Questionnaire for Sainsbury's

I am writing to you because I would like you to fill up a questionnaire. I would be grateful if you could fill the form up and address it to the above address. Enclosed is the form which I would like you to fill in. this form is regarding the success of your firm.

If you require any further assistance in this matter then please do not hesitate to contact me on 0207 790 8979 or on my mobile 07904590065 or through the post. I will be waiting for your replay in this matter. Therefore please let me know as soon as possible.

Thank you
Yours faithfully

Sainsbury's questionnaire and answers

Q1. Do you believe that Sainsbury's advert campaign is virtuous enough to attract customers?

I believe that the current advertisement is of good quality to attract customers. However I believe that it must improve in order to compete with our rivals Tesco.

Q2. Sainsbury's activities are of high quality and standard however do you think that these activities will make the firm more successful?

We have received many good feedbacks from our customer about our activities. For example our involvement in the comic relief charity more over the healthy eating campaign. Due to the good feedback the firm will be looking to enhance the activities done.

Q3. Many goods are stolen from stores, this affects the business is there any way that this problem can be resolved?

Ofcourse this is a major issue of our cash flow. Every week two to three thousands worth of good are being stolen. Moreover not all this is stolen by customers. currently our team are working on something that will reduce theft in stores.

Q4. Your main competition lies with Tesco how can Sainsbury's be a harder competitor for Tesco?

Our is looking to enhance our activities like I said before. By doing this hopefully these activities will attract customers to come to us instead of our rival. More over we plan to advertise more to gain customer offer better promotions and many more.

Report

Here I will be analysing the success, competition, survival and well being of the supermarket Sainsbury's. I will also be commenting on their industrial sector and how Sainsbury's are coping with the aims and objectives.

Restating that the company Sainsbury's is a Public Limited Company. This is mainly due to the supremacy of the selling of goods. The company has many stores including convenience stores, supermarkets, online home delivery service and their own bank. Sainsbury's Supermarkets is Britain's longest standing major food retailing chain, the bank's current product range includes savings and loan products, credit cards and a number of insurance products.

The expansion of Sainsbury's has been quite significant over the past few years. Due to complaints from small firms about the consumption of space Sainsbury's are now limited to the amount of stores they can open. Due to this factor Sainsbury's are now opening convenience stores. These are small stores selling the same goods but in a small area. The convenience stores are named as 'Sainsbury's local'.



Figure 2- An example of the convenience stores

To get a good reputation from the public Sainsbury's has joined in the fair trade campaign by selling item which are fair trade. This will hopefully make customers believe that Sainsbury's as a large company are doing their part in helping the third world. The benefit for Sainsbury's is that more customers will be coming to the stores.



Figure 3- Fair trade food being sold at Sainsbury's

Another massive 1000 prices have been lowered in a matter of the last few months. New brand standards, such as only using free-range eggs and

British-sourced chicken and pork, and the cutting of hydrogenated vegetable oils, have been applied to 'Taste the Difference' products. "Hydrogenated vegetable oils, or more precisely trans fatty acids sometimes contained in them, have been associated with health issues such as heart disease."

Sainsbury's have many schemes in making money. One of which is the "active kids". This scheme is designed for children and to encourage them to eat healthily. Eating healthy has become a political issue. So the advantage for Sainsbury's is that they will gain a good reputation from the public. Moreover parents and children will want to come too Sainsbury's as the parent will get health food for their children and the children will get vouchers for there school. The advantage for Sainsbury's is that money will be becoming in to the business. Around 95 per cent of Sainsbury's customers are aware of the scheme and believe it is providing a valuable contribution for the local community. This shows that their advertising is successful.



Figure 4- The voucher received

Online service at Sainsbury's is superb. This service is crucial and good as the company will be able to also make money via the net. More over various people cannot go to the store for many reasons they will be able to order their food over the net. Furthermore the service gives home delivery with more discounts when bought over the net. The service is good that the food delivered within an hour of chosen time.



Figure 5- Advert for the service

One of Salisbury's activities is based Comic relief. The money they receive by selling good of comic relief part of it goes to the charity. This is a good sponsorship as many people will be pleased towards the firm for their help.

Sainsbury's have been helping the charity since 1999 they are the only supermarket supporting the charity. This is more of a boost for them.



Figure 6- The logo of comic relief in the firm and items sold in the supermarket

All these schemes that I have mentioned are good for the companies' reputation. Moreover it will create competition with their main rivals Tesco. Sainsbury's have many campaigns which are beneficial for both worlds them and the community. Compared to Tesco their community advertisement is about petrol. Yes Sainsbury's do have a petrol service however they do not concentrate as much as they do on for instance the active kids and comic relief. In addition the petrol service in Tesco had a problem. The petrol customers filled damaged many cars. This is a big blow for them as the public might not want to refill in Tesco any more.

Resembling to any other firms Sainsbury's will have good point and bad points. However having bad point is not a bad thing as, if the firm does something to improve it will become much more successful.

Issues such as:

- Cash flow
- Stock
- Shares

Sainsbury plc was making a loss as most of their customers were turning to there rivals for food. They were making a loss as they did not have a proper stock control as people came to buy one thing that Sainsbury were out of stock of.

There share price was decreasing as more shareholders were pulling out because they believed Sainsbury will become bankrupt then they turned to Tesco as they were taking all there customers. Sainsbury's has issued three profit warnings that year as problems mounted, and since the start of 2004 its shares have underperformed rival food retailers by 23%

Cash flow because customers were leaving to there rival. Stock because they had improper stock control and people weren't getting there need as it was out of stock. Shares, share holders left because they believed Sainsbury will become bankrupt.

Recommendation

As I stated before no business is perfect there always is space for improvements.

I believe that Sainsbury's should start to improve where they got their main issue. Issues like stocks. A lot of stock is lost by theft. This will affect the cash flow as food is being stolen so the company will make fewer profits. Theft is happening every from customers to staff. This is why I believe that security should be improved. Security should be improved.

There are many ways where security can be improved. For instance face recognition. This system will recognise the face of people who have been previously convicted of theft. The system will automatically alert the guard they will either monitor the person or tell them to leave. More over staff will also be monitored for that as some staff do steal.

Many customers complain of waiting in queues. If Sainsbury's introduce the self check out system then not many people will be complaining. This system goes by its name the customers pay the money of the goods to the computer. The customer checks them self out.



Figure 7- an example of a self check out



Taste of Success

Active Kids complements our successful 'Taste of Success' programme. This promotes food education and cookery in schools. Supported by the Department for Education and Skills, more than 250,000 school children have been involved so far.