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NESTLÉ UK

LCBB4007-INTRODUCTION TO BUSINESS

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Company Overview

Overview of Nestlé's

- Established in 1867 by Henri Nestlé. - The largest global food and beverage corporation.
- Based in Vevey, Switzerland.
- Operating in over 190 countries. - Main products include baby food, bottled water, cereals, coffee, dairy items, ice cream, pet food, snacks, etc.



Organizational Structure, Size, and Functions

Structure:

Uses a matrix organizational structure.

- Divided into four geographic zones:

Americas, Europe, Asia and Oceania, Africa.

- Divisions by product: Beverages, Nutrition and Health Science, PetCare, and more. **Size:**

- Employs over 273,000 people globally.

- Manages more than 2,000 brands.



Functions

- RCD: Emphasis on innovation and health.
- Marketing: Combines global and local strategies.
 - Supply Chain: Prioritizes efficiency and sustainability.
- Manufacturing: Operates an extensive global network.



1866-1868



1868-1938



1938-1966



1966-1984



Nestlé

1984-1995



Nestlé

1995-2015



Nestlé

2015-PRESENT

Internal Environment: SWOT Analysis Strengths:

- Diverse and strong brand portfolio.
- Wide-reaching global distribution.
- Heavy investment in RCD.
- Robust financial health.

Weaknesses:

- Criticized for the health impacts of some products.
- Complicated organizational structure.
- Challenges in supply chain transparency.

Opportunities:

- Growth potential in emerging markets.
- Rising demand in the health and wellness sector.



- Advances in sustainable packaging.

Threats:

- High competition.
- Changing regulations.
- Economic instability.

External Environment: PESTLE Analysis

Political:

- Impact of trade policies and global regulations.
- Political stability in major markets.

Economic:



- Worldwide economic trends.
 - Exchange rate fluctuations.
 - Inflation and consumer spending power.
- Social:**
- Shift towards healthy and sustainable consumption.
 - Demographic changes.

Technological:

- Innovations in food technology.
- Digital advancements in supply chain and marketing.

Legal:

- Adherence to international food safety laws.



- Protection of intellectual property.
- Labor and ethical sourcing regulations.

Environmental:

- Effects of climate change on agriculture. - Sustainability efforts.
- Waste management and carbon footprint reduction.



Company Stakeholders

- Customers:Demand highquality, safe, and nutritious products.
Employees: Seek fair pay, good working conditions, and career growth.
- Investors:Want financial returns and sustainable growth.
- Suppliers: Need fair trade terms and stable relationships.
- Governments:Ensure regulatory compliance and economic contributions.
- Communities:Expect corporate responsibility and local involvement.
- NGOs:Advocate for ethical and sustainable practices.



Conclusion

- Nestlé operates in a complex internal and external landscape.
- Strengths and opportunities are key to growth.
- Addressing weaknesses and threats with strategic measures is essential.
- Adapting to external factors is necessary for maintaining leadership.
- Innovation and sustainability are vital for Nestlé's future success



Refereces:

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