

# [Sports direct swot and organisational analysis](https://assignbuster.com/sports-direct-swot-and-organisational-analysis/)

## Introduction

In the evolvingmarket today, it is necessary for an organization to be unique if it desiressustainability. It is important for an organization to develop such missionsand policies which assist in the progression of an organization and to bring theirtheories into practice (Gottlieb, 2007). The most effective way to do that is byimplementing methods that aim to bring change. The report is focused on whatstrategies are adapted by an organization for the live up to its requirementsand accomplish its missions. The organization which is enlightened in thisreport is the SportDirect. com, this British sports goods Retailer wasestablished in 1982 by Michael James Wallace commonly known as Mike.

The reporthighlights the concepts of transferable skills and how they are important to beimplemented for the fulfilment of organization’s missions. Furthermore, thereport is based on the values, mission statement, strategies and aims andobjectives of the organization SportsDirect. com. The company is currentlyoperating worldwide and has 670 store across the globe, 470 of which are only operatingin the UK. The clothes and accessories that the company trades and offers areall related to sports. The report also focuses on the customer expectationsregarding this organization and what role do the employees play in it.

## Literature Review

According toGottlieb (2006) the steps that can help an organization to evolve and add valueto their products is by planning the goals that are to be achieved, plan outthe target market, engage with the known and unknown people for the recognitionof brand, create plans and strategies to implement and by supervising progressand upholding the relations with stakeholders. It must be the core strategy ofan organization to add value to their products which can be done by being ingood terms with the community (Barnes, 2001). It is believed by Gottlieb andPanepento (2008) that when an organization is motivated to achieve its targets, it strives to make its vision and mission statement strong and is able to domore with less when faced with the hard times.

## Customer Analysis

Customeridentification is very important for a business. By identifying who are theircustomers, a company can easily then advertises their products accordingly. With the help of knowing their targeted people, Sportsdirect. com can be able toonly channel their products to them. Selling sports gear and items such astrainers for runners shows that their target customers will be people eitherinto sportswear, sports, health and fitness as well as casual wear.

The chief focusof an organization must be to satisfy its customer’s need and to find outdifferent ways to attract the customers (Zeithaml et al., 2006). The company SportsDirect. com has never been muchable to fulfil the desires of its customers. Providing best customer serviceshas never been the focus of the company. The employees there look just asconfused as the customers. The company has lack of order in the workplace whichdoes not satisfy the people as they come to shop for the relaxation of mind andto get what they desire but after taking in the disturbed service it all goesaway (Wallop, 2015). It has also been in the lists of complaints by the customersthat there wasn’t even any a place to sit in the shoe area making everyonethink how to try the trainers they want? (Portas, 2013)

Apart from allthese issues that the Sports Direct possesses, the main thing that satisfiesthe customers at maximum and makes them ignore all the negative parts is thatthe company offers the expensive brands in lowest possible price which is satisfactoryfor the customers. According to Ojasalo (2001) managing of customer’sexpectations in the professional area is the main duty of the workers and it isthe main task of the managers to spread awareness regarding customersatisfaction in the workplace.

## SWOT Analysis

The SWOT analysis is used to thoroughly detect thestrengths, opportunities, weaknesses and threatsto determine the situation of an organization. By this internal analysis the company can focus on its internal operations and functions and come up with new ideas to progress.

## Strengths

The strengths ofthe company Sports Direct include the wide network of stores all over theworld. It is a liable brand which has been operating over decades. The companyhas tied up with the most famous brands as Adidas, Reebok and Nike which is oneof a solid strength. The staff in Sports Direct tends to stay put with theorganization because the get paid with high bonuses and gets additionalbenefit.

## Weaknesses

The slow growthin market share is one of the most notable weakness of the company. The companyhas always been working in low profit margins which can have a great effect onthe future profitability. The lack of customer dealing skills in workers withinthe organization is also a potential weakness by which an organization can facegreat loss in profitability and competitive advantage.

## Opportunities

The companytends to acquire brands across Europe which is a great opportunity in order toreach more customers. The increasing economic problems in Europe provide anopportunity to Sports Direct to lay its foundation in Western and EasternEurope. It is chiefly important for the brand to expand because the stores inUK have been settled for over decades which gives it a broad opportunity toreach out for more customers in different countries and attract the brandconscious customers so that the company can be stable and sustained.

## Threats

The functioningof the company can be affected by the continuously fluctuating policies inEurope. The evolution in technology is also causing problems for the companyand more advancement in it can be a potential threat for the company. Ifadvanced technology is used by the rivals of Sports Direct, it can be a greatthreat to its progress.

## Employee Roles and Responsibilities

The employeesroles and responsibilities matters the most for the functioning of anorganization. The moods and expectations of the customers depend upon theattitudes of the employees. If the employees work responsibly with the rolethey are allocated with then there would be lesser problems relating tocustomers in the workplace. The employees in Sports Direct are famous for theirconfused behavior, though the customers are attracted to the cheaper prices ofthe desired brands but also get disappointed by the employee behavior towardsthem. The company provides flexible working hours to the employees. The SportsDirect has been striving to change the policies related to employment. It isimportant to recognize the needs of the employees so that they can concentratemore on their roles and responsibilities towards the company.

## Training and Development programs in organizations

Training anddevelopment programs provide opportunities to the organizations to train theminds of employees according to their targets and missions (Noe, 2002). If theemployees are trained according to the intensity of desired goals of theorganization they can live up to the expectations of the organization and thiscan result in better performance. Most of the employees that apply to work inorganizations aren’t much aware of what the organization is targeting at, thefresh and young employees lack workplace skills which are important to bedelivered to them. By the help of training and development programs the companycan bring each and every employee to the same level of intellect.

The idea oftraining and development in an organization shows the workers that they arevaluable which motivates them to participate actively in these programsconsequently creating workplace a better environment to work in (Noe, 2002). Staff members should have exposure the information related to the safety, administration etc. When a training program is properly structured it helps anorganization to operate comprehensively (Jehanzeb and Bashir, 2013). Theworkers in an organization must be treated as valuable assets and the managersmust know how to deal with them and take the required work from them. Thus, thetraining and development programs have a great value towards organizationswhich the company must invest in.

## Customer Service Assistant

The primarypoint of interaction between the customers and the firm is through the customerservice assistant. The first person that the customer communicates and getsinteracted is the customer service assistant which gives out information aboutthe brands on sale by the company. The customers approach these assistants inorder to get advices, information relating the brands and products, to complainor return any purchased item. This job is done in person, online or bytelephonic contact.

The customerservice assistants provide online help to the customers who demand it whilemaking purchases. The main role of this job is to handle the complaints by thecustomers it is a great responsibility to thoroughly go through the complaintsand try to resolve it or transfer it to the responsible area. It is importantthe customer service assistant listens to the issues calmly and don’t react ina harsh way either on phone, online or in face as a bad behavior can be anelement of destruction for the company’s image and reputation. In SportsDirect, the role and duty of the customer service assistant is quite hard, theyare ought to carry out a lot of work because the managers there are quiteskilled and knows how to make employees work (Wallop, 2015). Though the customer’sassistants of this company have observed to be as confused as the customers butthey do have patience and politeness in their attitudes (Portas, 2013). In somecompanies it is important to note down and make a report of the very ownactivities performed all day, this helps in the supervising of both the personon job and the progress of the company.

The skills thatare required to be a good customer service assistant includes being polite withthe customers, being capable of handling the sudden situations and abilityresolving issues rapidly so that the customers don’t have to wait. Further, theperson must be aware of the information technology and administrative skills inorder to carry out the tasks which are to be done using online services. Also, the person has to be attentive and have good customer service skills.

## Recommendation

Further are therecommendations for the company to focus on in order to address the weaknessesand threats. By focusing on the recommendations Sports Direct can easily gaincompetitive advantage. Firstly, the company must focus on the training and developmentprograms and invest in this area in order to deliver the aims and targets ofthe company to the employees so that each of them would have similar skills andcan deliver efficient work. Secondly, the company must focus upon expandingmore outside the Europe due to the increasing issues in its economy the companyis facing loss in market share. Furthermore, the company must considerincreasing the wages of the customer’s service assistants so that they would bemotivated to work hard and strive for the progression of the company. It isalso necessary for the company to arrange sitting areas in the shoe departmentin most of the stores so that people would not complain about the absence ofplace to sit and try shoes on.

## Conclusion

In conclusion, the company must thrive to overcome its weaknesses and threats in order to rise as an exceptional brand. Sports Direct must establish itself and evaluate exceptional strategies address the issues in the workplace. If the company focuses on the training and develop program more it can acquire sustainability. The stability for the company lies within the strategies it implements for its success. Thus, the theories and policies of the company must be brought to practice so that this could result in excess profitability and be a way to achieve competitive advantage as well. Sports Direct can achieve its motives by focusing on the recommended ideas.

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