

UNIVERSITY OF WALES TRINITY
SAINT DAVID LONDON
MOODLE - MANAGING PEOPLE
LEVEL 5 - 3RD TERM
ASSESSEMENT 01

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COCA COLA COMPANY HUMAN RESOURCE STRATEGY

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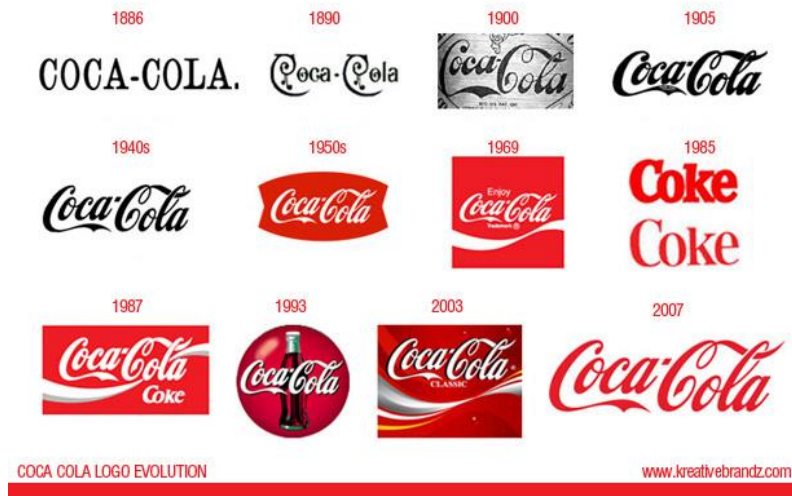
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• COMPANY OF COCA COLA



Introduced year- 1986

Founder- Dr John Stith Pemberton

Country of origin- united states

Number of brands - 400 brands

Number of distribution countries- over 312
employees- 92,400

serving per day - 1.6 billion

Main competitor- Pepsi (38% of market)

(www.cocacola.com)

- ## HR FUNCTIONS

Staffing - planning , recruitment, selection

Training and development- orientation, employee training, employee development, career development

Motivation- performance appraisal, compensation and benefits

Maintains- health and safety, communication and employee relationship

Planning and forecasting

Hr department of coke get action to involve new worker to the company in the future. Therefor they are making most efficient strategic plans for hiring new employees to organization. furthermore make a arrangements for recruiting new workers in future. in the wake of planning they send this answer to the set out office toward authorisation. on the off chance that they get confirmation from the head office then they can begin the enrolment procedure

(Torrington d, 2002)

Types of recruitment

Internal recruitment

- ▶ Seeking applicants for current vacancies among the current employees
- ▶ Advantages- faster
- ▶ Motivate employees
- ▶ Information security
- ▶ Cheaper
- ▶ Reduces training time

External recruitment

- ▶ Seeking applicants from outside
- ▶ Advantages- increasing diversity
- ▶ Facilitates growth
- ▶ Disadvantages- expensive
- ▶ Slow
- ▶ Less reliable data



(dyer f, 2002)

coca cola

- not prefer external recruitment (only for case of sudden recruitments)
- basically focus on internal recruitment
- they forecast their future needs and collect the data of applicants in advance

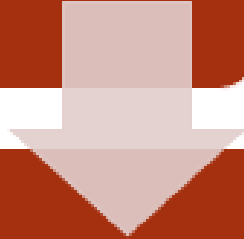
recruitment

- they have an offer to drop resume for any job at their website
- their major focus is on quality and their standards of recruitment are high
- they take interviews of 350 candidates and selected only 3 applications
- last time their selection standard was 85% marks in masters.

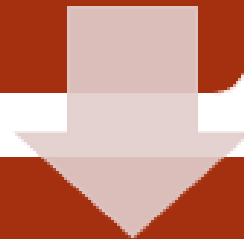
process

- the major source of recruitment is e- recruiting
- the media department publishes ads for the recruitment
- ads and vacancies banners are being offered by every territory as demanded

01. Advertisements - coca cola organization gives ads to news papers, social medias and update on company website about the current vacancies. Advertisement should include the requirements company wants



02. Application consideration - after receiving application forms from the applicants should be consider with the requirements which company needs. If that's possible, call over the phone and email to the applicant for interview.



03. Face to face interview - this is the final statge of the recruitment programme of coca cola.

HR SELECTION PROCESS

Coke organization used different ways to select employees for the correct position.

Interview

group activities

psychometric test

situational exercise

group discussions

role play

presentations

(www.hiring-process.com/coca-cola)

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graph LR; A[COMPLETION OF APPLICATION] --> B[INITIAL INTERVIEW]; B --> C[EMPLOYMENT TESTING]; C --> D[BACKGROUND INVESTIGATION]; D --> E[PRELIMINARY SELECTION IN HR DEPARTMENT]; E --> F[INTERVIEWS]; F --> G[MEDICAL EXAM DRUG TESTING]; G --> H[HIRING DECISION];
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COMPLETION
OF
APPLICATION

INITIAL
INTERVIEW

EMPLOYMENT
TESTING

BACKGROUND
INVESTIGATION

PRELIMINARY
SELECTION IN
HR
DEPARTMENT

INTERVIEWS

MEDICAL EXAM
DRUG TESTING

HIRING
DECISION

selection

- Hr department of coca cola involves for the major hiring selections
- the plant authority is hiring the labour and middle level management
- that shows decentralization approach and country manager should be responsible for everything
- coca cola follows proper selection process according to the international standards and under the company rules and regulations.

of

- coca cola offers different ways to apply for their job vacancies at website
- they have a special separate department to take decisions about selections which they called data bank department.

coca cola

- they are not using polygraph, graphology, and other advanced sources selection
- the selection major focus on the background investigation of the applicant

Training and development

‘After recruiting the fresh employees we train them for three months and also pay them salaries, after three months they become part of the coke’ coke says

without training workers unable to do anything, therefore after every recruitment coke get action to train all the fresh staff member. Also **after every technologic introduced**, coke train to all staff member to about which they introduced. Coca cola gives training to existing employees as well upon the conditions of employment. Training and development programme is a part of coca cola company and it’s a responsibility to company. It will make employees as **more experience and efficiency**.

Also need to involve employees to increase their performance.

(taylor, g.,2004)

- **Motivation and maintains**

The hr department of coca cola think about employees as their assets. Therefor coke careful upon the employees **health and benefit** as much as.

Basic salary

bonus

medical facilities

health and safety

pick up and drop

gratuity funds

social security

coca cola assume , workers in coke are getting more advantages to company and then coke try to make employee satisfaction upon the coke.

(debis, s., 2016.)

Conclusion

This report is about coca cola company human resources strategy usage. As a world wide company coca cola use very strength hr functions. From this report I got a good knowledge about hr functions of organization and why we should choose better hr strategy for organization. Simply the importance of recruitment, planning, selection and everything and how organization applied that on hr strategy. Hopefully I think this knowledge will be help me in the future to achieve my targets .

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