

Effectiveness of motivational activities at tesco express in part time staff cont...

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FOR DETERMINING THE MOTIVATIONAL ACTIVITIES OF PART TIME STAFF AT TESCO

By Location Businesses in the globe have been striving to ensure that they meet their objectives through the adoption of different strategies. A diverse range of resources is needed if businesses are to meet those objectives. One of the critical resources is the human resource, whose contribution to any organization is fundamental. Prior to the development of theories and practices that govern human resources, many employers did not accord any priority or attention to the employees. However, after understanding the effects of working conditions on the performance of the employees, businesses realized that motivated employees were likely to present a higher level of performance and commitment (Bratton & Gold 2007, p. 49).

In the recent past, experts in the field of human resource have been developing theories that govern the maximization of using the human resources. Many strategies have been defined that target to optimize the performance levels of the employees. One of these strategies is offering motivational activities to the employees in a bid to maximize their performance. Tesco is one of the outstanding retail businesses in the globe with branches in different countries and regions. For all the Tesco's stores to run effectively, the company needs a remarkable number of employees to offer their services (Bratton & Gold 2007, p. 60). Tesco has exhibited the interest over the years of ensuring that the use of the human resources is maximized. Therefore, it has defined certain motivational activities with the potential of motivating the employees.

It is critical to carry out a survey that seeks to identify the motivational

activities used by Tesco and assess their efficiency levels. Notably, Tesco has both permanent and part time staff. Both permanent and part time staff requires the company to develop different motivational strategies for each group. The current study will seek to analyze some of the motivational activities that Tesco provides to its part time staff and their efficiency in increasing employee satisfaction. Both primary and secondary data were used in this research. Questionnaires were administered to the selected number of participants from the Tesco expresses in central London area (Miles, Huberman, & Saldaña 2014, p. 106).

The participants were required to fill in the questionnaires while revealing their views on the efficiency of the available motivational activities. Data analysis would follow relying on both mean and standard deviation.

Calculation of the satisfaction levels of the employees would depend on the mean levels of all the statements in the questionnaires (Saunders, Lewis, & Thornhill 2007, p. 170). Finding from this research reveal that part time employees at Tesco exhibited a measure of satisfaction with the current motivational activities designed by Tesco express. Worth noting is the fact that there were material variances evident in the responses of the employees. Therefore, the formulation of appropriate recommendations will serve to increase the efficiency of the motivational activities at Tesco (Sensing 2011, p. 88).

Tesco Profile

Tesco is a food retailer based in Briton and has been categorized as the third largest food company in the globe. The company opened up its initial store in 1929 in London. By the 1960s, Tesco had grown immensely becoming a

defining factor of UK high streets. In the 1980s, Tesco was strategic enough to introduce out of town supermarkets that were stocked with all the products people would need. Beginning from 1990, the company focused on developing new ideas and seeking successful application of innovative power. One of the new ideas was the development of Tesco Metro which denoted a large store in the city center that offered all kinds of products. In 1995, Tesco made a step forward after its introduction of its club card which was linked to several financial services (Tracy 2013, p. 121). In 2010, it launched tesco.com. In 1994, the company started expanding into global market and is available in over ten countries at the moment.

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