

Task 4 D1

How do the functional areas contribute to the overall aims and objectives of these two businesses.

I have explained the main purpose of having aims and objectives in task one and here I will explain how the functional areas contribute to the overall aims and objectives in The Coca Cola Company and Midland Co-operative Society Limited.

The Coca Cola Company

The Coca Cola Company was established in 1886 and it operates in more than 200 countries and markets more than 2,800 beverage products. These products include sparkling and still beverages, such as waters, juices and juice drinks, teas, coffees, sports drinks and energy drinks.



Four of the world's top five non-alcoholic sparkling beverage brands are theirs: Coca-Cola, Diet Coke, Sprite and Fanta.

AIMS

Aims are the long term visions or goals of a company. All companies have aims they want to achieve. Coca Cola also has its aims:

- To make a profit by being able to satisfy a need that exists
- To refresh the world and inspire through their brands and their actions
- To create value and make a difference everywhere they engage

OBJECTIVES

Objectives are targets which are set to help to achieve a company's aim. Objectives are more specific than aims. The objectives of Coca Cola are:

- Maximizing return to shareowners while being mindful of their overall responsibilities

- Being a great place to work where people are inspired to be the best they can be
- Bringing to the world a portfolio of beverage brands that anticipate and satisfy peoples' desire and needs
- Nurturing a winning network of partners and building mutual loyalty
- Being a responsible global citizen that makes a difference

(Source: www.thecoca-colacompany.com)

FUNCTIONAL AREAS AT COCA COLA

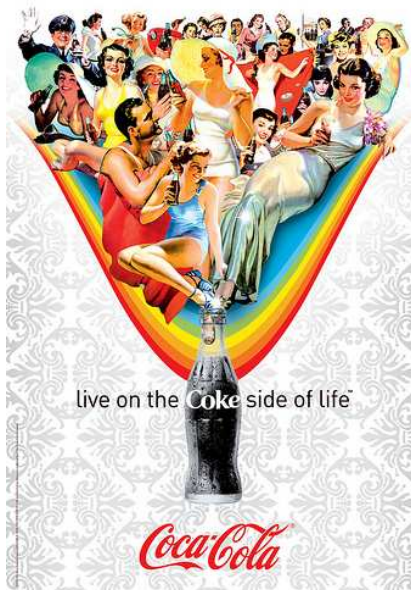
Main Functions	Support Functions
Production	Human Resource, Marketing,
R & D	Finance and Bottling Partners
	Management

Importance of Functional Areas in Achieving Aims and Objectives

MAXIMIZING RETURN TO SHAREOWNERS

Every organisation has this aim and Coca Cola also has. It wants to give more return to its shareowners by making more profit. The marketing department, the research and development department and the finance department will help Coca Cola to achieve this objective.

The marketing department carries out its research to find out what customers want and they analyses the data they collected from their research. They see if they can give to customers, what they want.



The research and development department works on making complete a new product or changing existing products and making healthier and environmentally friendly without changing taste that customers like in Coca Cola's products.

The finance department takes care of the business's finance and monitor the business's inflows and outflows. The

finance department ensures that the company's expenditures are not higher than income and if it is higher, they will analyse it and find a solution. The finance department also produces cash flow forecast, budgets, and financial reports every quarter so Coca Cola is able to see its progress in meeting objectives.

As the marketing finds out what products customers want, the R & D tries to make it happen. When customers welcome those products, Coca Cola makes lot of profit.

BEING A GREAT PLACE TO WORK

The Coca Cola system's greatest asset is their team of talented and experienced people across the world. As the Coca Cola is a global icon, they have endless opportunities for best experienced professionals.

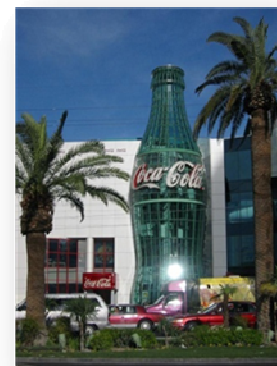
At Coca Cola, the human resource department and the marketing department have responsibility of meeting this objective.

The marketing department contributes by posting attractive jobs advertisements for Coca Cola Company in their website, newspapers, posters and advert on their delivery trucks.

The human resource department is more responsible than marketing in achieving this objective. The HR department recruits people for the Coca Cola and they monitors working environment in the company, health and safety of employees, human rights and welfare policy.



Coca Cola rewards employees through a complete and comprehensive package of pay, benefits and learning and development programmes, including Coca Cola University. Coca Cola University aims to provide experiences that equip people with practical skills and knowledge in all career areas within Coca Cola.



Coca Cola provides a variety of market competitive benefits to address employees' basic and life changing benefit needs. The HR department at Coca Cola regularly assesses its benefits programme to ensure that employees receive those benefits and are provided with options that address individual issues.

BRINGING TO THE WORLD A PORTFOLIO OF BEVERAGE BRANDS

The marketing department, the research and development department and the production department helps the company to meet this objective.

To add a new product or a new brand to Coca Cola's beverages portfolio, they need to find out what types of products customers want or expect and what types of flavour they want and the marketing department helps Coca Cola in finding out this.

As I have explained early the research and development gets ideas from the marketing department on what kind of products they want to make and they implements those ideas ensuring that they fulfil customers' desire and needs.



The production department also play a critical role in this process. It produces enough quantity of those products so they can deliver their new or existing products across six continents on time.

Coca Cola has a range of beverages for every type of people. If customers want diet drinks, it has diet coke, still fanta and energy drinks without sugar. If customers don't like one flavour every time, it has variety of flavours in most of its brands like coke, diet coke, coke zero, coke cherry and coke lime. If customers want healthier products, it has Vitamin water, energy drinks, juices, juice drinks, tea, coffee and mineral water.

BEING A RESPONSIBLE GLOBAL CITIZEN

Coca Cola is in more than 200 countries and is one of the largest companies in the world therefore it is a global citizen and it must

respect government policies, environment and communities in countries it operates.

The management department, the marketing department and the corporate social responsibility department make monitor, analyse, and take decisions on social subjects.

The management and the social responsibility department run many projects to help and protect communities and environment across its six operations which include Water Stewardship, HIV/AIDS Education, Youth Development and Fighting Malaria, Active lifestyle, Environmental Stewardship, Disaster relief, Nutrition Labelling, Responsible marketing, Sustainable Packing, Energy and Climate Protection and Physical activity programmes, Encouraging Supplier Diversity, Product Quality.



Key facts:

- World's largest plastic recycling plant in US
- Energy saving equipments that saves up to 35%
- Goal to return an amount of water they use to communities and nature
- Contributed \$100 million to communities worldwide by The Coca Cola Foundation

(Source: www.thecoca-colacompany.com)

Midland Co-operative Society Limited

Midlands Co-operative Society Limited is the second largest independent retail Society in the UK. Midlands Co-op is a modern, forward-looking organisation employing 7,600 staff. Their areas of activity are Retail - food and non-food; Travel; Funeral Services, and Transport and property portfolio.



It has over 400 trading outlets, ranging from superstores to convenience stores, supermarkets, department stores, travel shops, funeral homes, garages, post offices and petrol stations and these outlets are in Derbyshire, Leicestershire, Greater Midlands, Herefordshire, Lincolnshire, Northamptonshire, Nottinghamshire, South Yorkshire, Staffordshire, Warwickshire and Worcestershire

(Source: www.midlandsco-op.com)

AIMS

Aims of Midland Co-operative are:

- To meet common economic, social and cultural needs of its members.
- To make a difference by becoming a business with people genuinely at the heart of everything they do

OBJECTIVES

Objectives of Midland Co-operative are:

- Understanding their responsibilities as a Co-operative and the principles
- Acknowledging and rewarding effort and achievement of their colleagues and teams
- Being committed to change to move the Society forward, encouraging innovation, involvement and ownership
- Pursuing the profitability and progress of our Society through the development and growth of our people, through investment and through improved efficiency
- Being open, honest, fair and consistent in everything they do

(Source: www.midlandsco-op.com)

FUNCTION AREAS AT MIDLAND CO-OPERATIVE

Main Functions	Support Functions
Sales	Human Resource, Marketing,
Customer Service	Finance and Administration
	Management

Importance of Functional Areas in Achieving Aims and Objectives

▪ UNDERSTANDING THEIR RESPONSIBILITIES AS A CO-OPERATIVE

Midlands Co-operative Society Limited puts Co-operative values into practice in everything they do.

The Social Accountability Steering Group is part of the management department. They have Social Accountability Policy in business which includes responsible approach to environment, the adoption of policies to promote the cost effective and sensible use of natural resources, to help to contribute to a better quality of life for everyone, waste recovery, recycling, emissions control and to work with their suppliers and distributors to promote ethical and social responsibility.



They distribute 1% of Midland Co-operative's trading profit to communities where they do business and they also organise fundraising campaign. Charities they have donated are the British Heart Foundation, ChildLine Midlands, five hospices, Macmillan Cancer Relief, NCH, for Make-A-Wish Foundation UK, Marie Curie Cancer Care, CLIC Sargent, Dogs for the Disabled and the Alzheimer's Society.



The social accountability steering group also has energy policy which aims to achieve the improvement in energy efficiency in their all stores and buildings. They have an energy manager who monitors and reports on progress towards energy issues across Midland Co-operative.

The HR department involved to provide training to their employees on energy awareness and to understand their responsibility in energy policy.

▪ **REWARDING EFFORT AND ACHIEVEMENT OF THEIR COLLEAGUES AND TEAMS**

Midland Co-operative rewards their teams and colleagues in many ways. They have really very benefits which employees or customers wouldn't get anywhere else.

The HR department has introduced benefits for their members which includes ownership of Midland Co-operative, right to say in the way the Society is run, right to vote in Society's election,



chance to become board member, exclusive discount offers, loyalty cards, more local products, more ethical, fair-trade products and social events in local community.

The HR department runs the effective management programme every year and all Midland Co-operative managers are invited to participate in this programme. The Effective management programme aims to engage middle managers in developing their leadership, team work, problem-solving, and coaching skills, business influencing and personal effectiveness.

▪ **PROGRESS OF OUR SOCIETY THROUGH THE DEVELOPMENT AND GROWTH OF OUR PEOPLE, THROUGH INVESTMENT AND EFFICIENCY**

Most of their departments will contribute in progress of their society and growth of their people.



The management department at Midland Co-operative thinks about development of society and make decisions such as opening new stores. Midland Co-operative is running two projects of opening new stores in Stirchley,

Thurmaston, Raunds, Dronfield and Swanhurst. This is how they expand their society and move society forward.

When these will open, they will new some people to operate these stores so the HR department will recruit people for these stores. This will be their investment in society.

Midland Co-operative trades locally therefore they will buy products from local farmers around their stores and the sales department will build up new customers as well in those areas so this will be their growth of people through efficiency.

▪ **BEING OPEN, HONEST, FAIR AND CONSISTENT**

All departments and every employee are involved in contributing to be open, honest, fair and consistent.

The HR department ensures that every employee in Midland Co-operative has equal opportunities and also explains them about their roles and responsibilities towards Midland Co-operative in training.

The management department and the finance department make sure that all members are kept informed. The administration department sends out regular newsletters to their members and employees. The finance department also prepares annual report and social responsibility report to give details explanation of What Midland Co-operative did last year.



The customer service department in all their food stores, non-food stores, travel stores and funeral stores provides consistent service to their customers and always tries to provide more than good customer service.