

Strategic management

Business



Organizational structure of Heineken
Organizational structure Heineken Holding N. V.

The role of the Heineken Holding N. V. is to supervise the Heineken management and give tasks for the Heineken N. V. since 1952.

Thus this department of Heineken is not executing any tasks; it has only the role of leading the company (The Heineken ownership structure and stock exchange listing, 2005; Heineken Holding N. V, 2005). The Heineken Holding N. V is managed by five directors, four of them Dutch and one o Mexican.

The Mexican Director is also the Executive Director of the Mexican beverage company FEMSA, which holds a 14, 139% interest in the Heineken Holding N. V. and 8, 856% in Heineken N. V. (The Heineken ownership structure and stock exchange listing, 2005) Heineken N. V Heineken N. V is the legal unit through which Heineken is accomplishing many tasks that are given by the Heineken Holding N.

V. This unit is managed by the Executive Board (Heineken N. V. , 2005).
Executive Board Heineken N. V

The task of the Executive Board of the Heineken N.

V. is that it must “ initiate and implement corporate strategy and to manage Heineken N. V. and its related companies” (Executive Board Heineken N. V. , 2005) .

Besides this task it must also take care of the policies, financial tasks and marketing for other brands of Heineken (Executive Board Heineken N. V. ,

2005). Supervisory Board of Heineken N. V. The Supervisory Board assists in giving advice to the management of the Executive Board of the Heineken N.

V. and with this advice they also take the opinions of the stakeholders of the company into consideration (Supervisory Board Heineken N. V. , 2005). As you can see in the Heineken ownership structure figure (The Heineken ownership structure and stock exchange listing, 2005), there are other companies who hold a share of Heineken and their opinions count also for a certain percentage in how the company must be managed.

This task is executed by the Supervisory Board, as mentioned above.

Rules and regulations within the Heineken Group Heineken is a big company and big companies can have problems among the employees. To solve the problems within the company as good as possible the company has made rules and regulations and a committee that listens to all the problems of all employees that are connected with the Heineken group. The committee which is leading and controlling all these rules and regulations is the Integrity Committee.

Heineken has clear policy on how to deal with all the information that the Integrity Committee receives from the employees, which is all written in “ The Whistleblowing Policy”(Code of Whistleblowing: full procedure, 2009) document.

The most important things are; that everyone must be able to talk openly about the problems to the committee and that all information must be treated confidentially (Terms of Reference Integrity Committee, 2006).

Modes of market entry: Nam 1994, l? n d? u tien bia Heineken du? c cong ty

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Vietnam Brewery Limited (VBL) s? n xu? t ngay t? i Vi? Nam , du? i hình th? c liên doanh v? i công ty beer Vi? t Nam . (VBL là liên doanh gi? a Công ty Thuong m? i Saigon (SATRA), Công ty Asia Pacific Breweries Ltd có tr? s? t? i Singapore (APB) và Heineken N. V t? i Hà Lan). Cho d? n nay, Heineken đã xây d? ng r? t thành công hình ? nh bia cao c? p trong tam tri ngu? i dân Vi? t và đã có m? t ch? d? ng v? ng ch? c trên th? tru? ng bia Vi? t Nam.

T? i đây, Heineken đã có nh? ng bu? c đi thành công khi Vi? t Nam du? c danh là m? t trong nh? ng qu? c gia ti? m nang v? i m? c tiêu th? bia Heineken d? ng th? ba th? gi? i