

Swot analysis of kellogs

Business



**ASSIGN
BUSTER**

With 2008 sales of nearly \$13 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles and meat alternatives. Kellogg products are manufactured in 19 countries and marketed in more than 180 countries around the world. Kellogg Company's business is broadly divided into two divisions: Kellogg North America and Kellogg International. Kellogg North America includes retail cereal, retail snacks, and frozen and specialty channels businesses in both the United States and Canada.

Kellogg International is divided into businesses in Europe, Latin America, and Asia and Australia (Asia Pacific).

The North American Retail Cereal business includes many of the Company's popular brands such as Kellogg's Special K, Frosted Flakes, and Kashi, our natural brand. The North American Retail Snacks business includes Keebler cookies and crackers, such as Chips Deluxe and Cheez-It, wholesome snacks, such as Fruit Twistables fruit snacks and Nutri-Grain bars, and our popular toaster pastry brand, Pop-Tarts.

The Frozen and Specialty Channels business includes brands such as Eggo, Morningstar Farms, and Worthington, and the food service, convenience store, vending, and drug store businesses. The Kellogg International business focuses almost exclusively on the cereal and wholesome snack categories within the respective regions. The European business includes cereal brands such as Kellogg's Special K and Crunchy Nut Cornflakes and wholesome snacks such as Special K bars.

The Latin American business also focuses predominantly on cereal, including brands such as Zucaritas and Kellogg's Corn Flakes, and wholesome snacks such as All-Bran bars.