

Learning wide range
of products from food
to



**ASSIGN
BUSTER**

Learning objectives: This unit will give you a broad understanding of different organisations and what they are trying to achieve. You will learn about the influence of stakeholders and how organisations are structured to achieve their purposes. You will also learn about the changing business environment. The recent global recession has affected many businesses however, other external issues also have an impact, - and political, legal, and social factors will be considered. In assignment 1, you will learn about the range of different businesses and their stakeholders. Scenario: You have to pick two contrasting organisations operating in the local area and provide an insight into who they are, what they do and why

Task 1 P1 Describe the type of business, purpose and ownership 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, business sector; whether it's primary, secondary, or tertiary.

I will also comment on the ownership and the business purpose for both Asda and Muslim Aid.

Asda Business history and activity: Asda Stores Ltd is a British supermarket retailer which supplies food, clothing, and general merchandise. It also has contact lenses, travel agency, Asda mobile and tyres etc. The company was founded in 1965 by the Asquith family, and first opened by Peter Asquith. Asda was the "first food store to offer general merchandise" which expanded the business and made it grow bigger in the industry.

It was the "second largest supermarket" in Britain between the years 2003 till 2014. However, Tesco and Sainsbury took over and now it'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 washhttps://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 https://assignbuster.com/learning-wide-range-of-products-from-food-to/

to get their wages at the end of the month. The managers have the higher level of authorities and they make the decisions, their interest is to improve its service and sales.

The government sets out rules and regulations which the business has to abide. The government's duty is to reduce unemployment and to collect taxes. Business purpose: Asda's purpose is to "save everyone money, every day." They put their customers first and aim to listen to what they have to say. It is the customers who have the most priorities because; they impact on what they sell. Asda's purpose is to supply products with quality assurance and competitive prices.

http://your.asda.com/system/dragonfly/production/2012/01/04/12_59_19_568_All_about_Asda.pdf

Muslim Aid Business history, purpose, and activity: Muslim Aid is a UK based Islamic charity, which was established in 1985. It started off as a small branch in London and then expanded across the UK over the past 25 years. They provide emergency service over 50 countries across the world, by raising 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 events They have worked in over 70 countries across the world; helping the people in need due to poverty, "natural disasters, and lack of life's basic necessities." They work with anyone in need, regardless of their religion, race, or gender etc. Their main aim is to preserve lives and at the same time, they endeavour to provide education and skill training.

<https://assignbuster.com/learning-wide-range-of-products-from-food-to/>

<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 providing healthcare, food, and water. Helping people to overcome the crisis and make people's lives better again. They provide tents and blankets to the people who have been affected by the crisis.

Some of their strategic programmes to reduce poverty are;

- Education
- Teaching people skills
- Providing clean water
- Healthcare;

medical aid for hospitals Michael King (Interim Manager) and Jehangir Malik is the chief executive of Muslim aid. Muslim Aid is a private limited company, which was established in 1985 by some community leaders. The manager's responsibility is to assure that the charity is providing the right products to the employees to distribute it. The employee has the responsibility to distribute; food, water and healthcare to the people who have been affected. The suppliers are the 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