

# Nestle berhad essay



**ASSIGN  
BUSTER**

Today, Nestle is one of the leading Food and Nutrition Company in the world. Nestle has headquarters in Vevey, Switzerland. The business of nestle is supported by its strong network in more than 86 countries with more than 500 factories. Along with that the business also gets the benefit of its international R& D network. The Nestle factories are operating in the different countries of: 1.

Asia 2. America 3. Africa 4. Europe 5. Oceania As the company is in the sector of food and nutrition, it remains sensitive to being a company dedicated to food from the beginning, Nestle remains sensitive to culinary and eating habits, and responds to specific nutritional problems, whilst also setting and matching new trends such as growing out-of-home consumption and caring about the wellbeing of its consumers.

Objective, Vision and Mission. Objective. Nestle's aim is to become the global leader in Food and Nutrition Company and sustain that position. This objective of the company signifies that they need to work hard to stay ahead of Cadbury which is recently acquired by Kraft. Kraft is world leader in today's chocolate business and food and nutrition business. Vision.

“ Nestle's aim is to meet the various needs of the consumer every day by marketing and selling food of a consistently high quality. ” To achieve this vision Nestle has two steps to follow, first is high quality and collaboration, which is integral part of any food business to flourish and second is focus on e-business and websites. Nestle has started investing heavy in development of e-business and its promotion so as to capture clients in e-business sphere

also. Mission. Nestle is dedicated to providing the best foods to people throughout their day, throughout their lives, throughout the world.

With our unique experience of anticipating consumers' needs and creating solutions, Nestle contributes to your well-being and enhances your quality of life. " The mission statement of Nestle is well articulated and reflects the long term objective for doing the business. It has mentioned in the mission statement that the company will provide consistently the best food product with the best quality throughout the life of their customers, which will ultimately enhance the quality of the life of its customers. The mission statement put the emphasis on the presence of the company in nearly every country. It promises in its mission statement that the company will understand the need of its customers and provide the best products to fulfill the needs. The mission also shows the high quality which is maintained in the wide range of products of Nestle.

The company reassures that they provide the best range of food products to remain the first preference of its consumers. Organizational Structure.

Organizational structure is the formal framework by which jobs tasks are divided, grouped, and coordinated. Nestle is a function-based organization.

The tasks are divided into separate jobs and then these jobs are grouped together under different departments i.

e. functional departmentalization is found in organization. Each major area is kept under the manager who is specialist in that concerned field and is responsible for all activities, which that department performs. Organizational structure of Nestle is hierarchical. There is a chain of command that extends

from upper organization levels to the lowest levels and clarifies who reports to whom. The orders move from upward to downward and suggestions move downward to upward direction.

The continuous improvement section is made for this purpose. It encourages employees to give their suggestions and share the new ideas. The jobs are formalized; there are explicit job descriptions, numerous organizational rules, and clearly defined procedures covering work procedures. But in spite of formal rules and regulations, Nestle keeps on changing to keep a pace with the changing environment.

So, it is strict but not rigid organization. In effort to be more flexible and responsive, there has been distinct trend in this organization toward decentralizing decision-making.