



UNIVERSITY OF WALES
Trinity Saint David
London

MODULE
INTRODUCING MORDEN WORKPLACE

ASSINGMENT-1
KELLOGG'S

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INTRODUCTION

As I have selected this organisation as I found that Kellogg's is the world famous product for breakfast for people and



especially in kids. More than a 100 years Kellogg's still supply great breakfast for British people. This is the one of the those brand who inspire people to work together and moreover, create a moment for enjoyment and for those people who love this brand.

1) HISTORY BACKGROUND

Kellogg's was organized in the 1906 in February month. And which is more than 111 years ago. and founded by Will Keith Kellogg in Battle Creek Sanitarium but before established of the business the company searcher "W.K.Kellogg" and his brother Dr. John Harvey Kellogg change snacks and made tasty recipe name known as Kellogg's cornflakes. Kellogg's arrived in London in 1922.

In 1950 Kellogg's create a "special K" which is form of cereal manufactured by Kellogg's and also, It is made primarily rice in the form of grains and then also made wheat and barley. In 1955 this cereal was also manufactured in the United States of America. In 1980 Kellogg's introduces a variety of products in UK which include "Crunchy Nut Corn Flakes" which is made with the use of flakes of corn, a few amount of honey, three types of sugar, and chopped peanuts. In addition, Kellogg's opened the W.K. Kellogg Institute which was special for Food and Nutrition Research. The food scientists, nutritionists and engineers send wholesome grains and other ingredients for tasting purpose and good for our family. In year 2011 Kellogg's add vitamin D in all the cereal related with kids.

2) RANGE OF PRODUCTS AND SERVICES PRODUCT:



PRODUCTS:-

Cereal:

- **Corn flakes:** Kellogg's made a cornflakes which is the one type of cereal
- **Kellogg's Froot Loops:** This is wrapped with yummy fruity taste, fruity aroma, and bright colors which is very good and tasty for kids.
- **Krave:** it is a crunch outside and smooth chocolate in inner side and finally it is a made different breed of chocolate cereal.
- **Special k:** Kellogg's made a varieties of product of "special k" which was help in nitrous journey.

SERVICES:-

- **Just in time inventory management technique:**
Kellogg's include supply chain management that ensures the products are the right and reach right place and also at the right time.
- **Efficient distribution:**
Kellogg's has a more reliable distribution system which is computerized stock-holding systems checks shelves are always full and orders are delivered on right time.
- **Efficient restocking:**
The computerized stockholding displays immediately when shelves are empty and then automatically sends orders to a Kellogg's manufacturing base to fill stocks, minimizing waste and increasing Kellogg's profits.
- **Quality check**
- **Reliable Transportation**
- **Efficient storage system**

3) STAFF EMPLOYEES, LOCATION AND COMPETITORS:

- **Staff employees:**

The number of employees of the Kellogg's Company worldwide from 2007 to 2016. In 2016, Kellogg's employed 37,369 people worldwide.

Common staff are:

- CEO
- General Manager
- Department manager
- Functional manager
- Full-staff
- Part-time staff
- Seasonal staff

- **Location:**

Kellogg's:



- **Kellogg's manufacturing:**

The Kellogg organization is an American multinational food manufacturing company and its main office in Battle Creek, Michigan, United States.

- **The General Mills factory:**

General Mills Is an American multinational manufacturer and marketer of branded customers foods sold through retail stores and It is central office in Golden Valley, Minnesota, a suburb of Minneapolis.

- **Corn flakes made:**

The Kellogg's Cornflakes are a best breakfast cereal made by toasting flakes real. Firstly it is made by John Harvey Kellogg in 1894 as a food. The idea behind that is he would be created healthy food for the patients of the Battle Creek Sanatorium in Michigan.

- **Competitors:**

-  Heinz & Co
-  General Mills
-  Raisin

STRUCTURE

1) Organization Structure:

An organizational structure illustrates how activities such as task allocation, coordination and supervision are directed forward to achieve the organizational goals. Organizations need to be efficient, flexible, innovative and caring in order to achieve aims. Every organization works in a specific pattern. Working pattern of the organization depends on the purpose and objectives of the organization. Organizations, working in the different segments of the industry, should develop organizational philosophy in order to maintain clarity in the mission and vision of the organization (Chmiel *et al.* 2017, p.10). Organizational structure can also be considered as the viewing glass or perspective through this which consumers see their organization and its environment. The Organization should perform in a structured way. The management of the organization should follow ethical codes of conduct to the structure with the production process of the organization (Shohet and Nobili, 2017, p.58).

A way to organize employees in such a way so that they meet the goals.

- reduce confusion
- identified to those people who are responsible for which task.

2) Type of organization structure in general:

- **Line structure**

A line of the organization has only on direct and the vertical relationship between different types of levels in the market firm. Only department directly involved to the fill primary aim of the organization. moreover, the line department include production and marketing into the line in a organization and follow the authority of organization and also follow the chain of command.

- **Line and staff structure:**

The large organizations belong to this type of organizational structure. These organizations have direct and vertical relationships between different levels and also specialists responsible for advising and assisting line managers. Such as they have consist both line and staff departments. Staff departments provide line people with more advice and assistance in specialized areas.

- **Divisional structure**

This structure contains with various divisions in the organization which flows and followed by different areas.

- a) Function
- b) Product
- c) Geographic territory
- d) Project
- e) Combination approach

CULTURE

1) CULTURE

Organizational culture is a system of shared assumptions, values, and behaviours, which recognizes how people behave in organizations. These values have a strong influence on the employee in the **organization** and govern how they dress, act, and perform their jobs.

2) IMPORTANT ELEMENT OF CULTURE

Culture consists many elements to create a unique way of living for different people. In which we identify four of the elements that exist in every culture in different forms: symbols, language, values, and norms. We also differentiate between folkways and mores.

- **Values:**

The business's goal statement. The goals of organization is very important.

- **Programme and purpose environment:**

The is the projected the organization in our vision.

- **Communication and Rituals:**

This is are what is make staff members feel part of members something more than themselves, organizational retreats, or any other group activities. that is something is worth being a part of this can be include annual parties,

- **Communication Networks:**

Every organization needs communication in order performance in a smooth way. So each organization has their own way of technologies and paths to communicate within the organization and outside. Probably how the way they communicate with employees and customers.

3) **TYPES OF THE CULTURE IN MANAGEMENT**

- **Clan** is connect with culture and completely work within tasks as a group in order to complete.
- **Adhocracy** is handled with risk and innovation in order to make it done.
- **Market** always focus on competition that are in market to compete with other competitor and survive
- **Hierarchy** structure is controlled with a focus and efficiency and the stability to the maintaining and doing all things right.

- **PERFORMANCE OF THE KELLOGG'S STAFF**

1) **Top managers:**

- **CEO:-**

In the organization of kelloggs 8 CEOs who are change corporate culture. Now,John Bryant is the current CEO of Kellogg organization.john is play central role in strategic,operational plan and leadership in Kellogg.

2) MIDDLE MANAGER

- General manager

There are many general manager in Kellogg's. General Manager have an important role in any organization.

In the Kellogg's administration is responsible for overseeing all administrative functions. A major part involves leading and guiding employees. She delegates administrative tasks, such as accounting, paperwork. While this things giving you the freedom to deal with other issues.

And also directs and coordinates activities of one or more departments, operations or sales, or a major division of the business organization.

- Department manager

Department manager also known as "Head of the organization"

In the kellogg a manager is responsible for supervising the day-to-day activities of the store. They typically report to a regional director or regional manager, who they may interact with on a daily basis or less.

It includes two managers:

- 1) Information of the service manager:

Information systems managers is the implement information technology in an organization. It consist a team of information technology professionals. The role include information systems planning, and maintenance, including hardware and software.

- 2) Product line of the service manager:

The product line manager manages important products to ensure that their success is in line with the organization. They strive to increase profitability of existing products, while also helping to develop new products.

- Functional head

The main **role** of the **Head of the organization** is to provide strong academic leadership. The **Head of Department** is required to lead, managing them and develop the **department's** to ensure that it achieves the highest possible standards of excellence in all its activities.

It includes two subparts:

- 1) Production, sale, R&D supervisor.
- 2) MIS, HRM, accounting supervisor.

3) First-line (lower) managers

Staff:

1) Full-time

A full time workers or employee are ongoing employment and working around minimum 38 to 40 hours per week. and they are set and agreed between the employers and employee for reach award or registered agreement.

2) Part-time

Kellogg Company is always looking for a person who motivate themselves and also independent & adaptable to fill a Part Time Merchandiser. The PTM is responsible for calling on an assigned itinerary of stores and delivering superior in store customer service by merchandising store shelves and shows with Kellogg's Snacks products.

Main Responsibilities include:

- a. Organizing, rotating and stocking shelves during each store visit the platform for providing best customer service. This includes following a manager's direction on transferring cases of product from the backroom to the store's sales floor.
- b. Ensuring the Kellogg's Snacks product on displays and shelves are looking their excellent by properly rotating product and removing all stale or damaged packages.
- c. Working as a team with your Territory Manager by communicating issues as appropriate following your itinerary and being flexible with changes to your itinerary.
- d. Maintaining a professional demeanor with the public and store personnel when performing your activities.

3) Seasonal

Customer logistic area

- Compile and analyze Kellogg and Customer logistics data
- Manage equipment's of projects that involve optimizing the logistics network.

- centered upon analytics insights take decision upon analytics perceptions
- Track and report project performance against established metrics

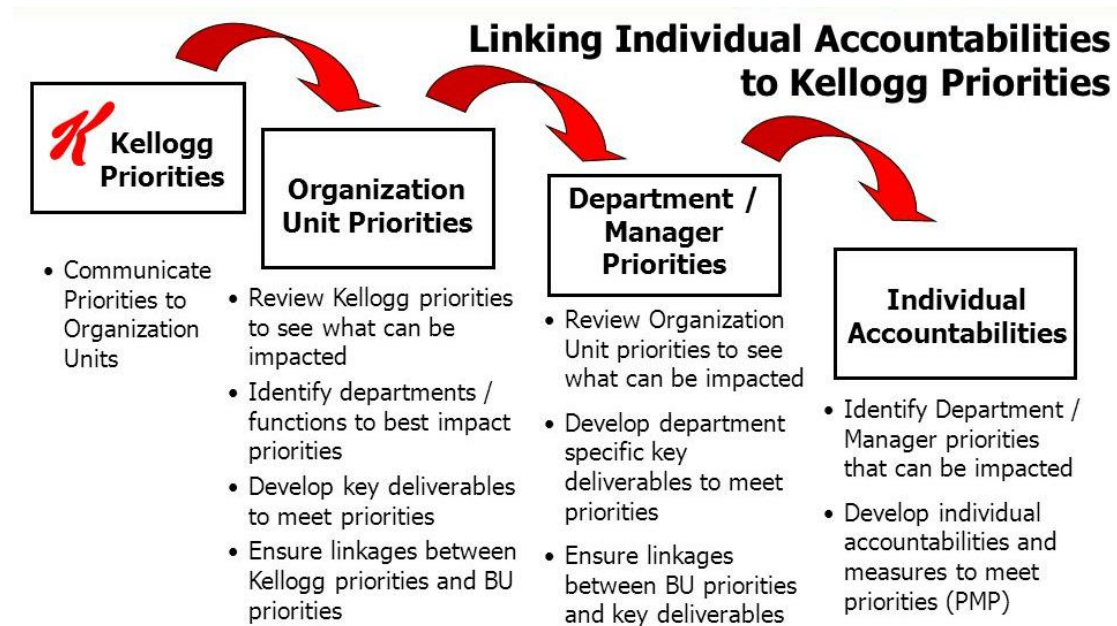
Procurement area

- Supporting a strategic sourcing Request for Proposal (RFP)
- Category strategy development
- Supply market analysis
- Month-end reporting of key procurement metric.

Connection between people performance and organization performance of kelloogg's business

For any organization the ability to manage your people is extremely important. How you manage them has a huge impact on the quality of care you provide. It's for anyone with management responsibility and is intended for all organizations in both social care and health.

THE RELATIONSHIP IS...	IF SALES AND MARKETING...
Undefined	• Focus on their own tasks and agendas unless conflict arises between them. • Have developed independently. • Devote meetings between them to conflict resolution, not proactive collaboration.
Defined	• Have rules for preventing disputes. • Share a language for potentially contentious areas (e.g., defining a "lead"). • Use meetings to clarify mutual expectations.
Aligned	• Have clear but flexible boundaries: salespeople use marketing terminology; marketers participate in transactional sales. • Engage in joint planning and training.
Integrated	• Share systems, performance metrics, and rewards. • Behave as if they'll "rise or fall together."



CONCLUSION

I conclude that Kellogg's is a multinational company. And any organization or a business mainly depend on their structure and culture. And the contribution of staff and employees are very important they play a vital role in company.

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