

Porters 5 on kraft foods

[Business](#), [Industries](#)



Revenue 49 billion Second largest company behind nestle Employs 125, 000
Its five brands are divided into 5 main sectors snacks, beverages, grocery,
and convient meals Sanja khosia is the president of kraft His 7 step
bussiness model is to drive growth is DISCOVERY: find out what works
STRATEGY: focus through lenses VISION: find a simple hook EXECUTION:
clarify and deligate ORGANIZATION: build collaborative networks METRICS:
manage numbers and tell stories Headquartered in Northfield, Illinois, Kraft
Foods (KFT) is the largest food and beverage company in the U. S. , and is the
second biggest worldwide.

Kraft was founded in 1903 by James L. Kraft and, after inventing pasteurized
processed cheese not requiring refrigeration, would eventually go public as
the Kraft Cheese Company. Kraft bought cream cheese producer Phenix
Cheese Company in 1928 and was subsequently bought by the National
Dairy Products Corporation. By 1976, company would change its name to
Kraft Inc, and in 1979 the company merged with Dart Industries to become
Dart & Kraft. This new company would eventually spin off its nonfood
divisions with the remaining food entity known as Kraft Inc yet again. Phillip
Morris Companies bought Kraft in 1988 for \$12. billion and merged it with
General Foods in 1985 and Nabisco in 2000. Kraft was spun off by Altria
Group in 2001 and is now a component of the Dow Jones Industrial Average.
Kraft features some of the best known brands in the world including Jell-O,
Chips Ahoy! , Oreo, Cool Whip, Capri Sun, Crystal Light, Planters, Fig
Newtons, Kool-Aid, Kraft cheeses, Maxwell House, Nabisco, Oscar Mayer,
Ritz, Shake 'n Bake, and Stove Top stuffing. Kraft Competitors: * Tier 1
Competitors: General Mills (GIS), Kellogg Company (K), Conagra Foods (CAG)

* Tier 2 Competitors: J; J Snack Foods (JJSF), Ralcorp Holdings (RAH), PepsiCo (PEP), H.

J. Heinz Company ----- Kraft Foods' (KFT)

Mission Statement Our Vision... Helping People Around the World Eat and Live Better Our vision captures the essence of who we are. Everything we do flows from our vision. We just don't happen to be a business that sells food – it's what we're all about. Our vision is about meeting consumers' needs and making food an easier, healthier, more enjoyable part of life. Our vision tells the world – our employees, customers, consumers and the communities where we make and sell our products – what we care about.

It captures the importance of health and wellness, but it also embodies all the ways we can eat and live better, such as the enjoyment of a dessert, the convenience of a microwave meal, the safety and value of our products and the services and solutions we provide. These six values are what we stand for, the standard of conduct we hold ourselves to and our commitment to the people who work with us, invest in us, and purchase our products. They plainly communicate what the world can expect of Kraft and what we must expect of ourselves. Our Values...

Innovation – Satisfying real-life needs with unique ideas
 Quality – Fulfilling a promise to deliver the best
 Safety – Ensuring high standards in everything we make
 Respect – Caring for people, communities and the environment
 Integrity – Doing the right thing
 Openness – Listening to the ideas of others and encouraging an open dialogue
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Company Description As a top company in the Food industry Kraft Foods specialize in food processing producing beverage, cheese and dairy, snack foods, confectionery, convenience foods and cereals with well known brands such as Vegemite, Terry's chocolates, Ritz, Pretzels, Philadelphia cream cheese, Maxwell House, Kraft Sandwich Spread, Capri Sun and A1 Steak Sauce. **Business Industry - Food** The general business activity and principal products or commercial enterprise of Kraft Foods are categorized as being part of the Food Industry. **Kraft Foods Slogan**

A slogan is a short, memorable catch phrase, tagline or motto used to to identify a product or company in advertisements. The advertising slogan, or business slogan most associated with Philadelphia cream cheese produced by Kraft Foods, is: " A little taste of heaven. " **Kraft Foods Mission Statement and/or Vision Statement** Mission Statements and Vision Statements are written for customers and employees of corporations. A Mission Statement can be defined as a sentence or short paragraph written by a company or business which reflects its core purpose, identity, values and principle business aims.

The definition for a Vision Statement is a sentence or short paragraph providing a broad, aspirational image of the future. **Kraft Foods Vision Statement:** " Helping People Around the World Eat and Live Better. " **Useful Definitions about a company such as Kraft Foods** Useful definitions related to a company, like Kraft Foods, businesses and corporations - all useful business information. A company is a form of business organization in which

ownership is established through the issue of shares. A corporation, termed as a limited company in the UK (Ltd.), are legal entities separate from the persons that form it.

A company or corporation is recognized by the law to have rights and responsibilities like actual people. The names of companies are the names by which corporations are identified, such as Kraft Foods. The word "company" may refer to a partnership or to a sole proprietorship so the names of many business corporations end with " Ltd. ", " Inc. " or " Plc" reflecting the Limited Liability if companies or businesses fail, in which case neither the shareholders nor the employees are held liable for debts. Public companies are listed on the Stock Exchange and their shares are available for the public to invest in. make today delicious" Tuesday, September 6, 2011 Kraft Food's Mission Statement Helping People Around the World to Eat ; Live Better Kraft's mission is to provide fun, healthy food for people to enjoy. Their mission statement informs us that they care about their consumers. Their values are innovation, quality, safety, respect, integrity, and openness. They strive as a company to communicate with the world reassuring them they're a trusted company with their products. Kraft Foods Inc. (KFT) - Financial and Strategic SWOT Analysis Review Summary Kraft Foods Inc. (Kraft Foods) manufactures and markets snacks, confectionery, and quick meal products worldwide. Kraft Foods is number 1 US food company and number 2 worldwide. It is principally engaged in manufacturing and marketing of packaged food and beverages. The various products offered by the company include cheese, dinners, dressings, coffees, meats, biscuits, cream cheeses, powdered beverages and chocolates. The company

markets its products under the brand names of Kraft, Maxwell House, Oscar Mayer, Oreo, LU, Philadelphia, Jacobs Coffee, Carte Noire, Tang, Milka Chocolates, LU Biscuits, Cote d'Or, Lacta and Toblerone.

Kraft Foods operates in over 80 countries and sells its products in over 170 countries across the world. Kraft's \$19 billion acquisition of Cadbury became final in 2010. As of June 1, 2010, the company owned 100% of all outstanding Cadbury shares where as in February, 2010 it had 73.71% shares. The company is headquartered in Northfield, Illinois, the US. Kraft Foods Inc. Key Recent Developments... Apr 13, 2010: Kraft Foods Inks Multi-year Agreement With Capgemini Mar 18, 2010: Kraft Foods Plans To Reduce Sodium In North American Products Feb 16, 2010: Kraft Foods Q4 Operating Profit Surges, Revenues Up

Feb 09, 2010: Epsilon To Support Direct Marketing Initiatives Of Kraft Foods Jan 19, 2010: Cadbury Accepts Kraft's \$19.7bn Takeover Offer This comprehensive SWOT profile of Kraft Foods Inc. provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

International business unit revenue is 27% They have strong research and development 11 food research and development centers 2400 food scientists and chemist . There weakness is they have trouble producing and launching new products. Threats fierce competition Recalls Consumers may

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not have as much confidence in kraft products Lawsuits Strengths Kraft has a strong brand image What should they take out Many of kraft products are often high in cholesterol and they contain processed meats One of the worst unhealthy food kraft produces is lunch box.

Combo meals Eight out of 43 are deemed sensible meal solutions The cracker ham and cheddar combo is the least healthy. Combo meal aft Foods Vision Statement - Kraft Foods Business Description The importance of the Kraft Foods Vision Statement should not be underestimated. As a highly successful company in the Food industry Kraft Foods specialize in food processing producing beverage, cheese and dairy, snack foods, confectionery, convenience foods and cereals with well known brands such as Vegemite, Terry's chocolates, Ritz, Pretzels, Philadelphia cream cheese, Maxwell House, Capri Sun and A1 Steak Sauce.

The Kraft Foods Vision Statement describes the values, services and the company's vision for the future. Kraft Foods Vision Statement We hope that the Kraft Foods Vision Statement together with our definitions, hints and tips will provide you with inspiration to develop your own successful explanatory paragraph which will prove to be suitable for your associates, customers and .

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