

INTRODUCING THE MODERN WORKPLACE

Kellogg's

“Grow with us”

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Introduction

Will Keith (W.K.) Kellogg was born April 7, 1860. In 1876 W.K. and his brother Dr John Harvey Kellogg, accidentally discovered the process of creating flaked cereal while experimenting with shredded wheat cereal. The Kellogg's company is a multifunctional company in producing nutritional food. Kellogg's are marketed in 18 countries and manufactured in 180 countries all over the world, the company has around 100 years.

Background

Kellogg's is one of the famous American food manufacturing with delivery of nutrition products.

Kellogg's is a global company committed to building long term growth in volume and profit and to enhancing its worldwide leadership position by providing nutrition food products of superior value. Kellogg's make food with love for people, that means more than food, that tastes great. People care about where their food comes from, the people who grow from that. W.K. Kellogg promises to put his signature on everything that he creates.

Management is an important part of continuous improvement and business transformation.

The production lines in competitive companies could cause Kellogg's to reduce prices, increase capital, marketing or other expenditures, or lose category share, any of which could have a materialistic harmful effect on their business and financial results. Category share and growth could also be adversely impacted if Kellogg's are not successful in introducing new products.

Aim and objectives

Kellogg's aims to focus on activities pertaining to the consumers and public by supporting their physical activities and offering consumers healthy and quality food in the form of packaged cereals.

Kellogg's has goals of sustaining its position as a market leader in the global breakfast industry and maximizing its profits.

Leadership and management

A good leader always fulfils their responsibilities for making effective projects. Kellogg's leaders are visionary towards targets

Leadership is one of the most effective tools of management and organisation effectiveness depends on the quality of leadership. To lead is to quiet, conduct, direct and proceed. Leadership spurs people into spirited action, it transforms indifference into enthusiastic action, managers will be able to inspire their subordinates by their leadership abilities. Leadership is only a part of management, but it is an important essential ingredient for Kellogg's company. Leadership involves various dimensions and attributes. Leadership made a crucial difference, it is the same in case of leadership in organisations

Behavioural Approach of management

The motivation in Kellogg's has been to improve the current resources and use the knowledge and structure to see the effective way to see the same. There have been certain factors that have been used to see the increment in sales and revenue improvement of the products and services. Certain factors have been there, some of them are explained as under-

Consumer needs- The success of Kellogg's company is dependent on its ability to create products and services that address unmet customer needs. Despite this fact, in over 95 percent of all companies, marketing and development managers don't agree on what a customer "need" even is.

Self – determination – is a theory of motivation it is concerned with supporting the natural or intrinsic tendencies to behave in effective and healthy ways.

Innovation- There has always been a need to improve and make something new and produce the same to the people respectively. There has been a need to provide something new and different to the customers to make sure that all the old product's market has been serving the old and ordinary products. This is the need to serve something new to the people motivates the people of Kellogg's to innovate their work

Maslow & motivation –

relates motivation to a hierarchy of needs. At the bottom are essential physiological needs such as air, food, shelter and clothing and moving to the top we can find , safety needs, esteem and self-actualization needs.

Within Kellogg's every employee is motivated to work through each of these levels. As they do so, this provides positive effects for each employee and the organisation. For example:

Physiological needs – Kellogg's offer competitive salaries. This gives people the means to acquire the basic needs for living. The Kellogg's Corn flex flexible benefits programme allows employees to choose those benefits that suit them. This includes childcare vouchers, cash alternatives to company cars and discounted life assurance schemes. These savings and competitive salaries help workers' pay go further and so motivate them to be loyal to the company.

Safety needs – Kellogg's values the safety of all employees. The company is committed to providing a safe and healthy work environment to prevent accidents. Employees are however accountable - that means they must take responsibility for observing the health and safety rules and practices.

Self-actualisation like creativity, stimulant activities, take owner of a project

SWOT analysis of an organisation

A business specifies their working in certain areas and aspects which need to understand by managers properly. These attributes will be evaluated by using the relevant model and approach so that effective and beneficial strategies lead to crafted so that productivity and profitability tend to rise. Hence, to maximise productivity and profitability, business managers need to evaluate their strength, weakness so that considerable action plan will be crafted. Moreover, with a relevant assessment of opportunities and threats management need to work on them. Kellogg's managers will be going to identify their SWOT properly so that in future they can maintain sales and goodwill of a company like the current format. Below is a table which will be going to present SWOT analysis on Kellogg's a famous cereal firm (Basin, 2018):

The main objective of the company is to develop product of extreme quality and taste. The other operational objectives include timely delivery of the products, training and educating the employees to deliver high quality, maintaining the corporate responsibility, simplifying the process and maintain good relationships and communications. To maintain the quality, extensive quality control process is in place which checks the quality of the raw materials, in process products, final products and also the packaged products are checked for the

freshness. They create awareness about balanced diet and healthy breakfast, which helps them acquire the health conscious consumers. The simplification of the process like automation in manufacturing units and computerised stocking and inventories helps in faster production and distribution. The computerised stocking helps them to monitor the availability of the products in the tertiary sectors.

However the price of the Kellogg's still affect the price-sensitive consumers. This will significantly affect U. S. market due to the slowdown of U. S. economy. This can be overcome with extensive research and development of new products at a lower cost. Acquiring of the competitors which possess a good market share can also help them to increase the customer. Acquiring the competitors can help them acquire the market already possessed by the competitors.

Strengths	1. Product of Kellogg's are manufactured in 18 countries and marketed in more than 80 countries. 2. Great marketing initiative through various campaigns 3. "Kellogg's small changes big differences" earth day celebration 4. "Fighting hunger" initiative with Walmart 5. Promotion through various Mascot developed for each product 6. Kellogg's "heart healthy selection" 7. Has a global workforce of over 30,000 8? Kellogg's has a high brand recall and top of the mind breakfast cereal brand globally 9. Excellent brand presence through motorsport, merchandising etc
Weaknesses	1. Controversies regarding product recall affected the brand image of Kellogg's 2. Nutritional value is under the scanner by government agencies at times

Opportunities	1. Development of distribution channels in other countries with help of other companies can boost Kellogg's 2. Tie-up with restaurants, schools and hotels can boost business 3. Kellogg's can diversify into other health snacks
Threats	1. Increasing competition in readymade breakfast segment can reduce business for Kellogg's 2. Food regulations by government often restrict operations 3. Fake imitations of food products or shop keepers keeping products beyond expiry can be a threat for Kellogg's

Conclusion

By doing this assignment it has been concluded that Kellogg's is the most famous brand that is used by the people for breakfast all over the world. It is necessary for this organisation to give high attention to leadership and management to achieve desired goals. There are various approaches which are used by the organisation to motivate the employees. It is very much important for Kellogg's to satisfy its employees planning and decision – marketing process to attain set target.

Kellogg Company is one of the leaders in the cereals market. They have wide range of high quality and tasty products, which help them to maintain the market constant. This also makes the company confident about their customers. The marketing team of the company carries out extensive market research and the data generated is analysed by the operations management team in order to design and develop the products to meet these customer needs. The designed product's prototype is manufactured and another survey is done on the prototype to get the feedback. Based on the feedback, the company sets the budget of the company and designs the supply chain and the production.

The company also supports and compliments the innovation. They congratulate the employees for the innovative ideas and support their growth. They value the employees and provide them a positive and vitalising environment, which helps them to deliver excellent quality products.

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