

# [Learning wide range of products from food to](https://assignbuster.com/learning-wide-range-of-products-from-food-to/)

Learningobjectives: This unit will give you a broad understanding ofdifferent organisations and what they are trying to achieve. You will learnabout the influence of stakeholders and how organisations are structured toachieve their purposes. You will also learn about the changing businessenvironment. The recent global recession has affected many businesses however, other external issues also have an impact, – and political, legal, and socialfactors will be considered. In assignment 1, you will learn about the range ofdifferent businesses and their stakeholders.  Scenario: Youhave to pick two contrasting organisations operating in the local area andprovide an insight into who they are, what they do and why  Task1 P1 Describe the type of business, purpose andownership of two contrasting business (Reflective learners)In this assignment, I will be looking at the purpose and ownership of Asda and Muslim Aid. I will research the activity, businesssector; whether it’s primary, secondary, or tertiary.

I will also comment onthe ownership and the business purpose for both Asda and Muslim Aid. AsdaBusinesshistory and activity: Asda Stores Ltd is a British supermarket retailerwhich supplies food, clothing, and general merchandise. It also has contactlenses, travel agency, Asda mobile and tyres etc. The company was founded in1965 by the Asquith family, and firstopened by Peter Asquith. Asda was the” first food store to offer general merchandise” which expanded the business andmade it grow bigger in the industry.

It was the “ secondlargest supermarket” in Britain between the years 2003 till 2014.  However, Tesco and Sainsbury took over and nowit’s ranked third in the supermarket industry.-https://en.

wikipedia. org/wiki/Asdahttps://www. asdasupplier. com/about-us/about-asdaAsda has a lot of business activity which makestheir business ideal for consumers.

Theyhave a lot of services which attractcustomers. Some of their services include;·        George Clothing and footwear·        General merchandise ·        George home·        Contact lenses  ·        Travel ·        Asda mobile ·        Tyres, petrol station and car washttps://asda. custhelp.

com/app/helphome? cmpid= ahc-\_-otc-cus-\_-asdacom-\_-hp-\_-header-\_-helpBusinesssector and ownership: Asda is mainly a tertiary and a secondary sector asit imports products of its self; such as Asda smart price food and their ownbakery. It has a wide range of products from food to house hold goods. Theyalso have local sourcing, where they have a partnership with local suppliers bringingthem fresh food of all varieties on a regular basis. This can promote theirsales as people will like to buy organic food. In addition to that, they havetheir own brand of clothing called “ George” which was launched in 1990 the” first supermarket clothing brand in Britain.

” https://sustainability. asda. com/local-sourcing& https://en. wikipedia.

org/wiki/Asda  Asda’s ownership is a PLC (Public LimitedCompany). It is funded by the government so they have to abide by the rules ofthe government. They aspire to attract new shareholders; most of them arepensioners and bankers. There are many stakeholders who have an influencein the business. The employees are the body of the business, without them thebusiness would not run. However, they have limited freedom and their voice isnot heard as much. Their importance in the job is to get their wages at the endof the month. The managers have the higher level of authorities and they makethe decisions, their interest is to improve its service and sales.

Thegovernment sets out rules and regulations which the business has to abide. The government’sduty is to reduce unemployment and to collect taxes. Businesspurpose: Asda’s purpose is to “ save everyone money, every day.” They put their customers first and aim to listen to what they have tosay. It is the customers who have the most priorities because; they impact onwhat they sell. Asda’s purpose is to supply products with quality assurance andcompetitive prices.

http://your. asda. com/system/dragonfly/production/2012/01/04/12\_59\_19\_568\_All\_about\_Asda. pdf      MuslimAidBusinesshistory, purpose, and activity: Muslim Aid is a UK based Islamic charity, whichwas established in 1985.  It started offas a small branch in London and then expanded across the UK over the past 25years. They provide emergency service over 50 countries across the world, byraising money for supplies which they use to give aid.

Some of the activity they do is; ·        Campaigning·        Go door to door to raise money·        Come on TV to raise money·        Host eventsThey have worked in over 70 countries across theworld; helping the people in need due to poverty, “ natural disasters, and lackof life’s basic necessities.” They work with anyone in need, regardless of theirreligion, race, or gender etc. Their mainaim is to preserve lives and at the same time, they endeavour to provide education and skill training.

https://www. muslimaid. org/about-us/  & https://www. muslimaid.

org/what-we-do/Businesssector and ownership: Muslim aid business is a tertiary business sector. They aim to save lives by providinghealthcare, food, and water.  Helpingpeople to overcome the crisis and makepeople’s lives better again. They provide tents and blankets to the people whohave been affected by the crisis.

Some of their strategic programmes to reducepoverty are;·        Education ·        Teaching people skills ·        Providing clean water·        Healthcare; medical aid for hospitalsMichael King (Interim Manager)and Jehangir Malik is the chief executive of Muslim aid. MuslimAid is a private limited company, whichwas established in 1985 by some community leaders. The manager’s responsibilityis to assure that the charity is providing the right products to the employeesto distribute it. The employee has the responsibility to distribute; food, water and healthcare to the people who have been affected. The suppliers arethe people who donate the money to Muslim aid, how much they donate affects a number of products Muslim aid can buy.

https://en. wikipedia. org/wiki/Muslim\_Aid