

UNIVERSITY OF WALES

TRINITY SAINT DAVID

LONDON

SUBJECT:INTRODUCING THE MODERN WORKPLACE

NAME:ELENA CLAUDIA MARIN

ID:1714521

TUTOR:MUSFIQUR RAHMAN

TABLE OF CONTENTS

1.0 INTRODUCTION.....	2
2.0 AIM.....	2
3.0 OBJECTIVES.....	3
4.0 IMPORTANCE.....	5
5.0 MOTIVATION.....	6
6.0 CONCLUSION.....	7
7.0 REFERENCES.....	8

1.0 Introduction:

Modern workplace refers to creating a work environment in which employees can enjoy security ,highly reliable platforms for exchanging ideas and views. Company should build up a culture that is consistent and compliments with modern trends evolving business needs and increasingly complex threat environment.

The Kellogg's company is an American multinational food-manufacturing company founded in the year 1906. Firm deals in more than 18 types of food product in 180 countries located across the globe. The vision of Kellogg's is to enrich and delight the world through foods and brands that matter. Marketing strategies obtained by company is unique as it captures large part of developing and developed markets of the world. It offers wide ranges of products that includes ;frozen foods to breakfast meals . Kellogg's is a socially responsible enterprise as it strictly follows the food regulation and rules. (Piotrowski,2012).

Consumers get their information from TV ,magazines , streets billboards ,internet advertising ,and word of mouth. They also obtain information from the packaging both at the point of sale ,supermarkets and at home. The boxes contain nutritional data relevant to their purchases. In general the decision to purchase will be planned ,with perhaps consideration of the relative benefits of the options considered at the supermarket shelf , or a conscious decision to eat more healthy food precipitated by advertising.

2.0 Aim

The aim or goal of company is to build a strong and sound marketing strategy by creating awareness of balanced diet and importance of physical activity . In order to maintain top position and compete with their rivalries ,Kellogg's has developed certain objectives wich will help in achieving the goals set by them which are:

- Encourage and support physical activity among all sectors of U.K population.

- Company is trying to use resources for sponsoring physical activities that focus on community programmes for its consumers and public in general.
- Use the cereal pack which is produced by Kellogg's to communicate importance of balanced diet to their existing customers.
- It will introduce food labels that would enable consumers to make decision about right balance of food.
- Further ,company is trying to increase association between Kellogg's and physical activities to encourage their customers to adopt them in their daily routine.(Ajala,2012).

The term goals refers to an idea of future or desired that group or individual person plans, envision and commits to achieve. Goals are developed by company, team or an individual person. In order to achieve and endeavour their goals, people try to set objectives.

The term objectives refers to basic planning tools that help in achieving desired aim and creating policy and evaluating performance (Al-Sarmi and Al-Hemyari, 2014).

3.0 Objectives of Kellogg's are:

The aim or goal of company is to build a strong and sound marketing strategy by creating awareness of balanced diet and importance of physical activity (Loock and et. al., 2013). In order to maintain top position and compete with their rivalries, Kellogg's has developed certain objectives which will help in achieving the goals set by them which are:

- Encourage and support physical activity among all sectors of UK population.
- Company is trying to use resources for sponsoring physical activities that focus on community programmes for its consumers and public in general.
- Use the cereal pack which is produced by Kellogg's to communicate importance of balanced diet to their existing customers.
- It will introduce food labels that would enable consumers to make decision about right balance of food.
- Further, company is trying to increase association between Kellogg's and physical activities to encourage their customers to adopt them in their daily routine (Ajala, 2012).

The goal or aim of this group was to present a proper and effective report developed with initiative of each team members of group.

- **Motives:** The motive is to work effectively as a team in order to determine content and layout of report and presentation.
- **Time Management:** The motive of our team was to accomplish the given task in a set time period by gathering abilities and skills of each member of team. As, in order to be successful and efficient team time management plays a key role.

- **Effectiveness:** To accomplish our goal of creating a valuable report each member of team contributes their equal efforts and uses the team's resources instead of Individual resource.
- **Efficiencies:** Team members uses the lowest amount of inputs in order to achieve efficient results. Each member of team uses time, energy and available tools in a right way.
- **Presentable:** Main objective of our team is to create a presentable report that could be decent and understandable enough to be easily evaluated by the management.
- **Allocation of Work:** Each group member would be nominated to work on one topic and the topics will be allocated according to skills, strengths and interests of each member (Angouri and Miglbauer, 2014).

4.0 Importance

- Setting up of goals provide guidance and direction to team members on how to perform a given task.
- After setting a goal, team members are able to formulate effective plan to achieve the same.
- Goals help in energizing team members to overcome the challenges and perform assigned tasks more effectively.
- Objectives are basis that help to translate the vision of a team into reality and act as a measurable tool to evaluate achieved targets.
- Developing an objective will provide our team with specific and feasible way to carry out our mission.
- They help in allocating the work effectively according to skills and interest of each group member. This leads to create better and effective results.
- Further, well defined and articulated objective provides students with a clear purpose and help them to focus over their learning efforts.
- Setting goals and objectives enables them to focus on acquisition of knowledge and help team members to organise their time and resources in a way that can be beneficial for each team member.
- Goals and Objective motivated the team member to perform assigned task effectively.

5.0 Establishment

In order to establish a particular objective, our team member have used the criteria of SMART i.e. Specific, Measurable, Attainable, Realistic and Time bound.

- **Specific:** Objectives must be specific, for instance; sales team needs to achieve 10% sales in 1 month.
- **Measurable:** Set objective should be measurable, it acts as an indicator tool for evaluating progress.
- **Attainable:** It refers to who will perform the given task. In our team topics is been allocated according to interest and skills of each individual.
- **Realistic:** The aim of team is to achieve good marks and present the project in an understandable manner so that it can be evaluate easily.

5.0 Motivation

People spend a considerable part of their lives at work ,so its not surprising that they expect to be rewarded and satisfied with the job that they do. Kellogg's value and culture support the role as a good employer. Encouraging everyone to live by the K-Values throughout the whole business creates a culture of people that have ownership over their own projects.

Process sectors are leading sectors in most of the countries. In Europe ,the chemicals sector contributes 2,4% of EU GDP. Recent studies report that logistics operations are key aspect of the chemical industry as a production and consumption locations are mostly separated and estimated to be as high as 15% of the GPD in some of developing countries.

Company produces a large number of products for set of customers that are dispersed all over Turkey. As most of the producers in the chemical sector ,the company outsourced its final product delivery to multiple third party logistics providers.

The problem on hand is to develop a decision support tool that assigns the daily orders to appropriate shipments, deciding on the 3PL company ,vehicle type as well as the respective load compositions and stop-over points of the vehicles ,in order to reduce the total transportation cost and prevent late deliveries. The simplest version of this problem can be modeled as one dimensional bin-packing problem such that some objects of different size ,have to be packed into a set of bins ,vehicles with given capacities.

Traditionally All-Bran was considered as a breakfast product ,and this continues to be the main time of consumption of the products. The value for customers remains as it has been for decades ,with the quick and easy nature of preparation of any of the products ,and the relatively low price compared to alternative foods ,giving consumers a strong reason to use the product. In the area Kellogg's has long been market the market leader ,consumers have grown up with the brand and therefore are loyal towards it.

However ,the recent product expansion and alternative meals suggestions by kellogg's means consumers now enjoy all brand snak and cereal product at any time of the day. for meals or between meals . Snaks offers several keys of advantage over other substitute products to the consumers. Some of the important ones include longer shelf liufe ,products such as sandwithches , cakes , youghts, fruits, and cookies in the price in of the all brands arrange of products is gain competitive. Avarage of snaks consumers has a need for quick and health snacks between meals generally during shorts breaks at work of out doors.

6.0 Conclusion

In this report I got very good knowledge about organization structure, culture and the organizational behaviour as well. This kind of companies make very clear how a business work in the global market also how big are the departments inside the workplace. After all my researches I understood how this business work and how is hard coordinate a business like this. Kellogg's company is a great case of study to understand all the economic and organizational process in a firm.

REFERENCES

Books and Journals

- Ajala, E. M., 2012, June. The influence of workplace environment on workers' welfare, performance and productivity. In *The African Symposium* (Vol. 12, No. 1, pp. 141-149).
- Al-Sarmi, A. M. and Al-Hemyari, Z. A., 2014. Goals and objectives: statistical techniques and measures for performance improvement of HEIs in Oman. *International Journal of Management in Education*, 8(3), pp.244-264.
- Angouri, J. and Miglbauer, M., 2014. 'And then we summarise in English for the others': The lived experience of the multilingual workplace.
- Loock, C. M. and et. al., 2013. Motivating Energy-Efficient Behavior with Green Is: An Investigation of Goal Setting and the Role of Defaults. *Mis Quarterly*. 37.(4).
- Piotrowski, C., 2012. From workplace bullying to cyberbullying: The enigma of e-harassment in modern organizations. *Organization Development Journal*. 30(4). p.44.