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Kellogg's

Group assessment

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1.0 Introduction

Modern workplace refers to creating a work environment in which employees can enjoy security, highly reliable platforms for exchanging ideas and views. Company should build up a culture that is consistent and compliments with modern trends, evolving business needs and increasingly complex threat environment. The report discusses about the company background set by a Team. It discusses the importance of company and how these company can be established.

2.0 Background

Kellogg's company has been founded in USA at 1989, from failed making granola and come as Kellogg's founder W.K Kellogg and his brother DR. John Harvey Kellogg change the breakfast forever, creating Kellogg's corn flakes.

The Kellogg's company is an American multinational food-manufacturing company founded in the year 1906. Firm deals in more than 18 types of food product in 180 countries located across the globe. The vision of Kellogg's is to enrich and delight the world through foods and brands that matter. Marketing strategies obtained by company is unique as it captures large part of developing and developed markets of the world. It offers wide ranges of products that includes; frozen foods to breakfast meals. Kellogg's is a socially responsible enterprise as it strictly follows the food regulation and rules (Piotrowski, 2012).

Likewise, W.K Kellogg open the primary Kellogg's organization in united states, Michigan, with haired 44 workers to make extraordinary testing better for you breakfast sustenance, Kellogg entered the oat business, as American eating overwhelming fat breakfasts to lighter grain-based dinners. Reason for other 42 grain organizations Kellogg put his mark on every item to affirm the inventiveness of the item. The Kellogg's organization shrewdly enhance the item and bundling method to meet the need and advance client base and development, Kellogg's organization likewise begin doing item publicizing on magazines and on assemble sheets with kid's workmanship amusing wilderness arrive motion picture. In the wake of having accomplishment in joined states showcase at 1914 Kellogg's presented far and wide by opening industrial facilities in Canada, Australia, England, Mexico, Japan and then some. Presently day over than 180 nations over the world with 227 assortments around 27 brands. One yare later in 1915 Kellogg's begun presenting the principal high-fiber grain for grown-up and youngsters.

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The Kellogg's organization turned out to be first in the nourishment business to contract a dietitian, distinctive sustenance's in appropriate weight control plans. As USA into the sadness W.K. Kellogg's choose to contribute on individuals as opposed to curtailing, Kellogg organization multiplied the publicizing, with fantastic fixing result. He likewise discovered W.K Kellogg establishment, to enhance the dietary quality of item, Mission to the help youngsters, families and networks, make conditions that powerless kids to accomplish

accomplishment as supporters of the bigger network and society. Vision that all youngsters have an impartial and promising future.

Organization of Kellogg's additionally glad serving US equipped power abroad amid world war II and in addition organization give breakfast to the amazing Neil Armstrong, Buzz Aldrin and Michael Collins amid excursion to the moon. To create intrigue and nourishment to the development of the organization. At 1970 Kellogg recharged of the significance of sustenance and wellness.

Unbelievable author W.K Kellogg kicked the bucket on 6 October 1951. Before he passed on Kellogg's, organization present bunches of new items recognized even today. Grain mascot Tony the tiger progress toward becoming symbol in that year, making appreciation for youthful clients. That year Kellogg's organization to significance of national venture into California and Tennessee, likewise global venture into Mexico and New Zealand.

Kellogg's organization likewise open establishment for nourishment and sustenance inquire about at 1997, wear fixings change into the immense testing and useful for family sustenance's. Kellogg made huge advance forward in its nourishment science inquire about exercises by opening the \$75 million W.K Kellogg establishments by sustenance and nourishment. Kellogg gained top maker of soy-based meat options.

2001 Kellogg finished biggest securing \$4.56 billion of Keebler nourishment organization, driving maker of cooking and saltines, Kellogg currently have 53% deals with 32% originating from sneaks and 15% from grain-based sustenance's. Kellogg additionally profit by the procurement of sound nourishments, items, for example, Kellogg's unique K red berries oat. The authors proceeding to give purchasers awesome testing great sustenance's that is help advance wellbeing, with assortment of veggie lover and vegetarian items and meat substitutes.

at 2008 In china Kellogg procured Zheng hang nourishment organization LTD produces treats and wafers, in USA Kellogg obtain Indy Bake items LLC and brownie items CO, fabricating business that deliver saltine, treat and solidified batter items, Also Kellogg gained trademarks and formulas the mother's cake. Kellogg's acknowledged first worldwide corporate obligation report and friends declared out of the blue gift of a whole day of oat to bolstering America and give 3.5 million pounds of grain, around 10 million dollars. A devotion of W.K Kellogg nourishment and sustenance foundation of research (Accessed 9 aug 2

3.0 AIMS AND OBJECTIVES IN THE KELLOGG'S

Kellogg's is the world's no 1 breakfast cereal and snacks manufacturer. Since 1989 it has been developed a company of Kellogg's becoming the more successful with better management aims and objectives. The aims and objectives were helped them to achieve their targets in the past. Also, it is helping them to achieve their targets in the current and it will be achieved their targets in the future. The meaning of the aim is the organization which is expected to reach goals in the long term. The organization of Kellogg's is always following the aim and then they attained the goal as well. The main aim of the Kellogg's is "to enrich and delight the world through foods and brands that that matter" and the purpose of Kellogg's is "nourishing families so they can flourish and thrive" (Kellogg's website). The company of Kellogg's which is trying to make people as perfect and rich in food as well in the future. The company of Kellogg's is getting more and more steps to fulfill their aims as well in the future. In the beginning the Kellogg's prepared cereal for the kids only. But after that they took a step ahead to provide breakfast meals for the adults also. Because the organization of Kellogg's needed to complete their goals in the future. The management of Kellogg's is working hard to make new products and nourishing families by the new products. The company of Kellogg's always try to increase national food productivity every year. As a company, the Kellogg's is depending on lots of possibilities and promises as well. Every day the Kellogg's is representing and making new opportunities to share their aim and goals. The founders of the Kellogg's are always dedicating to world and well-bring new tastes for the world. Nowadays the company of Kellogg's is bounding borders in the breakfast cereal strategy in the world. The many of countries using the products of Kellogg's as their breakfast. But furthermore, the Kellogg's need to spread their foods everywhere in the world and enrich people with healthy nutritional Kellogg's in the long term.

The objectives of the Kellogg's which depends on what they expected to reach in the short term. Specialty is the objectives of the Kellogg's depends on the aims of the Kellogg's. The objectives of the Kellogg's are dedicating to realize the aim of the organization of Kellogg's. the objectives are the part of the business plan in the Kellogg's. As an objective, the organization of Kellogg's is always trying to keep their products as very healthier. Because otherwise, they cannot make people as much educated and enrich in food kids to the world. That's why they are always caring about increasing access to healthy foods for those in need, special for children. The company of Kellogg's is aimed at kids and children mainly. Therefore, they are dedicating to them as well. The company of Kellogg's is always making new tasted breakfast cereal and snacks for children. Kellogg's company is always trying to ensure the quality of foods. Nowadays the Kellogg's is going to introduce the nutritional drinks, biscuits, and chocolate as well. Kellogg's objectives are very significant. The objectives are relative to the Kellogg's aims and goals. Customer satisfaction and loyalty are one of the best objectives in the Kellogg's.

Kellogg's is always manufacturing different type of tastes and different type of attractive labels and packs. Because Kellogg's is facing the globalization and because of it Kellogg's must face lots of competitors in the world. To face them, Kellogg's should have good and strong plans to attract customers. Because Kellogg's is depending on customer choice. The Kellogg's is trying to increase the level of the customer base. In the beginning, Kellogg's customer base was children. But recently Kellogg's expand their customer base children to adult. It is expanding to any ages.

As an objective, the Kellogg's is required earning the maximum profit every year. To achieve that target, they are working hard. The Kellogg's is achieving specific financial goals as well in the short-term period

As an objective, Kellogg's need to increase sales in the market and increase the number of distributors as an objective. Because of that, Kellogg's covered over 45% united states sale of cereal. In general, Kellogg's trying to expand their products via distributors in around the world. To complete this objective, the Kellogg's is releasing their products directly supermarket via to customers. Outside the united states, there are 20 countries in Europe, Asia, Africa and South America are manufacturing the Kellogg's as well. But Kellogg's market is spread in more than 180 countries.

As an objective, to provide better service and products value for the money. specially Kellogg's is making products forced on children. Therefore, Kellogg's is trying to give a good service and healthy products as well to customers. Kellogg's making products as high quality with using best technologies to make healthy cereals and foods. As an objective, Kellogg's provide foods of a high standard to its customers.

As an objective, Kellogg's motivate their staff. The management of the Kellogg's is getting some of the motivation activities for their staff such as Increasing salary, promoting the positions, giving pieces of training, bonus and opportunities etc. Without a motivated staff, Kellogg's cannot reach their aims as planned. The Kellogg's is offering competitive wages to employees. That meant, the salary in the Kellogg's is enough to complete people needs and wants as well.

As an objective, the Kellogg always focuses on health and safety of their employees. The company is providing a healthy and safe environment for the people who work for Kellogg's. the company is providing health and safety uniform, tools and training, advanced to the employees.

As an objective Kellogg's to be a socially responsible company. In 2017, Kellogg's was Ethisphere's world most ethical company. Because of Kellogg's feeding people through nutrition foods. Also, Kellogg's is attempting to do corporate responsibilities as well as to the world

4.0 KELLOGG'S LEADERSHIP AND MANAGEMENT BEHAVIOURS.

Kellogg's is a market leader in his sector and is normal that during its activities used a lot of marketing strategy and promotions to achieve this important high position in the global market.

This company is present in over 180 countries and targeting the customers in this large business space is a challenge, not every people like the same taste, not all the promotions are good for all the target of peoples, so Kellogg's must be able to satisfy everybody with different methods and promotions. Kellogg's uses a large range of activities to grow is business and satisfy the needs of the people, promotional activities like advertising, events. (Kellogg's official website)

These activities are target in 3 important factors: Consumers, Advertising, Trade.

The first factor is about the consumers, the marketing in our days involve the consumer in the business like the first resource and for that is too much important to give promotions that are customized to make the consumers aware about its products.

The second factor is the advertising, this company is too much focus on this activity of marketing in fact the company send a lot of promotional messages to the consumers, about the features and all the information about nutrition, price, ingredients, labels to make conscious the consumers and to attract it to their products.

The last factor is the trade because is too much important that after the promotions, the advertising and campaign the consumers must be able to find this product in the retail shops to achieve the final purpose of the company, SELL THE PRODUCT.

This company make also events to show and promote its products, in this way they can target the families attracting them with special offers, prizes, promotions this is also a good strategy to get into the mind of the consumers.

After this event Kellogg can measure the success of the event, with this action they saw that the shares will increase and with this increasing they can develop and maximize the production. (Kellogg's official website)

Is not very easy to promote and advertise about Kellogg's everywhere and in the same way the legal requirements of different countries are different, to respect the law of every country they always made a very good work in their department of research and development.

Kellogg is also the first company which introduced concept of prizes in the boxes of cereals. These prizes are of different types and attract the consumers hence make a brand image of the products.

Kellogg uses segmentation, targeting and positing strategy in its marketing activities, this means that they divide the market in segment and this classification make all the differences about ages, needs, demographic factors, behaviours factors. This is an important Marketing action because understanding the specific needs of the targets can have a very direct and efficient strategy for the company, at the same time can be easier for the department of marketing and promotion to attract those people to its specifics products.

We can say that this company is using all the strategy and action of the marketing and sales, is obvious that their methods are studied to take the largest piece of market in the world satisfying all the different tastes and habit of the culture inside their market.

The Management & Organization department is essential for a company of this size for this reason the leaders develop and form the important figures of the management that will help the top Leaders to organize, control and optimize all the process of the Business. This company using all the strategies possible in the marketing and business because is always developing his departments checking that the trend of the business and the satisfaction of the customers has always high standard. (Lister, J., 2018)

I'm pretty sure that all the scheme and the system of this company are the example of a lot of business that has grown in these years.

Is too much important understand how a specific strategies can increase the sales or simply enlarge the volume of the business, I think that is too much important know how to satisfy the needs such as physiological, safety, social, and personal, in this way can be easier to achieve real results in the business. (Maslow's pyramid of needs)

The first goal of the company must be instructing the management department, this action can really change all the kind of our business, for this is important to develop all the internal departments, that for sure will increase our costs but after that the business and the company will achieve for sure its goals continuing with the strategic management. The Kellogg's make a very hard work during all this years to achieve this position in the market and is very important analyse this case of study for student of business and management, sometimes can be very hard understand some concept, everybody know that is not an easy role our career but if you enter inside a company with your mind and your consciousness can be very constructive for our future personal knowledge and skills. (case of study "Kellogg's company)

I really appreciate this task learning how a big company like this make its important decisions of management inside a global market that include over 180 countries, the business environment is immense, there are a lot of things to learn and this just the beginning.

5.0 Difference between team and group

A group is defined as the collection of individuals coordinating their individual efforts for executing operational activities of organisation. On the other hand, team can be defined as collection of individuals who serves a common goal and purpose.

- The members of group are mutually independent and have similar experience and interests. Group members may have separate goals and each member can exchanges resources and information with other groups and has accountability for their work. Contrary to group behaviour, the team members are interdependent on each other and aims at common goal by sharing the responsibilities (The difference between a group and a team, 2013).
- In a group, each member contributes its effort individually while in a team each member aims to work in a synergy by elevating strengths of all members and minimizing errors.
- The groups usually have one leader while teams may have multiple leaders. The focus of group members is on individual goals while team members tends to focus at collective goals (Katzenbach and Smith, 2015).

For instance, the marketing team of Kellogg's has aim of achieving its sales target. Each team member has different tasks like market research, customer interaction and advertisement strategy. Each team member will work together to provide an ultimate goal of increasing sales. Similarly, the advertisement strategies of marketing team need to be grouped with research and development team for making advertisement strategies as per the latest innovations of organisation. Thus, members of advertisement team require an interaction with individuals of research team for information sharing. Hence, they work in group for discussions, but each member performs its own duty.

Team in organisational behaviour

The collective efforts of individuals for achieving a common goal can be accomplished by combining individuals together into a structure called team. Kellogg's can have temporary teams which are designed to perform some specific tasks only, as well as permanent teams such as promotional and marketing team which performs the tasks regularly. Some individuals can be a part of more than one team. Certain tasks and operational activities of organisation are not possible to perform individually and alone. Thus, such activities are performed in teams. A single employee of Kellogg's cannot perform all operations related to finance thus, organisation has entire team of accounts department to perform all related activities (Bolden, 2016).

Similarly, product and innovation team of Kellogg's cannot launch new product without including researches from marketing team. With participation of employees in teams, Kellogg's can involve synergies into its organisational activities. The team work approach enables organisation to achieve a complex function by simpler and effective means. Without executing functionalities by teamwork, Kellogg's may not be able to address such expanded network with efficiency.

Team work allows organisation to combine the individuals with different set of skills and to utilize their variable skills into achieving a single organisational goal of growth and development.

The quality of services and products is also enhanced when Kellogg's accomplishes its functionalities with team work because team work provides a great mutual support and motivation to the individuals so that they can achieve task with greater enthusiasm and efforts (Raes and et.al., 2015). The organisation can raise effectiveness of team by identifying skills of each and every individual so that duties can be assigned to the members according to their skills.

Group in organisational behaviour

An organisational Group involves the interaction of individuals for achieving specific objective. Kellogg's can have formal and informal groups. Formal groups perform the organisational tasks. For instance: various committees such as budget sanction and performance review committee which involves members from different teams but are brought together to perform specific tasks. The organisation also includes informal groups which are not bounded by legal or organisational regulations. Such groups are formed on personal choices and interests.

Informal groups are also important for Kellogg's. Though they do not provide direct contribution to the organisational benefits but, are useful for creating a pleasant and healthy environment within organisation. These informal groups motivate and encourage employees by providing emotional support which greatly influences the productivity of the employees (Armstrong, 2018). The informal groups are created for performing operational activities thus, management of Kellogg's must ensure that group leader is highly effective in its roles and responsibilities. The unpredicted and irresponsible nature of group leader can affect output of desired goals.

During the performance appraisals Kellogg's monitor the individual performance rather than analysing the performance of individual in a group. Informal group does not contribute directly to the goals of organisation, but organisation must monitor that excessive involvement of these informal groups within organisation does not affect quality performance of employees.

Transformation of group into team

The groups have disadvantage that in a group, individuals are not accountable while in a team, every member has accountability thus, organisational goals are prioritized as compare to the individual's goal and interests. Hence, for better productivity and performance, Kellogg's can transform its groups into team. For transforming groups into team, Kellogg's must follow the following process:

- Organisation must provide a common goal for which members can join together and work interdependently. Kellogg's can hold interactive sessions so that team members can know each other and build emotional connection. The emotional connectivity between members increases the efficiency of team work.

- Kellogg's must describe the role of each and every individual in team. This will let each member to know that what expectations organisation has from them and how they can meet these expectations from team efforts. Kellogg's must also ensure regular encouragement and motivation to each individual so that they can give more importance to teamwork instead of personal preferences.
- For transformation into teams, each group member must accept its role and duties which are required for meeting the common organisational goals. Also, group members must provide appreciation to the well performers. This will make a strong bond among individuals regarding team spirit (Hitchcock and Willard, 2017).

6.0 MOTIVATION AND PERCEPTION.

Kellogg's company is one of the most famous company of cereal spread in all the world, all the big company have so many employees that work inside the workplace and for this reason they need to find a way to stimulate the work of the labours also satisfying their needs. This company is aligned to the system of Maslow's Hierarchy of needs that is composed in 4 levels: physiological needs, safety needs, esteem and self-actualization.

This pyramid study the needs that need to be satisfied about our employees to achieve high performance inside our working place, this is a important technique studied by the past from Taylor, that recognized different levels of need, starting from the base we find food, water, sex, excretion and breathing inside the physiological needs. The second level talk about the safety needs such as security of the body, of the workplace of the employment, of the family of health. The esteem talks about confidence, achievement, respect of the others, self-esteem and in the end, we find the self-actualization needs such as: morality, creativity, spontaneity, problem solving.

All this factor contributes in the work of the employees making their workplace health and safety also stimulant and full of development, this company have more than 100.000 employers and for that and many reasons need to put the humour of this employees higher possible. The company uses also different ways to earn money with cash alternatives for example selling their holidays or be owner of a project and so be important part of a project developing new skills and knowledge.

This kind of thinking is also developed by the company in the customer satisfaction, the company have an interesting vision and value of this business, they want to develop the world with healthy-lifestyle, they also want that the consumer is conscious about what is buying, for this reason they started putting the information about the ingredients and nutrition value of the product on their packaging. This is important because make sure the consumers and give nutritive information on what we are eating to align the products with our personal diet for example.

The very first box W.K Kellogg filled more than 100 years ago was made entirely of recycled material. Today, of recycled carton board, so they are making a smaller environmental impact. This is one more important reason in the program of this company, nowadays must be one main aim to put all the processes of transformation, production, transportation, and distribution aligned to the new laws in term of sustainability helping the growth of the new generations.

Kellogg's company invested money in people. For the employers, dedication to people means that they are offer not only competitive benefits and rewards packages around the world, but an environment where success is celebrated and development the careers and potential of their employers is a priority.

For millions of families around the world Kellogg products make the day great, Kellogg's brand is really loved in this country and in many countries across the world, is one of the most known name about this kind of product and this is made also with their efficient departments of marketing and top management that constantly develop and create new taste, new packaging, new promotions, new gift for the children's breakfast every day.

The aim of the company is to build a strong and sound marketing strategy by creating awareness of balanced diet and importance of physical activity. Kellogg's has developed certain objectives which will help in achieving the goals set by them which are: Encourage and support physical activities, Kellogg's motivation staff helps to make them more committed to the workplace.

The company is committed to providing a safe and healthy work environment to prevent accidents, provides employs with the opportunity to take on challenging and stimulating responsibilities.

The assessment was based on Kellogg's company, this company gave me so many information's about how an international company works also helped me to understand their motivation and objectives, is very important be careful on how a workplace must be, finding the correct ethically system to set it in our future career. Now I feel very comfortable to analyse this kind of company also making research about this fantastic sector.

7.0 CONCLUSION

During the analysis of this case of study which is “Kellogg’s Company” also after all the research about this environment the group understood the workplace of the company and how all the departments help the management in a big company like this. Is important also try to find example of organizations that works in the global market and that are still inside the house of the consumers.

This company is not very young and from the beginning to nowadays demonstrate to respect the healthy and safety workplace, to make sustainable production, to treat good and stimulate their employees to achieve the best results in term of profitability. The study of this company gave us many information about the modern workplace, the modern laws about the work environment and the knowledge that we will need to continue this course of study in Business Management.

We are very enthusiastic to get this Company because is a good example of globalization, in this company works more than 100.000 employees and organize them isn’t an easy job, all the choice, the actions, the strategy, the planning and the structure and culture organization contribute to achieve their goals and objectives in the global market industry.

I’m sure with this company we learn about how this company actually do the action to make a global company.

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