

Kellygg's

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History of Kellogg's.

- Kellogg's was founded in usa on February 19, 1906 by Will Keith Kellogg.
- During all those years and after all the action made to grow and develop the business now is one of the most famous company of cereals in the world .
- This company continues to grow , people grow through their values-based such as culture, creating a stronger future every day, enriching communities pointing on the healthy lifestyle and nutritional ingredients.
- All the initiatives, actions, advertising, campaign contributed to build what is this company now in the global market .
- Kellogg's, 2018. *case of study-Kellogg's*,



Aim and objective

- The aim of the company is to build a strong and sound marketing strategy creating awareness of balanced diet and importance of physical activity
- Ensure the environment using sustainability
- As an objective, the organization of Kellogg's is always trying to keep their products as very healthier
- Provide better service and products value for the customers
- Kellogg's try to expand their products via distributors around the world, directly to supermarket via customers
- Kellogg's 2018. *kellogg's company*. [Online]

Legal Compliances

- The suppliers will provide Kellogg's with high quality products with all the applicable food and safety standards of quality
- Preserving commitment to integrity by shaping ethical performance culture
- The company provide clear guidance for the employees and for all the departments.
- The company Safeguard the business and its consumers, customers, investors, employees and all the stakeholders
- Following 'K Values,' which include integrity, respect, accountability, passion, humility, simplicity and driving results.

Reisinger, S., 2015. *Kellogg's Legal Dept. Fortified With Ethics and compliance.*



Leadership and Management Roles and responsibility.

This company is too big and for that reason need a lot of person to work in the different departments to organizing and structuring the actions, strategies and planes of the business. All the departures, from the executive to the managers are focused on this aspects:

- **SETTING A CLEAR VISION OF THE COMPANY AND THE PRODUCTS TO PENETRATE THE MARKET**
- **MOTIVATING EMPLOYEES TO ACHIEVE THE BEST PROFITABILITY**
- **BUILDING MORALE**
- **GUIDING EMPLOYEES IN THE WORKPLACE**
- **DEVELOP THE COMPANY WITH ITS AIM AND OBJECTIVES**
- **DEVELOPING THE MARKET SETTING ALL THE STRATEGIES**

➡ KELLOGG'S., 2018. *HOME KELLOGG'S*. [ONLINE]



Behavioral approach of management.

The behavioral **approach** to **management** activate managers to understand what they can use to customize the brand a develop a global market with their business, respecting employees, laws and environments.

Many of the behaviors of the kellogg's are:

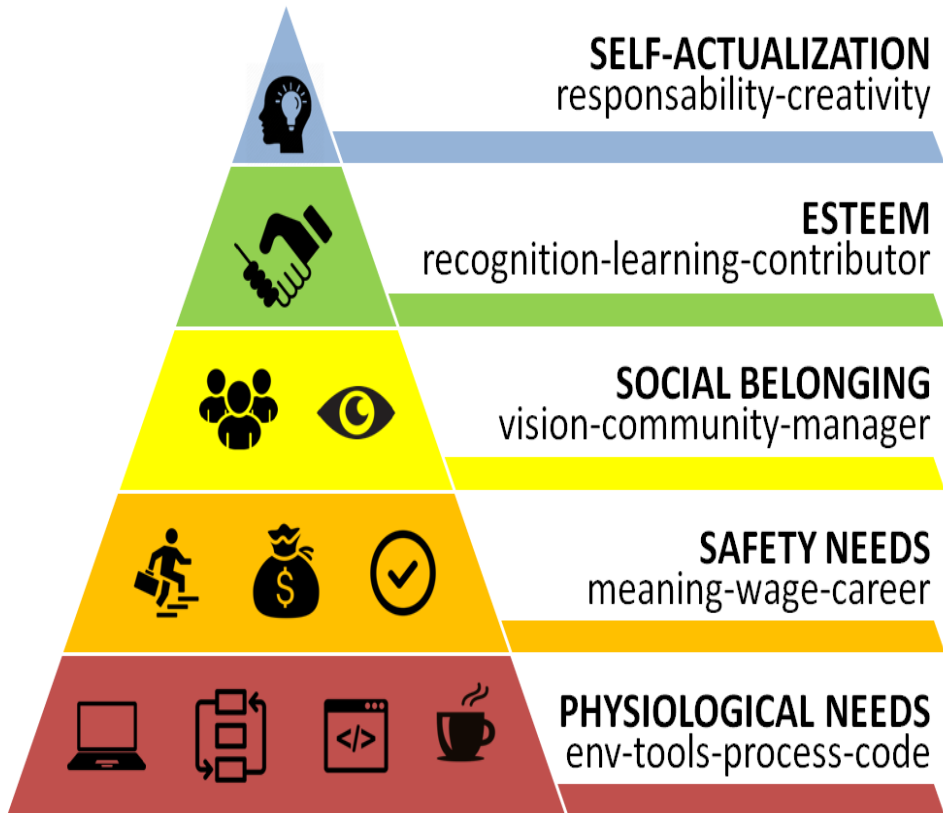
- Creating a culture of innovation to became the leader of the market
- Energizing People for Performance stimulating all the employees
- Managing to change the world with sustainable production and objectives
- Providing employees to take ownership of a project and other ways to satisfy their behavioural needs
- Developing the business and all the departments
- Customize the product or the brand to compete with new entry and substitute.

Kellogg's., 2018. *HOME Kellogg's*. [Online]

Motivation and Theoretical Perspectives.



Maslow's hierarchy of needs.



In Kellogg's company there are many motivations and theoretical perspectives like:

- Building a better workplace
- Kellogg's motivation staff helps to make them more committed to the workplace
- Maslow's Hierarchy of Need (Physiological needs). Kellogg's offers competitive salaries. They offer benefits like as childcare vouchers, cash alternatives to company cars accomplish basic needs.
- Safety needs – The company is committed to providing a safe and healthy work environment to prevent accidents
- Self-actualization- Kellogg's provides employs with the opportunity to take on challenging and stimulating responsibilities

L., D., 2014. *Maslow's Hierarchy of Needs - Learning Theories*. [Online]

SWOT ANALYSIS

Strengths

- The annual growth of the Kellogg's is 3.89% in a Market of 42% (180 distributing countries and 20 manufacturing countries)
- World significant value of brand name.
- Multi national company
- One of the best social responsibility company

Weakness

- The products are expensive than other same products
- Lots of Kellogg's products tastes are same
- The cost of distribution and management

Opportunities

- Globalization
- New technology
- Growing kids market
- The number of over 55 age people are increasing in the UK
- Vegetarian concept is becoming

Threats

- Restriction of labels
- Consumer awareness
- Competitive market

(Bloemraad, 2015)



Conclusion.

After the analysis and the research about this fantastic company, the group developed knowledge about how a big business like this work, what are the strategies and actions of marketing that make a company a leader in the global market.

This company is the best example to understand the modern workplace and achieve the objectives and the goals that we need as student of Business and Management.

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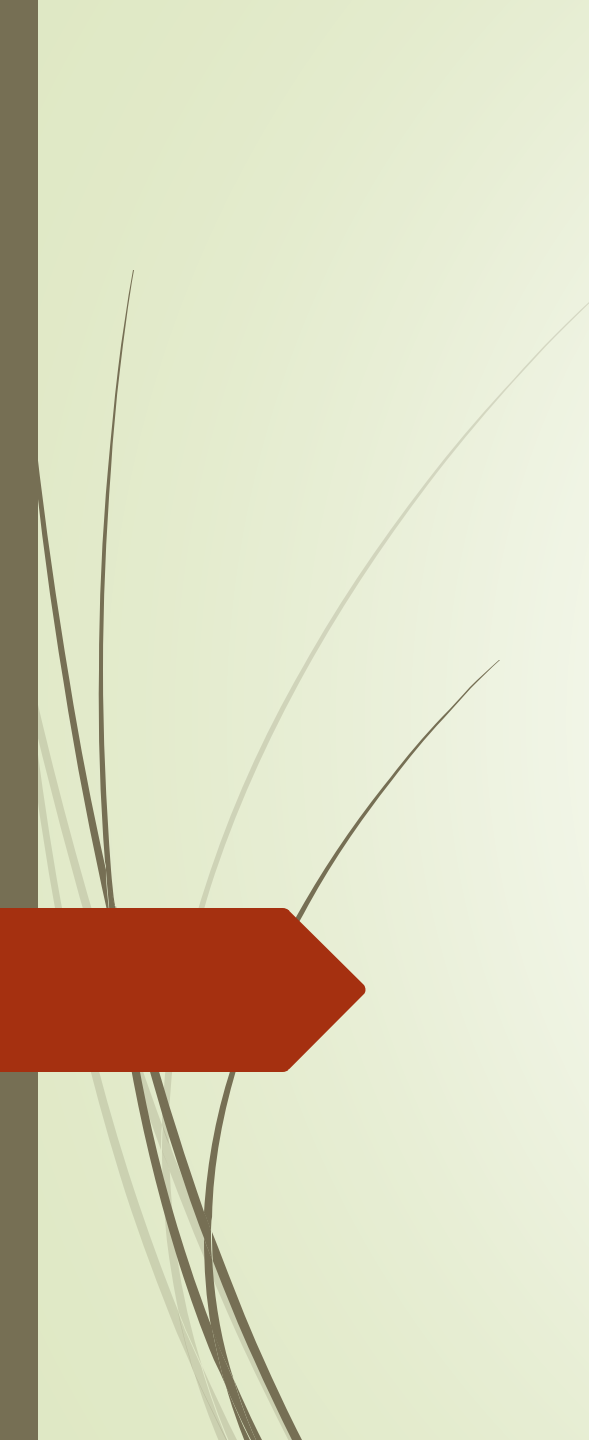
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ANY QUESTIONS ??