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# Business Management

Assignment Title: Community Engagement

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## Table of Contents

|                                                        |    |
|--------------------------------------------------------|----|
| Introduction.....                                      | 3  |
| Section of operation .....                             | 3  |
| Expectation of customers .....                         | 4  |
| SWOT analysis .....                                    | 4  |
| Role of employees.....                                 | 5  |
| Importance of training and development in Nestle ..... | 5  |
| Importance of role of HR in Nestle.....                | 6  |
| Skills and knowledge required for HR.....              | 6  |
| Requirements of training and development .....         | 7  |
| Conclusion .....                                       | 8  |
| References .....                                       | 9  |
| Appendix .....                                         | 11 |

## Introduction

Business management is effective for every organisation to develop a plan and marketing strategy for enhancing the customer base and gaining competitive advantage in the market. This report will highlight the effective parameters of business organisation to carry a fruitful flow of the business activities within the competitive market. It will consider the organisation Nestle falling under the sector food industry <sup>7</sup> to understand the needs of the customers and the role of employees for achieving goals and objectives. Importance of training and development and the skills required for getting a job opportunity within Nestle will also be <sup>2</sup>unlisted in this report. Lastly, the report will highlight the requirements for carrying an effective training and development platform to increase the skills of the employees within the working premises of Nestle.

## Section of operation

Nestle operates in the food processing industry and is globally known for its quality products ranging from baby foods to cereals that are essential in the daily life of the global citizens. It is the biggest food company having a market capital of about 231 billion Swiss Francs and has a geographic scope in South East Asia and Switzerland to carry efficiency in business operations. Nestle is a branded company having 352000 employees active in the organisational premises and mainly followed the hierarchical organisational structure (nestle, 2020). This structure of Nestle developed a formal framework that divides the job into several function based activities to uplift the business operations in the global network. The goal of Nestle is to figure out possible ways for achieving international voluntary standards within the protocols of environmental management procedure. In addition to it, developing trust within the customers, stakeholders and government authorities for ensuring the continuous improvement of the performance strategies in the environmental parameters is one of the premium goals of the company (Galli & Vousvouras, 2020). Mission and values of Nestle is to increase the quality of the lifestyle and shape a healthy future for the customers to ensure the long-term success of the company by inspiring people to grab their products.

## Expectation of customers

Nestle deals with the processing of several kinds of products including baby foods, serials, dairy products, pet foods, snacks and much more to maintain a wide range of global customers. The age limit of the customers of Nestle has no bounds (Chung et al., 2020). The company initiates the manufacturing procedure in such a way that it facilitates the daily lifestyle of the citizens belonging to different age groups. Variation in the demographics of customers on the perspectives of age and culture facilitate the company to develop products on the basis of the acceptance level and the taste to enhance marketing. The customer expects quality products from the company and to be delivered within the time limit in order to access those products from a necessity perspective (Ramesh, 2018). Customers of Nestle also want the products to be available in every market of operation and it will be helpful for accessing those products within a short time limit. In addition to it, the customers also expect from Nestle to design the product in such a way so that it can preserve the healthy factors efficiently.

## SWOT analysis

SWOT analysis is effective for understanding the transparency and efficiency of the service channel of Nestle in order to facilitate the growth of the customers. It will help to identify the strength, weakness, opportunity and threats of the company in order to achieve the goals and objectives in the competitive market.

**Strength:** Nestle is one of the most renowned brands in the food industry for creating awareness among the variations in food brands. It had a distinct and extensive distribution system that created a successful penetration in the urban and rural markets for Nestle (Rahman, 2019). Nestle has a large workforce that succeeds in satisfying needs and wants of the customers in the global platform.

**Weakness:** Rumors and controversies about the quality prevents several products of Nestle hindrances the business operation in the global competitive market. Management of a large brand structure arises from the conflict of interest among the stakeholders which brings difficulties in operating the supply chain management system (Djarum et al., 2019). Nestle faces legal issues in food giants and raises the controversies in the food processing system to suffer the risk of banned operations.

**Opportunities:** Expanding the market is the most efficient opportunity that brings Nestle to flourish in the rural and urban areas by rousting the supply chain (Nwakoby et al., 2017). Stability of the political scenario brings opportunity for improving the literacy rate of the people which also increases the demand and needs of the demographics for changing the lifestyle. This favored Nestle to focus on the research and development areas for handling ethical issues in terms of developing hygienic food products for the large demographics.

**Threats:** High competition in the market is the most predominant threat for Nestle that differentiate the segregation of the local and national markets to create risk in the possession of the customer base. Brand switching and the hike in the price ranges of the products creates possession threats within the competitive markets for Nestle in terms of market positioning and segmentation.

### **Role of employees**

Nestle creates a platform for accepting cultural and social diversity in the workforce which brings efficiency in the working activities of the employees to increase the brand image. Employees are responsible to bring efficiency in the production system by understanding the transfer of potential ideas to design the working techniques in a creative way (Lee et al., 2020). It is the role of the employees to interact with the customers and build up a good interactive platform. Employees had the role to create a good communication strategy to help the consumers regarding any queries they faced post buying the products. <sup>4</sup> The main goal of the organisation is to preserve the quality of the product in order to maintain a healthy factor among the customers to maintain the efficiency of the supply chain system (Singh & Alazmi, 2019). Employees are highly motivated to fulfill the goals of customer satisfaction by preserving the quality factors of the product and creating transparent communication channels to interact with the customers in terms of any queries regarding product qualities.

### <sup>1</sup> **Importance of training and development in Nestle**

Training and development are correlated with each other and are favored to make several attempts for improving the future performance level of the employees to bring efficiency and effectiveness in the production life cycle. It is due to training, the employees had the ability to

learn new things and implement it in the workforce to generate positive outcomes and enhance the business operation in a smooth manner (Karia et al., 2016). Behaviour development of the employees facilitated the flexibility of the production system of the organisation to change the learning skills and knowledge factors to help the employees to adopt organisational change. <sup>3</sup> Training and development is important for favoring the employees to increase their abilities in grabbing new skills and implement theoretical knowledge in the practical field to generate positive outcomes of maintaining quality of the products within the supply chain management system (Noe & Kodwani, 2018). It is also important <sup>3</sup> to help the employees to strengthen the skills and gather similar knowledge for reducing weak limits within the working strategies and gain the courage to face risk and challenges in the workforce.

### **Importance of role of HR in Nestle**

Human Resource or HR is the most effective role in the organisational premises of Nestle in terms of interacting with the employees to bring efficiency in the working schedules. Role of a HR is to maintain the employee retention rate within the organisation and develop an interactive platform for the employees and the managers to discuss important things regarding the business operation (Fragouli & Chalkias, 2018). Importance of this role lies in the fact of eliminating the chaos among the employees in terms of understanding their needs and demands in the professional contacts. Moreover, HR has the role to allocate employees in the correct position for maintaining deeper commitment towards work and understanding the communicative factors to reach in business goals and objectives within a short span of time (Delaney et al., 2018). HR also plays an important role in changing, reinforcing and developing the culture of the organisation by valuing the moral ethics of the employees and preaching the business culture among the subordinates to maintain good flow of the workforce premises within the organisation.

### **Skills and knowledge required for HR**

Communication skills, advising skills, proactive skills, administrative expertise and coaching are the different skills that HR should possess in terms of maintaining an efficient workforce network within Nestle. Fluency in the local and national language is the most effective skill required for grabbing the job of HR in the business premises as it has the responsibility to

interact with different customers and internal employees for understanding the transparency and efficiency of the working procedure (Al-Tal & Emeagwali, 2019). Administrative expertise enhances the link of nature of the employees with the higher authorities to facilitate the growing management operations in the working model of Nestle. Coaching skills of a HR help them to understand the knowledge and skills of the employees and train them in accordance to fit for the organisation in a short period of time.

HR should possess the knowledge of developing an efficient team, enhancing the coordination and cooperation among the employees, directing the employees to remain enthusiastic in the working module and understanding the variation in retention rate of the employees. A HR should have the knowledge about various team management protocols in order to bring enthusiasm within the working procedure of the employees and initiate the management measures to handle queries among the employees (Hamilton & Davison, 2018). The individuals in the role of HR should have the knowledge of several administrative methods for helping the managers to take effective decisions and work on it for bringing efficiency in the production channel. HR should have the knowledge of recruiting and selecting the employees and assigning them in the correct position with the demonstration of monitoring the skills of the employees.

### **Requirements of training and development**

Skill requirements for the role of HR include proper development of the communication skill, interactive behaviour, fluency in the language and communication techniques, understanding the administrative measures and increasing the analytical skills. In order to develop the skills within the individual for grabbing the role of an HR in the organisation certain training requirements are considered in a very effective manner. The individual should be given a platform to undergo several online crash courses about increasing the vocabulary and developing fluency in the communication measures to sort out the queries of customers and employees. Senior executive and customer service representatives should play an important role in training the fresher who pursued the job role of HR (Armstrong, 2016). Training procedure of the individual to pursue the role of a HR includes the creation of an interactive platform to understand the basic criteria of analysing the marketing trends that favored them to bring efficiency in the working techniques. Analytical skills of the individuals are upgraded in terms of helping them to gather effective

knowledge from the secondary sources of information to become an efficient HR for the company. Probationary period needs to be included where the higher authorities can analyse the efficiency of the individuals who pursue the role of a HR and should be observed the understanding power of the individual for fitting into the role of the HR. Workshops and seminars are the major requirements of the training program that help the individual to understand the scheme of working as a nature in the organisational premises of Nestle.

## **Conclusion**

In order to conclude, Nestle has the potential to grab global customers in a small amount of time due to the presence of skilled and professional employees within the workforce environment. It is due to the good maintenance of the brand image and brand fame, the company has reached a proper competitive level in the market and is possible only for the working efficiency and effectiveness of the HR team. Lastly, the employees of Nestle are well trained to interact professionally with the customers and eliminate the queries in order to stop the influx of challenges within the business operation.

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## Appendix

### Training and development plan

| Training task            | Mode of training                                   | Training Hours | Expected Date | Status      |
|--------------------------|----------------------------------------------------|----------------|---------------|-------------|
| Communication<br>Methods | Online course,<br>observing seniors                | 3 hours        | 14.05.2020    | Completed   |
| Analysis Skills          | Online course,<br>academics                        | 4 hours        | 16.05.2020    | In progress |
| Time<br>Management       | Books, online<br>course                            | 6 hours        | 18.05.2020    | In progress |
| Team<br>Management       | Online training<br>module, practical<br>experience | 5 hours        | 22.05.2020    | Not started |

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