

Answer all the questions.

1. Boots recognised as a great company to work for.

Boots is celebrating over 160 years of the Boots brand, and it is committed to making it a global brand in the coming years. It already has operations in Norway, the Netherlands, the USA, the Middle East and Thailand and it is determined to continue to market internationally in order to become one of the world's largest health and beauty pharmacy chains.



- (a) Explain **two** benefits to Boots of marketing its products internationally. [6]

Boots realises how important a well-motivated workforce has been to the success of the business. The firm was delighted to be placed at number 19 in the Times 100 Best Companies to work for. Alex Gourlay, (who started in Boots as a Saturday assistant), Chief Executive of the Health and Beauty Division says, 'We're aiming to be the UK's leading pharmacy-led health and beauty retailer. We'll achieve that by putting our customers at the heart of everything we do. We apply the same core values to our people – if they feel good about where they work and who they work for, they can deliver the legendary customer care that we are famous for. We believe that whatever field you're in and at whatever level, you should be able to take ownership of your own development and progression. We encourage open communication across the business. We're looking for the best people to care for our customers and be proud to be part of the Boots team.'

Boots provides its staff with a considerable number of benefits and rewards that recognises their contribution. These include competitive salaries, bonus schemes and a generous employee discount on purchases.

Extract from 'Our Stories': Kasim, Project Manager

My story is about launching self-checkouts in stores.

I've had a fantastic journey with Boots over the last six years. I started in the IT helpdesk and within six months I was promoted, and then promoted again six months later. I was then offered an opportunity to manage in-house technical projects worth £600,000. I love my job; I love the accountability, the feeling of 'I did that' when your projects go live in the business. It gives me a great sense of achievement. One of my favourite 'I did that' moments was when we launched the self-checkouts in stores. I was involved in the whole process – picking the stores, designing the layout, working directly with the stores, managing contracts, even the merchandising.

One of the main reasons I've stayed with Boots is that I've been able to move around the business in different departments in a variety of roles. It's a company that enables you to achieve your goals. You get total support from the business (and your colleagues) and they really invest in your training and development. It makes it such a nice environment to work in.

Source: www.boots.com

- (b) Assess the possible advantages, to retailers such as Boots, of having a well-motivated workforce. [6]
- (c) How can Maslow's theory of motivation be used to explain the high levels of motivation in Boots' workforce? [8]