

ASSIGNMENT : 1

SUBMITTED TO : SIR FAROOQ JAN

SUBMITTED BY : MEHREEN 16091 MBA90.

SUBJECT : Cases In HRM

ARTICAL : PRSMARK Company.

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## Introduction OF PRIMARK Company.

Primark is a subsidiary company of the ABF (Associated British Foods) Group. The company was launched in 1969 in Ireland trading as Penny's. By 2000, there were over 100 stores across Britain and Ireland. By 2012 Primark had 238 branches across the UK, Ireland and Europe. Primark has become distinctive for offering unbeatable value while never losing its innovative, fashion-driven edge. Like many other retail fashion businesses, Primark does not manufacture goods itself. Its expertise lies in understanding its customers and working



Roll Number: 16091

3

Teacher: Sir Farooq Jan

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Program: MBA (90)

Question no 1:-

PRIMARK

What did you specifically like or dislike about the article?

In this article I like two main things one is CSR and another one is HER project moreover Primark do not do its manufacture but it export or supplies their goods. Primark is an international company, it is having very huge network which creates jobs for many people. Primark has initiated a programme of CSR stance and ensures that its trading meets the company's value and ethical standards. Primark is involved in the HER project (Health Enables Returns) which aim is to raise awareness

(4)

and delivering Healthcare education to female workers in supplier countries. Primark is an organization which is able to respond and demonstrate responsibility in different ways. This includes activities as wide-ranging as encouraging employees to volunteer in community projects, sponsoring and supporting charity work or contributing time and money to improving its environmental impact. Primark is a business which directly contributes to the employment of more than 700,000 workers. The HER project uses education as the key tool against all these inter-related problems. Primark take care of environment as well that's why they launched different product recycling programmes. Primark do not have online shopping, they save on small stuff their packaging is quite simple. They earn though



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their supply chain, they do make a difference. Their focus has always been on their customers, on pricing which is the good point for earning high profits.

The thing which I don't liked was a child labour, The company were alerted to the use of child labour in southern India by a BBC Panorama investigation for a programme to be screened.

The documentary showed that there were so many childrens who were doing work by just paying them 60 per day by factory bosses to work in a refugee camp.

Question no 3.

How does your personal experience fit with the readings and how they are inconsistent.

In context to the article my personal experience with Stylo shoes are they do exchange in limited time duration and same Primark does. Stylo shoe outlets give very good services to their customers, they give limited time duration to their customers to try that product and to exchange it if change needed. As i purchased some products from Primark outlet as well they give much time to try that product or to reexchange the product



in specific time duration. which is a good experience though.

Question no 4.

what are some research ideas to pursue in the Pakistani context that would allow us to correct the mainstream literature?

Pakistani nation is a fringe nation that depends on the inner hypothesis.

Researchers should focus on main topics in which Pakistan is facing problems.

To do research, try to find out

new innovative ways of problem solving.

Some Research Ideas In Pakistani Context :-

Child abuse - Lack of awareness

child marriage - Poverty - Pornography

Domestic Abuse - Drug addiction in youth.

Question no 2.

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What are some research ideas that you have formulated based on the readings and the research questions that are left you pondering.

The research idea that I have formulated based on the readings are "How Primark do their Marketing" and another one is "The Business and Financial Performance of Primark stores". These ideas should focus on operations, strategies, Business and Financial performance of Primark company. The reason why I chose these two ideas or topics is that as a student of HR, strategies, business analysis should be done easily without any difficulty. This study will help a company to under



stand its strengths and weaknesses and not only that but also the opportunities and threats. In this way of analysis the company will be able to propose healthy strategies in the sustenance of their company warranting an uninterrupted growth in both sales and profitability.

Research Questions:-

1:-

How successful is Primark in terms of its profitability and turnover as compared to its rivals in the same market?

2:-

(\*) How successful is Primark in terms of what are some of the strengths and weaknesses, opportunities and threats affecting the going concern of

Primark?