



INTRODUCTION TO BUSINESS

KEY FUNCTIONS AND
ORGANIZATIONAL CULTURE WITHIN
DO & CO INTERNATIONAL

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Introduction

This essay explores Do & Co International's key functions, which are finance, marketing, and human resourcing management, and examines how its organizational culture fosters excellence, innovation, and sustainability in the global aviation food service industry.

Do & Co International, an Austrian company, that operates within the airline catering, international events catering and hospitality catering, offers high standard gourmet services across the globe. (Do & Co, 2022)

According to GOV.UK (n.d.), the company is operating within UK territory as a limited company. Do & Co's ambition is to deliver outstanding culinary experiences that are of high quality, innovative, and customised to surpass consumer expectations. Their portfolio of products includes in-flight dishes, gourmet services for large-scale events, and premium hospitality services (Do & Co, 2022). The organisation is well-known for its dedication to excellence, meticulousness, and capacity to meet the distinctive demands of an extensive spectrum of customers.

Key Functions of Do & Co International

Accounting and Finance

Accounting and finance are critical functions within Do & Co International, ensuring the organization's financial health and sustainability. The company manages a complex global operation with diverse revenue streams, necessitating robust financial oversight. The finance department is responsible for budgeting, forecasting, and financial planning, which are vital for maintaining profitability and supporting strategic decisions. Effective financial management allows an international organization to allocate resources efficiently, invest in new opportunities, and moderate risks associated with fluctuating market conditions. Additionally, accurate accounting practices ensure compliance with financial regulations, which is crucial for maintaining investor confidence and market reputation. (London Business Training & Consulting, 2018)

The finance function also plays a key role in managing costs, particularly in the highly competitive airline catering sector where margins can be slim. By closely

monitoring expenses and optimizing procurement processes, Do & Co can deliver high-quality products while maintaining cost efficiency. This financial discipline is essential for sustaining the company's competitive edge and supporting its global expansion strategy.

Marketing

Marketing is another vital function for an organization, enabling it to position itself as a premium brand in the industry. According to MBA Skool Team (2023), the marketing team focuses on building and maintaining the brand's reputation for quality and innovation by conducting marketing research, implementing a marketing plan, product development, dealing with advertisement, distribution, and public relations. By understanding market trends and customer preferences, Do & Co can tailor its offerings to meet the specific needs of its clients, whether it be airlines, event organizers, or high-end restaurants.

In a global market where brand perception is key, Do & Co's marketing efforts are crucial for differentiating its services from competitors. The company employs a targeted marketing strategy that highlights its unique selling propositions, such as bespoke culinary solutions, world-class service, and an emphasis on sustainability. Furthermore, marketing campaigns are designed to resonate with the company's diverse client base, ensuring that the brand remains relevant across different cultural and geographic markets.

Human Resource Management

Human Resource Management is an important function in Do & Co International, given the labour-intensive nature of the food service industry. According to OpenHRMS (2023), the human resourcing department is responsible for managing and training the workforce of an organization. Do & Co operates in various countries, which requires a culturally competent HR strategy to manage a multinational workforce effectively.

Training and development are key priorities within the organization, ensuring that employees are equipped with the necessary skills and knowledge to deliver the

company's high standards of service. This function also focuses on fostering a positive organizational culture, which is essential for employee motivation and satisfaction. In a service-oriented business, such as Do & Co, where customer interactions are critical, having motivated and engaged employees directly impacts the quality of the service delivered.

Human resourcing management also plays a crucial role in implementing performance management systems, which help align individual employee goals with the broader organizational objectives. By recognizing and rewarding high performance, Do & Co can maintain high levels of employee engagement and productivity, which are essential for sustaining operational excellence.

"Every employee follows the company's service-oriented principles, enabling us to stand out from the crowd in this market. Our biggest assets are our corporate culture and our invaluable staff, who make our brand so special and unique." (Do & Co, 2022)

Organizational Culture

According to Wong (2023), a company's organizational culture is one of the most important functions in the said company's success, therefore, Do & Co International embraces a corporate culture that is characterized by excellence, innovation, and a commitment to quality. This culture is deeply ingrained in every aspect of the organization, from its service delivery to its internal operations. The company's focus on excellence is reflected in its meticulous attention to detail and its relentless pursuit of high standards in every service it provides.

Do & Co's organizational culture also promotes a strong sense of teamwork and collaboration. It recognizes that its success is built on the collective efforts of its employees and fosters a supportive work environment where teamwork is valued and encouraged. This collaborative culture not only enhances operational efficiency but also creates a positive work environment that contributes to employee satisfaction and retention.

The influence of its organizational culture extends beyond its internal operations to its interactions with clients and partners. The company's commitment to excellence,

innovation, and sustainability is highlighted in its client relationships, where it strives to exceed expectations and deliver the highest standard service. This cultural alignment with customers requirement helps build strong, long-term relationships and enhances customer loyalty.

Conclusion

In conclusion, Do & Co International, with the use of its well-developed functions, have the success guaranteed in the global catering industry. These functions work together to support the company's strategic objectives and ensure operational excellence. Additionally, Do & Co's organizational culture, characterized by a commitment to excellence, innovation, and sustainability, plays a crucial role in shaping its business environment and by fostering a positive and collaborative work environment, aligning its culture with client needs, Do & Co is well-positioned to maintain its competitive edge and continue its growth on the market.

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