

Organisational Analyse of Kellogg's company

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For over 100 years, Kellogg's company has been working to give the world a better breakfast. Regardless of which of their many products they do this, always strive to give people a strong and healthy start to the day!

It is a privilege for Kellogg's to start your day and they will continue to do the best to justify your trust!

See you at breakfast!

BACKGROUND/ OUTLINE OF PROJECT AND RELATED ORGANISATION.

Introduction.

In the modern world employees need a suitable and comfortable working environment. Workplace needs to be more flexible having open communication between the employees, accepting each other's decision and ideas. Employees tend to be more productive and effective when they work freely in flexible environment. Retention rate is said to be high in such organizations where work environment is in favour of employees (Browne and et.al.,2019).

TASK.

Background of the Project

The Kellogg Company is an American food manufacturing company. The company was founded by Will Keith Kellogg and headquartered in Michigan, United States. It is an 113 years old organization. The company manufacture cereal including cookies, pastries and distribute their product by famous brand including Corn Flakes, Pringles etc. The products are distributed across 180 countries. The largest factory is situated at Trafford, Greater Manchester, UK. Number of employees working there are 33000 (approx). The area served by the company is worldwide. The company's vision is to enhance and thrill the world by foods and the brand that's all matters. The mission of Kellogg's is Providing beneficial and healthy to families so that they can grow and flourish. Objective of the company is to Support and enhance physical activities among different sectors, maximize the link between Kellogg and physical activity, use

cereal packets to deliver the balance message to customers. Use such food labelling that help customers to make choice about the balanced food. The employees say that the company is all about promises and possibilities. Every new day brings new opportunities to share the vision and mission of the company. The company is committed to their ideals and focus on well-being. We give such environment where the employees are pushed beyond the boundaries to develop foods and create brand name that serves the best worldwide. This belief holds the employees together (Raziq and Maulabakhsh,2015).

HISTORY

The company was founded by DR. John Harvey and Will Keith Kellogg in 1898. The firm produced food for the present-day and old patients at Dr. J. H. Kellogg's Battle Creek Sanitarium. During this period, the organization introduce and marketed healthy food products like cornflakes, Caramel Cereal Coffee etc. In July 1908, the company united with Sanitas Nut Food Company and from this time the establishment began to sold-out the commodity under brand name "Kellogg's".

SWOT Analysis of Kellogg's

STRENGTH: Kellogg's is successful at Go to Market strategies for the company's product. The company has good track record of processing new commodity. Kellogg's is having strong cash flow that helps the company to expand their business and develop new products. Firm has strong distribution channel as they are in the market since long time. The company is having strong brand portfolio as during years they are investing in building the company's name. The company performance in the new market is remarkable.

WEAKNESSES: The company has faced many challenges while introducing the new product. Even the product was success but the still they need to work on the selling proposition. The company lack demand forecasting technique. Firm need to invest in new technologies (Samnani and Singh 2016).

OPPORTUNITIES: Kellogg's can increase in spending on customer. The company can reduce the cost of transportation and it will help in reducing the cost of its products. New taxation policy can influence the process in which the Kellogg's operates its business.

THREATS: The customers buying behaviour can be influenced by the online channel. Company can face legal proceeding and intense competition that can influence company's sales and profitability.

The revenue generation of Kellogg's for the year 2016 and 2017 was 1.3 billion US\$ and 1.29 billion US\$ respectively, whereas the net income of the company for the year 2016 and 2017 was 694 million US\$ and 1269 US\$ respectively.

The Company deals in various food products such as Pringles, cookies, cereals, cornflakes and many more. The most popular product of Kellogg's is cereal, the company have various variety of cereals like Chocos, Apple Jacks, Brans buds, Chocolate corns and many more. There are various flavours available for almost every products of Kellogg's, since the company is multinational company and operate in almost more than 100 countries.

Workplace at Kellogg's.

Employee's put most of the time of their day at work, so it is understood that they expect to some kind of satisfaction with their job (Spreitzer , Bacevice and Garrett 2019). Motivation is the driver for employees to do the work or behave

in a specific manner. Analysing the motivation factors for employees is crucial at workplace. Some research shows that motivated employees are most happiest one's and the most efficient and productive one's. Such employees are satisfied, less absenteeism and they are more loyal and enthusiastic and eventually they contribute more in the development of the company (Theorell and et.al., 2015).

Conclusion.

The study can be concluded by saying that Kellogg's have too many strong points as it has a brand value but can work on some criterions to develop the name. Kellogg's work environment is healthy for employees to work freely and comfortably. The company has many opportunities that they can work on to expand their business. Company strictly follow their values and beliefs and fulfil the objectives and is a leading company.

GOALS AND OBJECTIVES (WHY THEY ARE IMPORTANT AND HOW THEY ARE ESTABLISHED).

Goals. Balanced nutrition.

Kellogg's brand is an extremely popular global company in cereal production emerged on the market in response to demand for high-quality food by society. The vision of the company reveals the enrichment of the world and delivery of delight through food and brands that matter and support the ideas of healthy nutrition. (Kellogg's, 2019)

We all know how huge problem in our society is the fight against the junk/harmful and fast food, habits, unhealthy snacks, and all consequences for the human`s body. Kellogg`s mission statement is to be a part and to participate actively in the fight against this problem among the population. Since 1906 to nowadays, Kellogg`s supports the dedication of its founder Will Keith Kellogg to people and their well-being. They give people something useful and tasty at the same time, which becomes an integral part of the everyday life of children and their families. (Kellogg`s, 2019)

Kellogg`s is a company with promises and opportunities- main purpose is every day sharing company`s vision and mission, reaching more people and being acceptable. At this way company collects a huge number of followers, people whose interests coincide with the idea of promoting a better environment and a better way of life.

Kellogg's leading objectives are to enhance the importance of a balanced lifestyle. Consumers attention is focused on the labeling of foods, content, ingredients that make it possible to decide on the proper consumption of food. (Kellogg`s, 2019)

Advantages.

Many vitamins and minerals, including iron, which contributes to the cognitive abilities of children and vitamin B6, which contributes to normal psychological functions, enrich cereal snacks. The company is not only concentrating on the manufacturing of corn flakes for children, but also in offering a variety of corn foods that we can buy from the nearby supermarket. In recent years, manufacturers have removed the so-called E-ts at snacks around the world, bringing them even more market leadership by refreshing their products without artificial colors and flavors. (Kellogg`s, 2019)

Kellogg's occupies 42 percent of UK cereal market share with a wide range of products for all age groups over 3 years and 39 different brands of cereals with the motto 'Eat healthy and balanced diet'. It comes as result of a big research for different tastes satisfaction (chocolate, honey, cookies) and the type of consumer

- children and adults. Thrus the company meets all age group needs, offering affordable and appropriate products without limitations. (UKessays, 2016)

SMART Objectives.

If we have to categorize goals, well-planned goals are called SMART/ Specific, Measurable, Attainable, Realistic, Time limited / goals.

Specific- the primary goal must be pure and comprehensible in direction to be able to distinguish it from the other intermediate objectives and respond to the questions called five W:

- What do I want to achieve?

Kellogg's strives to achieve a shared idea of a balanced nutrition and a better healthy life.

-Why is this goal important?

It is important for society to accept and fully understand that we need this change by distinguishing and properly choosing the food that is our main source of energy and different substances. We are what we eat; we must take care of our body and our health. It will be just the beginning of a new era in the fight against harmful food.

-Who is involved?

Children over three and adults.

-Where is it placed?

America, Europe

-Which resources or limits are involved?

Goods, Workforce, Human resources, Money (cash)...

Measurable – it allows us following development process and help us staying motivated, meeting our deadlines and feeling pleasure of being closer to the goal. A measurable goal should address questions such as:

-How much?

-How many?

-How will I know when it is achieved?

Achievable – goals also need to be representative and positive to be successful. It should stretch our skills. Achievable goals will answer these questions:

-How can I achieve this?

-How realistic is this?

-Are the necessary resources available to you?

Relevant - the relevant goals should response ‘yes’ to these questions:

-Does this seem valuable?

-Is this the right time?

-Am I the right person to needs reach this goal?

-Is it valid in the current socio-economic environment?

Time-limited- every goal needs a limit for bigger focus and set time for performance that makes people more organized.

Time-limited goals will usually answer the questions:

-When?

-What can I do six months from now?

-What can I do six weeks from now?

-What can I do today?

There are many SMART advantages. It is an effective tool for creating specific and measurable goals, drawing up your own action plan, staying focused. All Kellogg's employees take on their own mission for following their original goals and spread their meaning. (The Times 100, 2013)

Human resources.

Success is measured by people not by profit, so Kellogg's places their employees first. It is business plan for creating and following a good company culture on the

bases of which will be reach excellent results, united team, respect and professional progress.

Important company's goal is creating suitable environment where employees potential and career could be developed. This is an idea that relies on people, their needs and desires, offering many new opportunities for being good employees and loving their job.

The company's healthy workplace policy develops an unlimited career and shapes the future in the personal plan, and largely builds as diverse a workforce as the consumer. Culture established on values brings Kellogg's growth and creates a better future for everyone, ranking people first, does not matter if they are involved in the working process or consume the product.

The company is place full of innovations and life, where exchanging information never stops, where people every day learn each other and their belief in a better nutrition grows stronger. (Kellogg's, 2019)

Objectives.

Is it enough to call on people to embark a new idea of a better life by offering them only healthy food? No, it is not enough! Kellogg's is the world leader because of their campaigns and involvement in supporting various causes. Some of the company's goals are investing in farms and helping farmers grow ingredients, and inter-connected issues of health and climate resilience and food wellness security. (Kellogg's, 2019)

The company does not throw away food and is involved in reducing the usages of water on the planet. Kellogg's has created their own program – Better days for 3 billion people-by the end of 2030 which include:

- feeding people in need;
- nourishing with their foods;
- nurturing the planet by supporting farmers
- living founder's values

Kellogg's is helping end hunger.

Kellogg's is fast growing company, starting from the people and food, going across the people in need until people and Planet, showing the meaning and relation with the world we live. (Kellogg's, 2019)

The company laid down the following objectives, which helps company's goals:

- encourage and support healthy way of living
- encourage physical activity in all sectors of the people
- sponsoring physical activities and conducting physical activity, love for sports and a lot of movement
- identification between the company and physical activities
- use the cereals packs and wrapping to communicate the balance message to customers
- using special food category that makes customer to make right choice and right decision about balance food (Kellogg's, 2019)

Conclusion.

Eat well, exercise well, feel good, live well!

We can say Kellogg's is an aggregate of the idea of a better life without borders, where the best is nourished everywhere.

LEADERSHIP AND MANAGEMENT BEHAVIOUR.

Introduction.

Leadership and management are the different terms that help the company to lead their team and to manage all their operations. This report is based on the Kellogg's company, which is American food manufacturing organization. This report will help to understand the role of leadership and management in the company and how this management and leadership affects the business of the Kellogg's.

Main Body.

Leadership can be meant as the ability or the capability to influence the number of individuals and teams in the organisation and guide them in the direction to achieve the set goal of the organisation.

The leadership play vital role in the Kellogg's company in order to direct their followers, inspire them to achieve the predetermined target of the company. Autocratic leadership style had been followed by the leaders of the Kellogg's company in which, there is no effective communication between the leaders and team members. Employee felt that they knew everything about their job role and as according to their knowledge they performed. This has not proven to be an effective leadership (Afsar and Umrani, 2019).

After the implication of the leadership, company's leaders shifted to another leadership. In this instead of appointing a single leader of the project, appointing one of the team members to be the part of the project. This influence the behaviour of the team members that, now leaders of the Kellogg's can inspire and change the behaviour of people in positive way. With the help of this participative leadership where each team member is the leader of project, they share their views and ideas. Surprisingly the Kellogg's company won the award of their innovation by having the different creative of the all the team members, and the sales size of the company has also increased by 30%.

In order to make improvement in leadership of the Kellogg's company, they also conduct the Kaizen exercise (Kellogg's operations manager shares leadership insights, 2019). Which helped a lot to the leaders of the company.

They have learned that everything has a human element, means all the operation are being performed by the people and get to learn, more focus on the people not on the result only. Leadership of the Kellogg's company has improved and shifted to the participative and charismatic leadership style, that affect the productivity and sales of the company (Tseng and Levy, 2018).

These leadership styles have big success by focussing on the people, their efforts, communicate with their team members and listen to them. The project performance is being tracked with charts by the leaders.

Leaders are the important part of the Kellogg's company that contributed a lot to increasing sales and productivity and helps to influence the behaviour of their team members. That is why, leads of the company conduct casual communicative session, where team members can share and described what they exactly expect from the company and leaders. Leaders also describe their expectations from the team members. This helps the employees to understand their roles and responsibilities towards the company.

The combination of the leadership style is being followed by the leaders of the Kellogg's company which helps the company to keep innovations in their products by having the equal and energetic participation of their employees.

Management is being referred as the capability to manage all the operations, and administrative activity of the company in order to make all the operations of the company smooth to achieve the target of the company.

The behavioural management approach is being followed by the management of the Kellogg's company. In which managers of the company try to understand the behaviour of the employees and as according to them they try to set strategies. In other word, company respect and value of their each employee and their role of contribution to the company (Camuffo and Gerli, 2018).

Managers of the Kellogg's company communicate with their employees strategically to find out their behaviour and expectation from the company, so that they can make possible improvement. This give the feeling to be unique and special to their employees. Management of the Kellogg's company also make sure that, Human resource practices and policies are flexible that can be

adjust as according to the different needs of their employees, who helps the company to increase its productivity by producing innovative products in the market.

Kellogg's is a global brand which operated in number of countries. But the behavioural management approach followed by their managers to gain the understanding of the different employees from different country and this management approach also help to gain the better understanding of the customers changing buying behaviour.

Kellogg's is the fast-moving consumer goods company which produce number of food products in number of countries but depends on the consumer buying behaviour and market trend. This behavioural management approach helps the company to understand the nature of the consumers. And then management of the company make bold and strong marketing approach in order to deal with the external customers (Miao and et.al., 2018).

Senior member of the Kellogg's company management recreates the marketing faculty of the company and form CMOs, this helps the marketing management of the company to have better understanding of the fast-evolving marketing environment and the digital capabilities of the company. This influence the consumption growth, share and net sales of the Kellogg's company.

Conclusion.

From the above report it has concluded that, leadership and management of the Kellogg's company play important role in order to influence the behaviour of the individual and employees of the company. It has also summarized that the combination of the leadership style followed by the leaders and the behaviour approach of the management helps to understand the influence the behaviour and nature of individual.

GROUP AND TEAM BEHAVIOURS.

Introduction.

The aim of the following topic is to discuss the nature and functioning of teams within the organisational premises of Kellogg's, a leading organisation aimed at nurturing the lives of its customers. It will discuss various models and theories that are followed here that help in bringing out the best in employees and motivate them to work harder. In addition, it will also discuss the ways in which this affects the overall organisational performance and productivity positively.

Discussion.

Prevailing team-work culture in Kellogg's

For a huge and diverse organisation like Kellogg's, it is crucial for the authorities to establish and maintain appropriate team behaviour so that the goals and missions of the organisation can be accomplished in the best possible manner and within the stipulated time. The management in Kellogg's ensures that an appropriate workplace environment is promoted that helps it to push beyond boundaries in order to create brands that helps to nourish and nurture everyone. It is motivated by a common passion for innovation, quality and people. It strives to work in active cooperation and collaboration among all team members so that the organisation continues to grow and develop. It focuses on a value-based work culture, which helps in enriching people and communities and nurturing the careers by prioritising people in everything that is done in the organisation (Chang, 2016). Employees are considered an intrinsic part of the work culture in Kellogg's and the authorities ensure that all employees within the organisational premises exhibit appropriate group and team behaviour.

Everyone in Kellogg's is inspired to contribute and have an active share in the team's performance and success. Each employee remains dependent on his fellow co-workers and strives to contribute to the organisation effectively. All employees need help of their colleagues in order to finish their tasks (Kelloggs.in, 2019). It has been proved that the outcomes are always better when a group of employees work together in a team rather than working on their own. This is primarily because when employees work in collaboration and in groups, everyone gets the opportunity to contribute in the overall functioning and success of the teams.

Implementation of Taylor's scientific management concept within the organisational premises of Kellogg's.

Over the years, scientific management theory has been followed in Kellogg's in order to synthesize and analyse workflow appropriately. This theory primarily aims at boosting the economic efficiency by developing the labour productivity within the organisation (Waring, 2016). In adhering to the principles of scientific management, employees are inspired to use scientific methods for determining the most appropriate method of performing the various organisational tasks. The authorities in Kellogg's do not merely assign employees any job arbitrarily. Rather, it matches the workers to the jobs according to their motivation and capability and ensures that they are trained well in order to maximise their productivity and efficiency. The leaders see to it that the performance of all the team members are monitored and assessed. This helps the team leaders to supervise and instruct the employees in order to ensure that they use the most effective ways of working that helps in boosting their performance (Mesmer-Magnus et al., 2018). One of the most crucial factors that Taylor emphasised in his theory is the power of monetary rewards as one of the most crucial motivating factors. It has been proved that increase in pay helps in increasing the overall output rate. This has been proved that boosted pay scales help in boosting the productivity of people who work in a group and within restricted job confines. For example, within the organisational premises of Kellogg's, employees are often motivated by various cash alternatives including opportunities which allow them to sell their holidays in exchange of cash. The scientific management theory helps in breaking down the job into several specialist components and tasks through an effective division of labour (Shafritz et al., 2015). These tangible and intangible rewards help the employees working in Kellogg's to boost their individual productivity and in turn increase the

overall organisational profitability. The authorities see to it that appropriate communication channels are maintained so that each team member gets the opportunity to voice his opinion and thought and this in turn makes it easier for the organisation to overcome various challenges and maximise efficiency.

Implementation of Maslow's hierarchy of needs as an effective motivational tool in Kellogg's

The authorities in Kellogg's follow the needs hierarchy of Maslow while organising team and group behaviour in order to maximise their productivity. The team leaders here emphasise on the physiological needs of the team members as these forms the basis of their performance within the organisation. The leaders always strive to identify the position of each employee within the hierarchy so that their needs can be taken into active account (Lee and Hanna, 2015). This has a positive effect on individual performances of the employees working within teams.

In order to meet the physiological needs of the employees, Kellogg's ensures that the employees are offered competitive salaries that help them in meeting their basic needs. They are provided various childcare vouchers and cash alternatives that motivate the employees to retain their loyalty with the organisation (Kelloggs.in, 2019). It lays huge emphasis on the safety of employees and ensures that they are provided safe working conditions by adhering to all safety rules and regulations. The leaders here see to it that within the team, a sense of belongingness is created which motivates all employees to work harder for the organisation's growth and success (Steiner et al., 2017). Therefore, it can be stated that the authorities in Kellogg's ensure that appropriate team and group behaviour is exhibited through implementation of various models and theories. These have proved to be effective in sustaining the high brand image and popularity of the organisation.

Conclusion.

The aim of this topic was to highlight the significance of group and team working in Kellogg's, a leading organisation dedicated to nurture and nourish

the lives of its customers. It shed light on the way various models and theories are implemented by the leaders here that help in motivating the employees and bringing out the best in them. It highlighted the way these have helped Kellogg's in retaining its high performance and productivity within the huge and dynamic business environment today.

MOTIVATION AND PERCEPTION.

Motivation and perception are two different psychological factors which creates impact on the working of employees behaviour and decision making process as well. Perception is defined as the ability to derive or attend some meaning for completing a particular business task. Motivation is related with why people do things and which factors drives to behave in specific manner.

What motivates company & how it motivates employees.

Motivating employees and workforce can help Kellogg's in retaining of good and skilled employees with themselves. It helps motivated staff in making them more committed to their place of work. By imparting proper and adequate means as per the needs and requirements of employees, Kellogg's has been able to improve its business efficiency, increase its output and sales level along with improvement in its quality and standard.

Following factors motivates company and improves its performance level:

1.Reputation and goodwill – By having good reputation and goodwill among the market place and customer, it helps Kellogg's in building brand image. For maintaining same goodwill, company ensures delivery of quality and standards products and services with affordable prices. It helps company in building trust among its customer which in turn provides brand loyalty (Peters, 2015).

2. Customer retention and satisfaction – The company is rendering the best quality services at reasonable and affordable price, it results in increase in demand. Also, it helps Kellogg's to achieving satisfaction level and it will able to retain large number of customers.

3. Competitive position – On having good reputed position in the competitive market, it helps Kellogg's in gaining competitive advantages and assist in acquiring large market share as well. For maintaining this position in the tough competitive world, Kellogg's always ensures proper measures and strategies to be made for smooth functioning.

Kellogg's has always ensure that its employees needs are fulfilled so as to make them motivated to perform in their best possible manner (Deckers, 2018). For this, it has developed number of motivating factors with the aim of making Kellogg's a desirable and good business place to work with, viz.:

1.By starting a 'Fit for Life' programme thereby giving access to employees to join fitness and yoga centres, undergoing free health check-ups and taking assessment of fitness on annual basis by specialists of healthcare.

2. It also provides a 'summer hours' programme. Employees can make adjustment in their working hours to balance work life against family commitments.

3. Other factors initiated by Kellogg's for motivating its employees includes:

- Flexible – time of working, work from home
- Breaks for developing career such as higher studies
- On-site gyms, subsidized access to all the local facilities (Herzberg, 2017).

Perceptions for the company.

Customer perceptions - Is concerned with what customers think about company and its products & services. The positive thoughts, helps Kellogg's in attracting and increasing its customer base and profitability level as well. For maintaining and retaining such customer level, it is required to have good customer relationship for making them more satisfied. Kellogg's influence its customer perception by providing better standard products and services at affordable and cheap prices with same quality as offered by its competitors.

Kellogg's use different means of marketing such as advertisement in paper or social media marketing, improving branding and labelling features, and other channels influence customer perception to a large extent. Feedbacks, customer

review and relation also affect customer perception in respect of buying behaviour (Senthilkumar and Kannan, 2019).

Employee perceptions – In an organization, leadership style, job roles and responsibility, communication ways etc. are some factors which impacts the perception and beliefs of the company's employees and staff. For attaining the set defined business goals and objectives, it is very much important to have proper and effective communication in the company so that strategies framed can be understood by employees and can help them in working towards achieving these goals. By identifying employees strengths and weaknesses, Kellogg's has been able to make improvement in required areas for making them more efficient and capable (Choi, Kim and Kang, 2017).

By listening to employees ideas and thoughts, involving them in decision-making process can help them in increasing their motivation level which in turn can improve their productivity as they will work with more satisfactory will. Also, by appraising work and giving them responsibility to make decision will act as a positive motivating factor for them.

The nutrition continues to be in the centre of the corn-flakes business. Kellogg's still being at the forefront of the market and day by day to updating with passion for one better future!

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