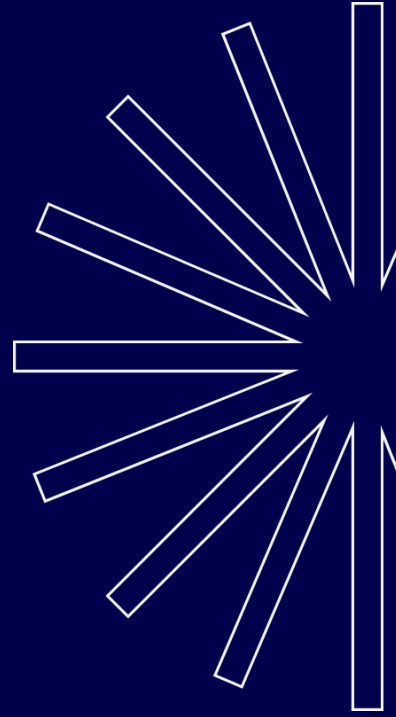


University of
Salford
MANCHESTER



Pre-Course Activity

Salford Business School
2023-2024

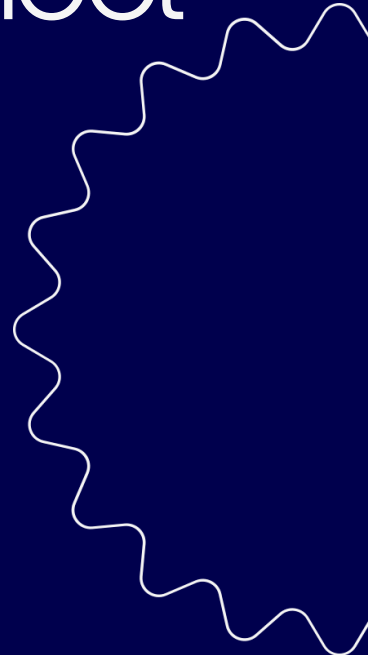
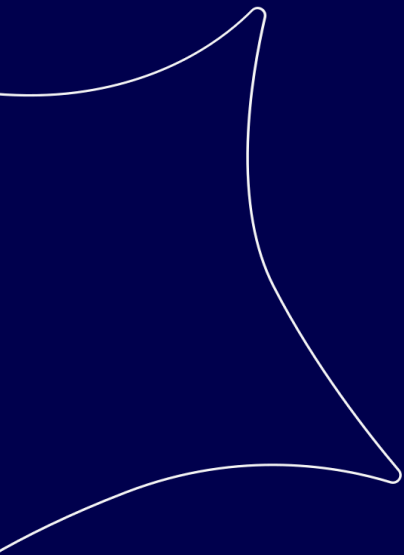
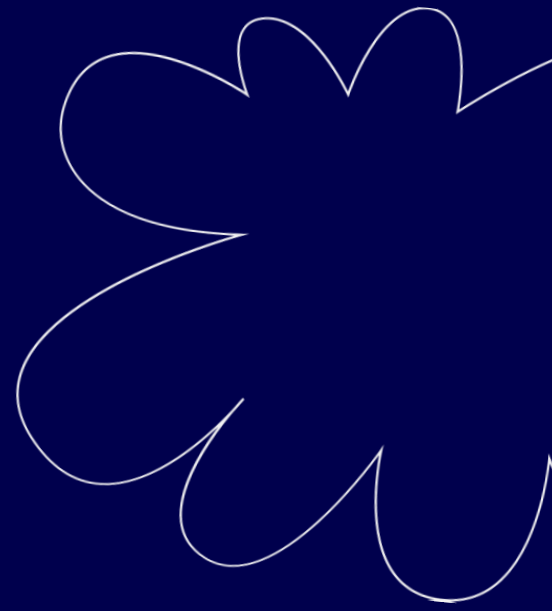
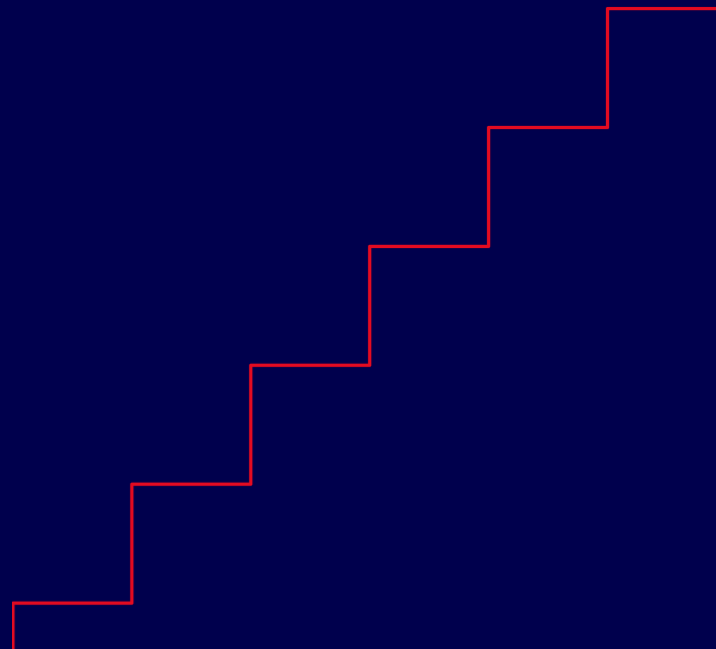


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If you have not already done so, please open this document in Microsoft Edge, as you will need to use the editing tool later



Welcome



INTRODUCTION

The purpose of this workbook is for you to develop skills related to your course, and also to give an insight to the types of industry which are in the North West.

This pre-course activity will also put you in good standing for the first module you will undertake called "Understanding Organisations".

Whilst completing this workbook, it is worth considering if the university is able to provide you with further support. One way we can do this, is through Reasonable Adjustment Plans (RAP) which are something we can help put in place to ensure you have fair and equal access to your education.

If you have a disability, or are a carer, we can support you in this.

Please see <https://www.salford.ac.uk/askus/support/disability-inclusion-service> and/or <https://www.salford.ac.uk/askus/topics/diversity-and-inclusion/student-carers> for more information.

You are encouraged to complete a RAP if you need one before the first day start.



The Task

You will complete a PESTLE analysis for ONE of the following three organisations: MCFC, PLT and The Co-op

WHAT IS A PESTLE ANALYSIS?

Watch this video: <https://www.youtube.com/watch?v=GFVKKTwkANY&t=6s&pp=ygUPcGVzdGxllGFuYWx5c2lz>

PESTLE IN PRACTICE

Read this article:

<https://www.managers.org.uk/wp-content/uploads/2020/03/Carrying-out-a-PEST-analysis.pdf>

COMPLETING THE PESTLE

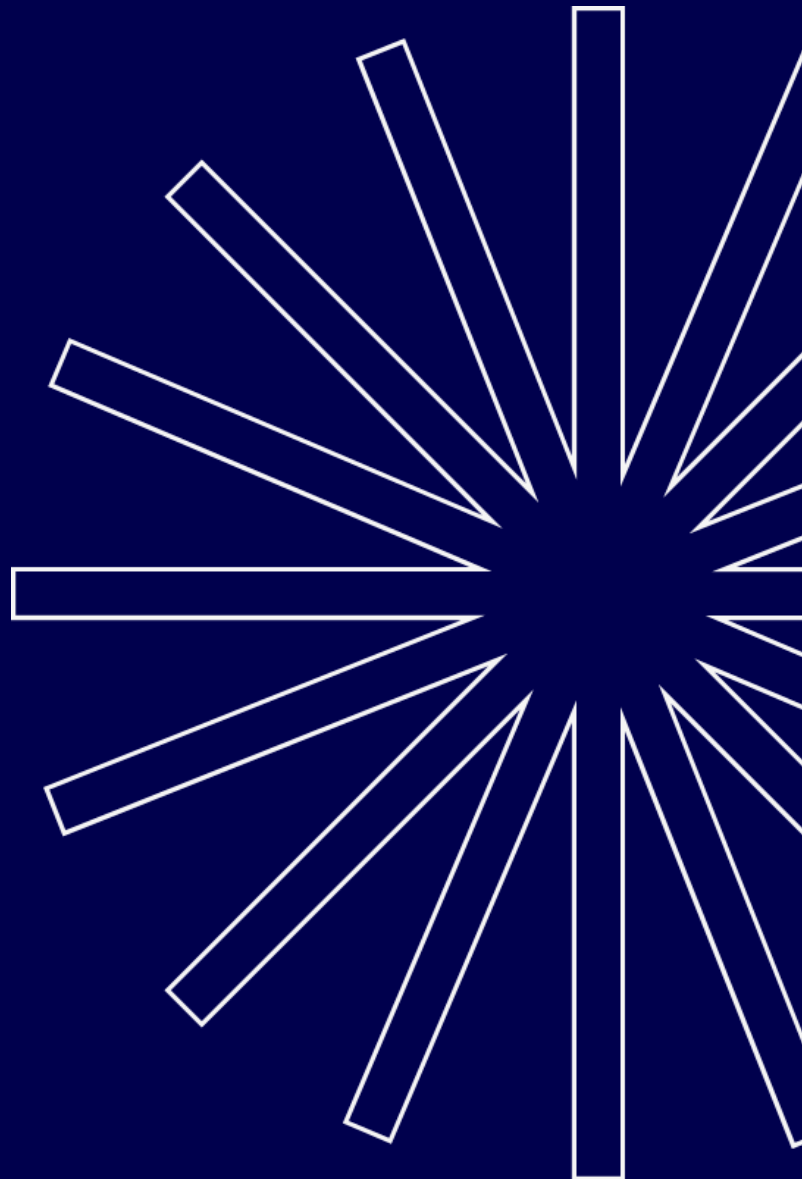
You will find the PESTLE activity to complete further in the workbook

Further Reading:

<https://pestleanalysis.com/what-is-pestle-analysis/>

<https://www.smartinsights.com/marketing-planning/marketing-models/pestle-analysis-model/>

<https://www.simplybusiness.co.uk/knowledge/articles/2022/03/what-is-a-pestle-analysis/>



Finding Further Information

YOU WILL NEED TO USE VARIOUS SOURCES OF INFORMATION FOR YOUR RESEARCH, AND TO COMPLETE THE ACTIVITY:

WHERE TO LOOK?

Look at:

The company website

The industry news

Professional membership sites associated with your degree (they have sites with facts, how-to sheets and latest industry news)

Social media (check the source!)

Government websites

News sources such as The Financial Times

Industry/sector specific journals

WHAT TO INCLUDE?

Numbers/statistics

Facts

Timescales

Examples

Previous history

Motivations/reasons for doing "that"

Case Study One - MCFC



Manchester City is an English Premier League club whose roots began in East Manchester. From its first incarnation as St Mark's West Gorton in 1880, the Club became Manchester City FC in 1894.

That was the beginning of a storied history that has delivered a European Cup Winners' Cup, eight League Championships, including six Premier League titles (2012, 2014, 2018, 2019, 2021, 2022), six FA Cups and eight League Cups.

(City Football Group, 2023)

Other sources:

Manchester City have been named the most valuable football club brand in the world.

<https://www.mancity.com/>

The Club has topped the Brand Finance Football 50 Report for the first time.

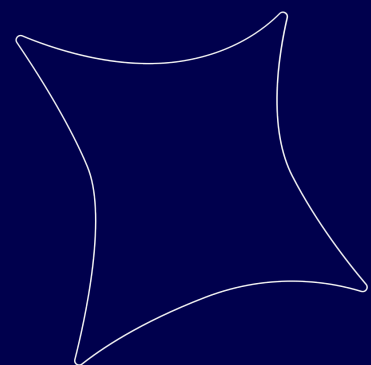
<https://www.uefa.com/uefa-championsleague/>

The report details a 34% positive growth in City's brand value since the COVID-19 pandemic, with the Premier League champions overtaking Real Madrid for the top position. This is the first time an English club has held the number one spot in six years.

<https://www.manchestereveningnews.co.uk/>

A decade of dominance on the pitch and the highest revenue of any of club in the report were outlined as key drivers for City's rise in the rankings.

([Mancity.com](https://www.mancity.com/), 2023)



Case Study Two: PrettyLittleThing

PRETTYLITTLETHING

Online Retail

PLT

We are more than just a brand. We aim to inspire confidence in our customers when it comes to how they dress and present themselves to the world, endeavoring to build a community of #EveryBODYinPLT. A movement towards body positivity, equality and all round feeling yo'self regardless of body type, race or gender.

About Us, PLT, 2023

OWNED BY BOOHOO.COM

PrettyLittleThing is a youthful trend leader in online women's fashion, offering a wide range of products at great prices, supported by an engaging global social media presence. The brand aims to help every girl feel like a celebrity with her clothes. DEVELOPMENTS A hugely popular brand that has performed well in the year, increasing its market share and has exciting plans to open an online clothes exchange shop in 2022.

BooHoo PLC Annual Report, 2022

FURTHER SOURCES:

<https://www.prettylittlething.com/about>

<https://www.boohooplc.com/sites/boo-hoo-corp/files/2022-05/boohoo-com-plc-annual-report-2022.pdf>

<https://goodonyou.eco/how-ethical-is-prettylittlething/>



Case Study Three: The Co-op



Retail/Insurance

OUR CO-OP

We're one of the world's largest consumer co-operatives, owned by millions of members. We're the UK's fifth biggest food retailer with more than 2,500 local, convenience and medium-sized stores.

We're also:

- the UK's number 1 funeral services provider
- a major general insurer
- a growing legal services business

As well as having clear financial and operational objectives and employing nearly 70,000 people, we're a recognised leader for our social goals and community-led programmes. We exist to meet members' needs and stand up for the things they believe in.

So, the more successful we are, the more we can give back to you and your local community.

That's why we're different.

Co-operative, 2023

HISTORY

The Co-op Group has its origins in the co-operative consumer societies started by the Rochdale Pioneers.

In 1863, independent co-op societies formed The Co-operative Wholesale Society (CWS). They provided Co-op products to sell in hundreds of Co-op stores.

Over the next century, CWS went through many changes and eventually became The Co-operative Group.

OTHER SOURCES:

<https://www.co-operative.coop/media/news-releases>

<https://www.thegrocer.co.uk/the-co-op/173.subject>

<https://www.retail-week.com/companies/the-co-operative-group>

PESTLE ANALYSIS

IDENTIFY THE KEY FACTORS AFFECTING THE INDUSTRY (SEE UNDER LOGO FOR INDUSTRY) AND SPECIFICALLY, YOUR ORGANISATION

To add text, please open in Edge and use the Text option:

☰ | 🗑️ | ▾ | 🖋️ Draw ▾ | 📄 | 🔊 Read aloud

ELEMENT	FACTORS TO CONSIDER	WHICH ONES AFFECT THE INDUSTRY?	IMPORTANCE TO THE ORGANISATION
<i>POLITICAL</i>	Government policy/ political stability/ tax/ industry regulations/ global trade agreements or restrictions		
<i>ECONOMIC</i>	Exchange rates/globalisation/eco nomic growth or decline/inflation/inter est rates/cost of living/labour costs/consumer spending habits		
<i>SOCIAL</i>	Consumer trends and tastes/fashion/consum er buying habits/lifestyle factors/career attitudes/work-life balance/demographics		



PESTLE ANALYSIS (CONTINUED)

IDENTIFY THE KEY FACTORS AFFECTING THE INDUSTRY (SEE UNDER LOGO FOR INDUSTRY) AND SPECIFICALLY, YOUR ORGANISATION

ELEMENT	FACTORS TO CONSIDER	WHICH ONES AFFECT THE INDUSTRY?	IMPORTANCE TO THE ORGANISATION
<i>TECHNOLOGICAL</i>	Automation/innovation/disruptive technologies/social networking/upgrades/robotics/artificial intelligence/security		
LEGAL	Employment law/common law/local labour law/health and safety regulations		
<i>ENVIRONMENTAL</i>	Restrictions/sustainable resources/corporate social responsibility/ethical sourcing/transportation/procurement/supply chain management/future pandemics		



CHECKLIST

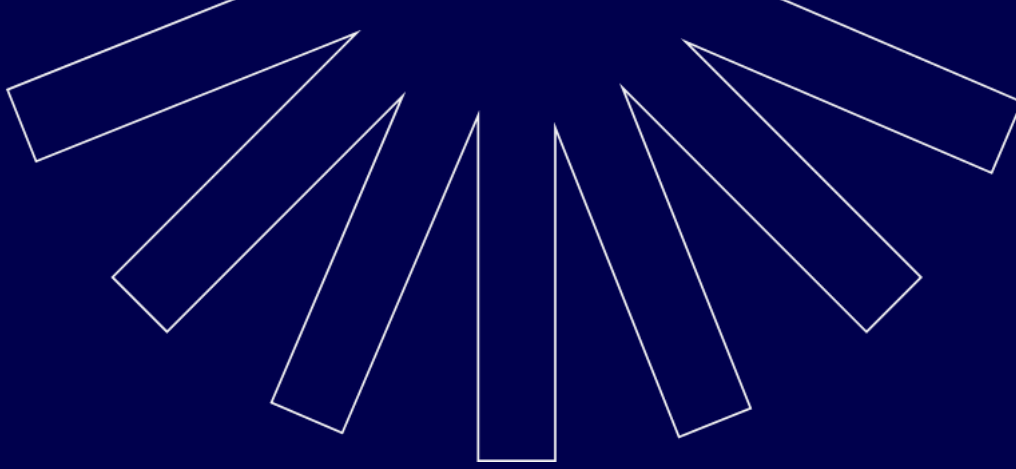
To add your response, please use the draw option:



HAVE YOU DONE THE FOLLOWING?

-
- | | | | |
|----|--|---------------------------------|--------------------------------|
| 01 | LOOKED AT THE DISABILITY INCLUSION SERVICES SITE AND APPLIED IF APPROPRIATE? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|--|---------------------------------|--------------------------------|
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- | | | | |
|----|---|---------------------------------|--------------------------------|
| 02 | LOOKED AT THE UNIVERSITY WEBSITE TO NAVIGATE FOR FURTHER INFORMATION? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|---|---------------------------------|--------------------------------|
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- | | | | |
|----|-------------------------------|---------------------------------|--------------------------------|
| 03 | COMPLETED THE PESTLE ANALYSIS | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|-------------------------------|---------------------------------|--------------------------------|
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- | | | | |
|----|--|---------------------------------|--------------------------------|
| 04 | SAVED THIS DOCUMENT AND PUT IT INTO AN APPROPRIATE FOLDER ON YOUR ONEDRIVE OR FILES? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|--|---------------------------------|--------------------------------|
-





Need further guidance and support?

Contact

<https://www.salford.ac.uk/askus>

**ARRIVE A STUDENT, LEAVE AN
EXPERT AND BECOME
UNSTOPPABLE WHEN YOU
STUDY WITH US.**



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