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1.INTRODUCTION.

The company that now I will introduce is the Kellogg's, a reality that nobody sees over the simple production of cereals, they are really interested to enrich and develop the world since the past, through good food with very respectful production and values, ideas, ideals important.

On February 19, 1906 the Kellogg's was found under the name "Battle Creek Toasted Corn Flake Company" hiring his first 44 employees, by Will Keith Kellogg and his brother Dr. John Harvey Kellogg.

In 1989 they flake granola that is a breakfast food composed of oats, nuts, honey, and sometimes puffed rice, mixed with flake wheat berry creating the Kellogg's corn flakes, this idea changed the breakfast of everybody in that moment. (Kellogg's official website)

The progress of the company was very fast, in the 1914 after the first factory in Canada they build factories in Australia, , Mexico, Japan, and more, Today Kellogg brightens breakfast in over 180 countries. After the depression in America in 1930 this company employee more employees to work in the company declared "I'll invest in people", this action can explain the mentality of this company, different from all the actuals and pastes market system's, but obviously is not casual. In fact, the strategy of this company is to use the motivation for his employees, they know that everybody spends a considerable part of their life at work, so everybody must be satisfied of the job that is doing. (case of study" Kellogg's company")

2.ORGANIZATIONAL STRUCTURE. (Sokana, T., 2013.)

The organizational structure of a company is important because determine the assignment of the roles and the responsibility and how the information flows in the different levels of management; Every Business from a sole trader to the biggest company need to be organized in a specific way. We can organize a business by factors such as: function, geographical area, product and project and in a hierarchical or flat structure.

The first structure is the functional structure that refers to a bureaucratic organizational structure dividing the firm into departments such as marketing, sales, and operations. The second kind is the divisional or multidivisional structure, this company use a structure where its leadership team based on products, this kind of structure is common in large companies with many people or departments to organize.

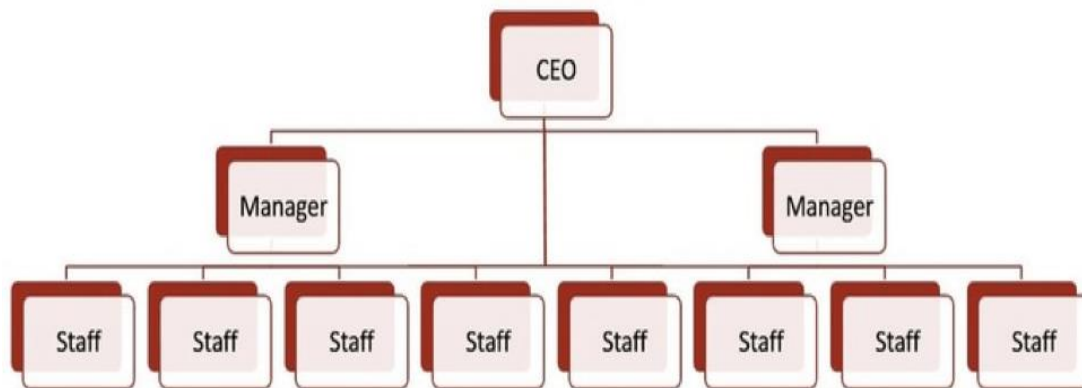
The Third kind is called flat structure, giving its employees a lot of autonomy and high speed of implementation, this can give them the opportunity to take own for a project and the help the top management with lower importance decisions to coordinate better and more efficiently the work.

The fourth structure is called matrix structure, this structure matrixes employees across different superiors, divide on departments, there were different levels of the management and also different roles to respect inside the organization in this kind of structure.

An organization can be structured in many ways in accord with its objectives, this structure will determine the modes on which it operate.

We can find 2 main ways of structure:

2.1 FLAT STRUCTURE.



www.organisationalstructures.com

2.2 TALL STRUCTURE

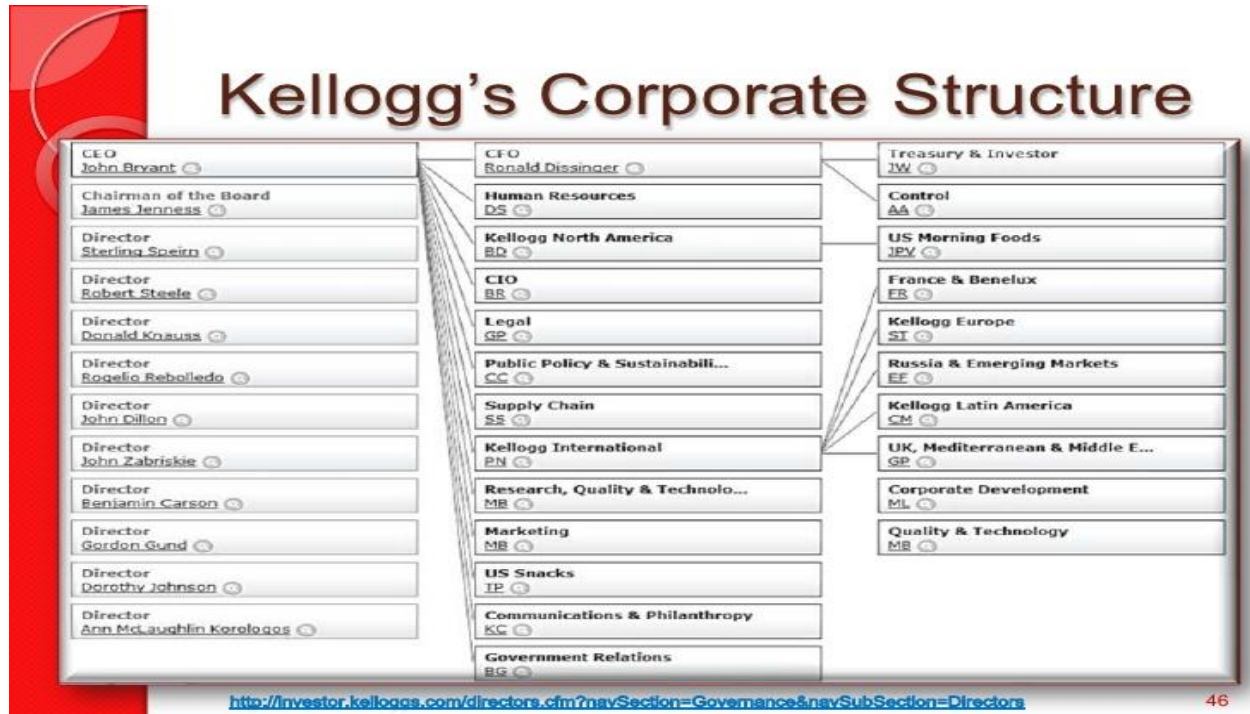
Example of Tall Organization Structure



Note: The greater number of employees at the lower levels
Source: Adapted from Senior (1997)

www.organisationalstructures.com

This is the organizational structure of Kellogg's .



2.3 SPAN OF CONTROL.

The Span of control is the number of subordinates for what a manager is directly responsible, the span of control will depend on different factors such as the nature of the Business, the skills and attitude of the employees, the traditional and the culture of the organization. Consequently, employees under the managers have more authority to perform their jobs.

2.4 CENTRALIZATION AND DECENTRALIZATION. (Brennen, A. M., 2002)

The centralization is used to make decisions at the lower levels, this is the systematic and consistent reservation of authority at central points in the organization, the decision is taken by top management, for this name the centralization refers on the power of the leaders that have all the decision power in their hands.

The decentralization depends upon the amount of authority delegated in the organization, in this case the top management make the major decisions and the other levels like in the middle are delegated about some other decision and responsibility.

2.5 CHAIN OF COMMAND.

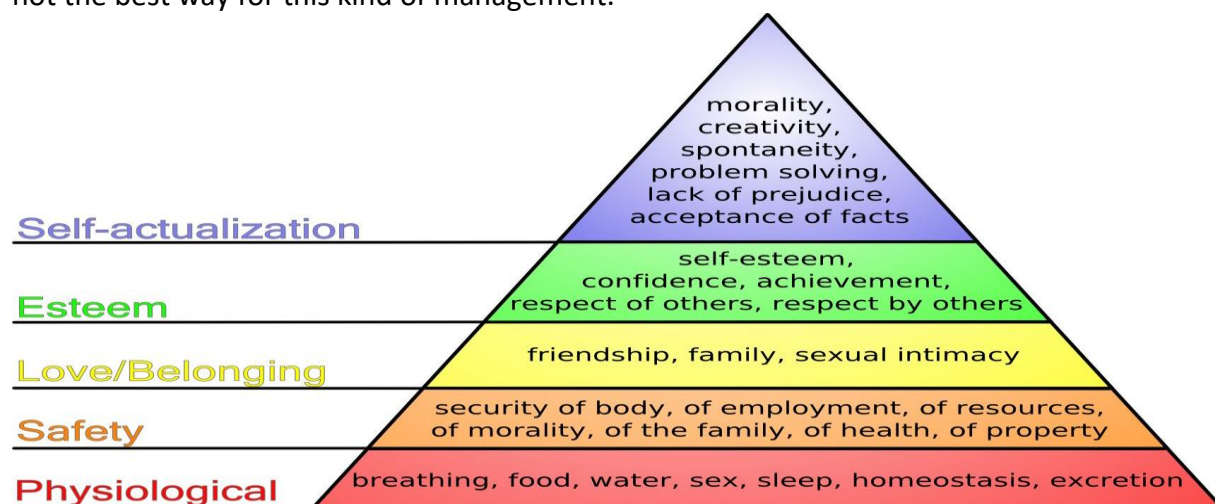
The Chain of command is the last step in creating an organizational structure, planning first supporting strategies and designing and determining the task needed to reach the goals. Is a plane that need to be made to make clear the organization of a Business.

3. ORGANIZATIONAL CULTURE (1956-, M. A., n.d. approach to organizational culture)

The organizational culture of a company interests the values and behaviors contributing in the unique social and psychological environment, representing collective's value, belief and principles of a organization's vision. From this organizational culture emerge 4 types: Clan culture, Adhocracy culture, Market culture and Hierarchy culture. The behavioral approach of the management is the main action to ensure that all the organization process is working following the standard of the company, aligned with the goals, short-term and long-term decisions.

Kellogg's company use the Maslow's Pyramid of needs, to satisfy his employees, this theory is very easy and is divided in 5 levels, we got from the down of the pyramid: physiological needs, safety needs, social belonging, esteem, and self-actualization, every single level represent an aspect of the employees that need to be satisfied.

This aspects can help the company to achieve their objectives more quickly but at the same time there is not a really development and growth of the people, Kellogg's is a place where the workplace is safe, full of project and many ways to make cash alternatives, but at the same time this kind of techniques can also reduce the creativity of the labors so for my personal opinion is not the best way for this kind of management.



Maslow's Hierarchy of need's (case of study "Kellogg's")

CLAN CULTURE.

In this kind of organization, the leaders are mentors, they help the employees also the organization is held together by loyalty and tradition, the success is defined within the framework

of addressing the needs of clients and caring for the people, promoting teamwork and all the activities that can stimulate the job of the employees.

ADHOCRACY CULTURE.

This kind of structure is dynamic and creative, experiments and innovation, long-term goals to grow and create new resources.

MARKET CULTURE.

This is a result-based organization where people are competitive and really focused on goals, the reputation and the success of the company are the main aim of the structure and try to penetrate the market with competitive prices that can help the company to achieve the goal and objectives.

THE HIERARCHY CULTURE.

This kind of an organization is formalized with formal rules and policy keep the organization together, during all the processes there are a lot of control and the leaders work is based on coordination and organization, is very important the coordination of the top management in this kind of structure, different from the others. This structure is the example of a big company, where there were so many departments and so many peoples to organize and coordinate.

If we see Kellogg's organization it works with hierarchical culture. The employees are motivated by the top management decisions also with different promotions and ways to achieve the best profitability from them

4. PRESENT OF KELLOGG'S COMPANY.

Kellogg's company nowadays is present in over 180 countries across the world employment more than 40000 employee (Anon., 2013)s worldwide, during the years of Business this industry is became one of the most famous company of cereals customizing it brand year by year.

All the strategies and actions of Kellogg's made by the different managers and departments create the way to targeting, positioning and segmenting the market using advertising, promotions, events, and spot on tv, radios, web to create their Global Business. Kellogg's department and structure are very complex because they need to control the process of the company in every country in different ways, cause the laws and the permission are not the same in the different countries. Kellogg's company used all the Marketing strategies to achieve its important goals, now the competitors emerge, and they need to defend the business, they need to analyze the needs of the customers and develop their techniques for the future. Kellogg's helps with \$5.5 billion for succeed of children and Kellogg's is the main partner of the project in fact the culture of the company is full of ethical objectives, they are really interested to give them contribute to solve this kind of problems.

The customers of Kellogg's are often child, with this target they can also get the family satisfaction, their products are healthy and for that reason a lot of people that do diet or are just trying to get a healthy lifestyle can be satisfied by Kellogg's with their big range of products.

5. MAIN ACTIONS OF THE COMPANY DURING MANAGEMENT.

In 2007, they were the first companies to use Guideline Daily Amounts to tell you more about what's in our food, what proteins, vitamins etc from the packaging. People care about where their food comes from, in this time is the most important think, all the disease, disturbs depend on what we eat and on what is the content of nutrients that we include in our diet. Is incredible think how quickly the world is changed, now the customers must know all about the products that are buying. Every single effect, the daily amount, which proteins, which substances, sugars and this company show all this information on the labels since 1930.

The consciousness of the people about the food is not too ancient, and thanks the progress of the knowledges we've got now one of the best systems of production, distribution and controls that nobody seed in the past.

The Kellogg's did a lot in the past, for example the employees of the company produced the k-rations for the U.S. army during World War 2, provided the Apollo trip to the moon, very important events of the history for a company in that moment. This company is a place where innovation lives on, they're always trying to ensure your morning gets off to the best start possible, imagine every morning without the energy to have a stressful day... it's important a good breakfast rich in vitamins and iron!!

They were official supplier of cereal to Queen Elizabeth II serving best-loved foods to many millions of families across the UK. (case of study "Kellogg's")

6. CONCLUSION.

After the study of this company and analysis of all the marketing and management strategies I realized and understood a lot of actions that a company or an ownership can use to bring his business in very high positions. In the beginning I didn't feel that this company was rich of stories and strategies to learn.

I think is very important analyze big company like the Kellogg's, in this way can be very easy to see how a business can develop during the years and how many actions there are in this management departments. This analysis improved a lot my knowledge and my skills of communication and analysis understanding the organizational culture and structure about the company.

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