

Free essay on functional area interrelationship

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Functional areas comprise the third level of organizational structure. This entails the interrelationship among the functional areas in the business as they influences the flow of raw materials and end products within the organization. The major functional area in an organization involves the inventory control, packaging, transportation and accessibility of information (Fraedrich, Ferrell, & Ferrell, 2010).

The Kudler Fine foods company is located in San Diego, an upscale specialty food store, producing food products at a competitive price. It has three fine food conesour located in California. The main objective of the organization is to maximize profits through the sale of quality products.

The mission of the business outlines the reason why the company is in business and the principles of the company, as well. In this case, the mission defines the purpose of the company in the market and address what the company has to offer to both the stakeholders and the customers. In this consideration, mission helps in viable decision making of the business.

Kudler fine foods broad mission is to provide quality and variety of food products to its customers. Following this mission, it considers major issues that enhance the achievement of its mission. The company mission is to offer quality products to its customers and to be reliable to every customer. It has established various strategies, which are aimed to achieve the set mission. For instance, the company has developed a Micro Access Database which enables in inventory management (Fraedrich, Ferrell, & Ferrell, 2010).

The vision of Kudler Fines Foods company has been achieved through the development of unique policies and rules that enhance the vision achievement. In this case, The vision of Kudler Fines Foods is to remain the

best in the industry. This is by ensuring that all the customer needs are met and on a timely basis.

The values of the company have been generally asserted through discussion, negotiation and interpretation by both the employees and managers. The interaction of every party in the company has enabled the organization to improve its value within the industry and society. In this case, the company aims at emphasizing the values beliefs and morality of the American rural heartland (Fraedrich, Ferrell, & Ferrell, 2010).

The goal of the Kudler Fine Foods Company is to remain profitable but satisfy the customers needs. This is by producing quality products, which meet the standards of the state regulations and the pricing policies are optimal. The goals statement of the organization has contributed to the success of the company.

2. Kudler Fine Foods Company has adopted divisional organizational structure. The structure has three categories, which are, product structure, market structure and geographical structure. For Kudler Fine Foods Company has adopted market structure; it organizes its functions by the types of customers so that each group has specific responsibilities that should be achieved. Kudler Fine Foods segments its functional groups based on customers' needs and specification. This makes the company able to meet the customers desires thus satisfying their needs.

The credibility of this structure in Kudler Fine Foods Company is evident since the company has capitalized on different semi-autonomous units under one management as the structure has defined. The company manager oversees the division of the units ensuring each unit has a goal to achieve.

The interrelationship between various functional areas in the company has promoted to its performance. This is achieved by ensuring that every functional group adheres to the set responsibilities.

Reference

Fraedrich, J., Ferrell, L., & Ferrell, O. C. (2010). Business ethics : ethical decision making and cases : 2009 update. Mason: South-Western Cengage Learning, .