

B1 Functional areas

Large business organisations like Tate and Lyle divide themselves into different functional areas, this is because they have to be well organised to make all their aims and objectives possible and to make it an even easier place to work so that it can be more productive. There are different teams of people who are split into different functional areas so they are able to make the business operate more efficiently.

All of the functional areas aren't dependent on each other but have to work closely together for Tate and Lyle to operate.

There are seven different functional areas of a business and they are:

Finance

Administrations and I.C.T

Operations

Marketing and Sales

Research and Development

Customer Services

Human Resources

The three Functional areas we are going to write about are Finance, Marketing and sales and Operations.

Operations

The Main operations of Tate and Lyle is refining sugar cane and to safely produce a rang of products to the best of it's quality at the smallest cost allowing the sales team to have the best opportunities of selling competitively whilst making a profit.

The raw sugar is supplied in bulk from ships then is being processed 24 hours a day non stop, and then crystal and liquid sugar products are produced to be sold to industrial and retail customers.

Finance

The finance department is where all workers wages/salary get sorted out and to decide what the company's money is going to be spent on which part of the business and how much will be spent and they could even put money into other businesses for a good reputation.

Marketing and sales

Tate and Lyles don't sell their product to customers who walk into a shop, they sell them to industries that then sell them to customers, but not all industries sell them, some buy them from Tate and Lyle to use in their own products.

Tate and Lyle have to carry on with old products as well as introducing new ones for customer satisfactory.

The marketing and sales department group for Tate and Lyle is based in Silvertown so they can make sure customers are being given the right information and products are being sold.

There are three parts of the marketing sales department:

- Market research
- Promotion
- Sales

Market Research is gathering information from customers on how they feel about already existing products, and how they would feel about new products being introduced. To do this they would have to go on the street to ask customers to fill in surveys or questionnaires, or another way to do this they would have to get information from another place such as the Internet.

Promotion is advertising, keeping customers aware of products and trying to persuade potential customers to try their product. To make these advertisements they had to send contracts to advertising agencies to design an ad campaign.

About two years ago Tate and Lyle had a campaign where the chef Gary Rhodes was using Tate and Lyle products in a

cooking advertisement. Other ways of promoting products is on billboards, posters, magazines and the Internet.

Sales is making sure products are being sold. Tate and Lyle have got a sales team where they work with customers and make sure they are happy with what they have bought.