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INTRODUCTION

In the modern days, the organization requires to maintain a continuous development strategy, because the world is continuously changing over time. For this assignment, the Kellogg's company is selected to describe the international business operation of the company. Kellogg's is an American based multinational food manufacturer company. The Kellogg's Company mainly manufactures the cereal and convenience food for the customer. It operates its operation more than 180 countries, but it has its own manufacturing factory in 18 countries. The company started its operation in 1906 and the successful product of the company is the toasted corn flakes. The Kellogg's Company has more than 28000 employees, who involves in the operation of the company. The Kellogg's Company faced a huge competition in the market by a number of giant company, which are Nestle, Cadbury, General Mills, and Quaker Oats etc. For the competition, the Kellogg's Company develops more than 6100 brands in 22 categories and some brands are the market leader in some areas(Kellogg's, 2017). But, the company also faced competition by a huge number of local company and the cultural barrier creates the obstacle for the Kellogg's Company to operate the operation in the foreign countries.

DEFINE THE ORGANIZATION STRUCTURE

The organizational structure defines how the hierarchy of the organization designed and the power flows in the organization. For the efficiency and effectiveness of the business operation, the organization structure is very important. The structure is developed to achieve the goal and objective in a systematic way and the employees are plays their role according to the organizational structure. The Kellogg's Company three different types of organizational structure policies to maintain their international operation (Kellogg's, 2017). The Kellogg's Company develops the structures in the several process, which are operating the foreign operation; develop diversity of products, and performing the selling operation in the foreign countries. It also used the geographic organizational policies in its operation. For the operation of the Kellogg's, the Company used the regional operation, country based operation, segment based operation and internal operation etc. Each operation develop the efficiency for the Kellogg's Company. For the

international operation, the Kellogg's Company requires participating in different exhibition and fair, so the foreign customer know about the company.

In the business organization, there are four types of organizational structure used, which are,

1. Functional Structure
2. Divisional Structure
3. Matrix Structure
4. Project Organization Structure

Functional Structure

The functional structure is effective when the organization has the employees with the same skills and jobs. The people also join in a group and perform the task for the company. The functional task increases the communication level between the employees, so it supports to easily making the decision.

Divisional Structure

The divisional structure defines the co-operation between the different divisions of the company. The group work focus on a certain task, but the divisional structure support the organization to accumulate the whole operation, so the organization achieve the efficiency and effectiveness(Mark, 2006).

Matrix Structure

In the Matrix structure, the process is becoming complex, because it maintain the operation by two parts, which are by product and function. The matrix structure develop the different group with the specific task and develop the co-operation between the groups to improve the performance of the organization.

Project Organization Structure

The project organization structure develops the team for a specific task and after the completing the task, the team members return to their main task. For achieving a certain goal, the organization follow the structure(Lowe, 2017).

For the Kellogg's operation, the company requires to use the various types of structure in its operation, because the different structure is used to achieve the different objectives and goal. So, the Kellogg's used the structure on the basis of necessity of the structure (Kellogg's, 2017).

ELEMENTS OF THE CULTURE AND CULTURE OF THE KELLOGG'S COMPANY.

What is a Culture?

Culture defines as the behavior that is accepted by the society. The Culture is a learned behavior, which the people learn over their entire life. It is also a transmitted by the social behavior. For the difference of social behavior, the culture is also different. In the business operation, the culture of a society is directly affect the operation of the company. So, the company requires developing the different business operation for the different culture. In the organization, the culture creates a definition of how the employees react on the different types of forces. The organizational culture is developed by the top management of the company, because it supports the organization to achieve the objective and goal. The change in top management develops a new culture for the organization, so the changes of culture in the organization directly related with the upper management.

The Important Element of the Culture

Culture is correlated with the human, but the cultures are not in the similar pattern. The difference of the culture is found in the different elements of the culture, which are symbols, values, norm, languages etc. The symbols defines the different meaning in the different culture, like, the thumb in USA and Germany. The language is also varied the culture, because the different languages used in the different cultures(Lowe, 2017).

Types of Culture in Management Practices

In the organization, there several types of organizational Cultures followed. According to the Handy, there is about four types of organizational cultures find out in the organization, which are

1. Power culture
2. Role Culture

3. Task Culture
4. Person or Support Culture

Power Culture

The organization with the power culture think about the power and develop a political situation in the organization. The main focus of the culture is controlling the resources. If the organization is large, it is difficult to maintain the power culture of the organization. The culture shows low morale in the employees. The Culture is also increased the turnover rate and create dissatisfaction in the employees mind.

Role Culture

The role culture is also called as the column and beam, because each column and beam as a specific task. In this culture, the employees requires to perform the specific task in the organization. It creates the opportunities for the organization to develop the skills and expertise of the employees.

Task Culture

The task culture is highly focused on the teamwork and performance of the team work. The team work formed for a specific reason and continues its operation until the objective achieve by the organization. The task culture is very effective for the situation where the organization faced flexibility and sensitivity (Lowe, 2017).

Personal Culture

One of the unusual culture in the organization, because the organization focus on the individual in this culture. In the most of the online operation and sales operation, performance requires to evaluate on the basis of the individual performance. The personality plays an important role in this culture.

Kellogg's Culture

Kellogg's Company requires maintaining the corporate culture in the organization. As an international company, there are a several cultural people work in the company, so the company should develop a corporate culture. The corporate culture will support the organization to maintain the power of the management. It also support the company to reduce the turnover rate of the employees. The harassment rate is also reduced in the organization, so the employees are motivated to provide the better performance for the company (Kellogg's, 2017). The proper culture also creates a positive corporate image in the employees mind. The positive corporate image support the Kellogg's company to collect the effective employees for the operation.

UNDERSTANDING OF THE STAFF/ EMPLOYEES IN THE DIFFERENT LEVEL OF THE KELLOGG'S COMPANY

The employee's performance and job nature divide the level into different categories. The different level of employee's performance is important for the organizational operation. The hierarchy also divided the level of the employee. The Kellogg's company has the three level of the employees, which are top level, middle level, and the low-level employees. The top-level employees take the responsibilities of the company and develop the strategy to achieve the objectives and goals of the company. The top level person requires taking a huge level of risk to complete the task. The CEO, CFO, CAO etc. are present in this level. Middle level employees are directing by the top level management. The top level management provides the authority and responsivity to perform a certain task on the direction of the top management (Mark, 2006). The middle level management requires communicating with both the top level and low level employees. The low performance of the low level employees indicates a low performance of the middle level employees. Low level employees also called as the first level employees. The employees are directed by the middle level employees. The task and goals of the low level employees on the daily basis, so the low level employee continuously communicated with the middle level employees. The different level employees also have different level of motivation. The motivation is very important to improve the performance of the company.

For the effective performance, the Kellogg's Company hires a huge level of part time employees in its operation. The part time employees have a low motivation level and support the Kellogg's

Company to maintain the demand and supply of the employees. The Kellogg's company hires the full time employees, but the company also hired the employees on the contractual basis. The Kellogg's company also hired the employees on commission basis, so it is easy for the company to maintain the operation cost(Lowe, 2017).

PERFORMANCE EFFECT IN THE KELLOGG'S COMPANY

The main objective of the Kellogg's company is achieving objectives by performing the operation in effective and efficient ways. The people and organizational performance is correlated positively in the Kellogg's Company. In the below part of the topic describes how the performance of effect in the organization, which are-

Performance Management Basics

The employee's performance gradually improved by time, because the employees achieve the expertise and develop the efficiency over the time. The organization can achieve the highest efficiency if the organization retain the employees strategically. Because, the experience and skills makes the difference in the production and operation of the Kellogg's Company.

Customer Service Performance Management Connection

The employee's performance is positively related with the employees' satisfaction level, because the experience employees know how to reach the satisfaction level of the customer. The long-term relation with the customer also increases the customer performance level of the Kellogg's Company (Mark, 2006).

Product Quality Development

With the right expertise and skills, the employees can develop innovative product for the Kellogg's Company. The employee's performance increases the product quality of the company, so the Kellogg's company achieves the competitive advantage in the market. The experience employees know what is needed by the customer, so the employees can develop the product efficiently and effectively.

Increase the Image

The high performance of the employees develop the image of the company, so the turnover rate of the company will reduces. The organization with high growth rate shows opportunity for the employees to join in the organization. The high share price increases the image of the company, so the employees have an extra motivation by company image (Mark, 2006).

How to maintain the performance

For the maintaining the performance, the employee should evaluate the performance of the employee on the basis of the company's success. So, the evaluation process should be continuously updated by the organization. The performance of the employees also rewarded by the Kellogg's company. Without motivation, the employees will face stress and loss their efficiency(Kellogg's, 2017).

CONCLUSION

For the development of the modern business strategy, the analysis of the various parts is very important. In this assignment focus on the various operation of the Kellogg's Company, which is repeated with its Cereal production? The operation efficiency depends on the various factors, like organizational structure, culture, evaluation process of the performance, recruitment process etc. In the international business, the organization faced the problem in different ways, so the Kellogg's Company should conscious about the different effects of the different factors.

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