

Pepsi employee motivation



**ASSIGN
BUSTER**

The drink is the invention of Caleb Bradham, a pharmacist and drugstore owner in New Bern, North Carolina. In late 1890's, he had been experiencing with Coca and Kola extracts in the syrup form. By mixing this syrup with carbonated water, he produced a very pleasing beverage that not only tasted good but also made his customers feel good. He promoted it as a cure of dyspepsia (indigestion).

Initially called Brand drinks by his local friends, the local friends, the drink was formally titled PEPSI COLA in 1898. By 1902 the syrup was so popular that Caleb was devoting most of time in the preparation, packaging, marketing, advertising, and overseeing the distribution of it to other pharmacies. His sales increased rapidly and in 1904 he bought the Bishop Mill and converted it into his bottling plant for Pepsi Cola. In 1907, he purchased adjoining land and built a three-story addition to the factory to serve as office space for his new company.

TARGET MARKET

The target market of Pepsi aims at young generation. The target market of Pepsi also includes the child is able to pronounce Pepsi as " Bebsi".

ATTRACTION OR PROMOTIONAL TECHNIQUES

By opening CRICKET CLUBS for the young generation in which the organization hire famous cricketers like Sachin Tendulkar and Wasim Akram. These cricket clubs provide an opportunity for cricketers to learn playing cricket and as well the product Pepsi is promoted.

Another way of attraction is by sponsoring famous celebrities. When these famous personalities sponsored by Pepsi form in their fields of specialty, the Brand is also promoted.

This brand also provides scholarship for students, so that students from poor families can be supported as well gaining social goodwill.

The organization also introduces many different schemes in which the participants can win different gifts like a CD player, T- shirts, Bikes, free return tickets etc.

MOTIVATIONAL TECHNIQUES

The Human Resource Department of Pepsi Company gives following incentives and benefits to motivate their workers.

JOB SECURITY: They give assurance to the employees working that they would not be removed after a certain time period of working. This promotes the employees to work sincerely because as they know that they would be in the company for a longer duration they would try to put their best performance.

PAY ALLOWANCE: This means that the employees would get allowances for their various overheads such as travel, food, housing etc. This is an added advantage to the employees working to motivate them to produce and give their output effectively.

PROMOTION TO NEXT DESIGNATION WHICH IS PURELY ON MERIT: This is an important factor of motivation, when an employee gets an opportunity to be

promoted purely through his merit he tries to put in his best performance. This creates an atmosphere of competition among employees this is good because it increases the productivity of the workers.

ANNUAL PERFORMANCE APPRAISAL: Pepsi organizes an annual performance appraisal program in which the best employee, proactive employees of the year and various other categories are elected and felicitated. This creates recognition for hard work, job satisfaction and effort put in by each member. This motivates each one to obtain that recognition.

THE WORKERS ARE OFFERED PEPSI AT RS. 3 AND MEAL (ALL TYPES) IS AVAILABLE AT RS. 10: This is an innovative idea formed by the company so that the employees working for the company can avail the food provided in the canteen and Pepsi can be provided to them at a very cheap rate. This creates a sense of satisfaction within the hearts of the employees and creates a high impression about the company. They would not be disappointed instead be motivational factors for fellow employees.

FREE DISPENSARY: This means free allowance for medication. If an employee falls sick his medication cost and the bills would be covered up by the company. This is one of the major advantages and a motivator which creates an impression in the minds of each employee that whatever happens the medication cost would be covered up by the company. This also avoids one of the major mind barriers that is Perception about the company.

CASH REWARDS: The Company also provides extra cash rewards to the really sincere and devoted workers. This also applies to those employees who have worked in the company for more than 10 or 15 years.

BONUSES: This is also a reward a reward gifted to the workers for the merits and hard work.

WAYS TO IMPROVE PRODUCTIVITY

Motivate Your Employees:

Pepsi can put in more efforts to plan and put in ways and means to promote, motivate and encourage an employee because every employee's output is important to the company. Therefore, try to keep your workers in the best possible situation and make all the factors such as working conditions and other factors favorable so that they get motivated to work more all the time.

Manage Your Time Efficiently:

Time is another important factor to improve productivity. When all the plans and objectives of a particular company are achieved successfully within a certain span of time that particular company/business develops. Therefore, time is a crucial factor for decision making and setting goals.

Streamline Your Small Business:

Take advantage of good accounting and inventory software to keep track of your finances, sales and purchases. Take regular inventory of your products and sell off slow-moving items so they can be replaced by faster-moving ones. You can also use bar codes to keep track of your inventory and avoid pilferage either by thieving customers or your own staff. Keep an eye on your credit customers so that you can collect your accounts receivable efficiently. Invest in faster computers or other energy and time-saving equipment. Look

into multifunction equipment. Nowadays, you can get fax, copy; scanning and printing devices all bundled into a single machine. This will save time, space, and energy – and speed up your response time to customer inquiries.

Every Small Effort Counts:

Even small gestures such as installing a coffee machine or an air-conditioning unit can help boost productivity in your business. Any improvement, small or big, should be explored in order to increase productivity levels in your small business – and the above methods can help you do that.

5) Get Your Supporters Talking :

The streets are talking and the web has ears. Potential customers are more responsive to recommendations from friends and family. This positive feedback stems from competent customer service and satisfaction. By going that extra mile to get the job done, your clients will definitely take notice and spread the word amongst their network of friends. Generating this type of buzz is far more valuable and affordable than throwing thousands of dollars towards a print ad campaign; however, the turnaround requires more time and patience. You may even want to consider a rewards system for leads and referrals.

SETTING SPECIFIC GOALS

Incentives such as cash bonuses and or vacation packages are okay, but without defined goals, your team is more or less competing amongst each other rather than collaborating to accomplish a common goal. It helps to

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have a finish line on the horizon to keep those legs pumping. By setting defined goals and posting them for all to see, your team productivity should spike considerably, especially since progress is more easily gauged. If they can visualize the end, your team will know how hard they have to push to get there.

CONCLUSION

Any company can become successful if only they have effective motivational strategies and if they are implemented effectively. A worker in must be given as equal importance as a manager in a company, this is because each person has his own importance in the duty delegated to him. “ Individually we are one drop, but together we are an ocean”.