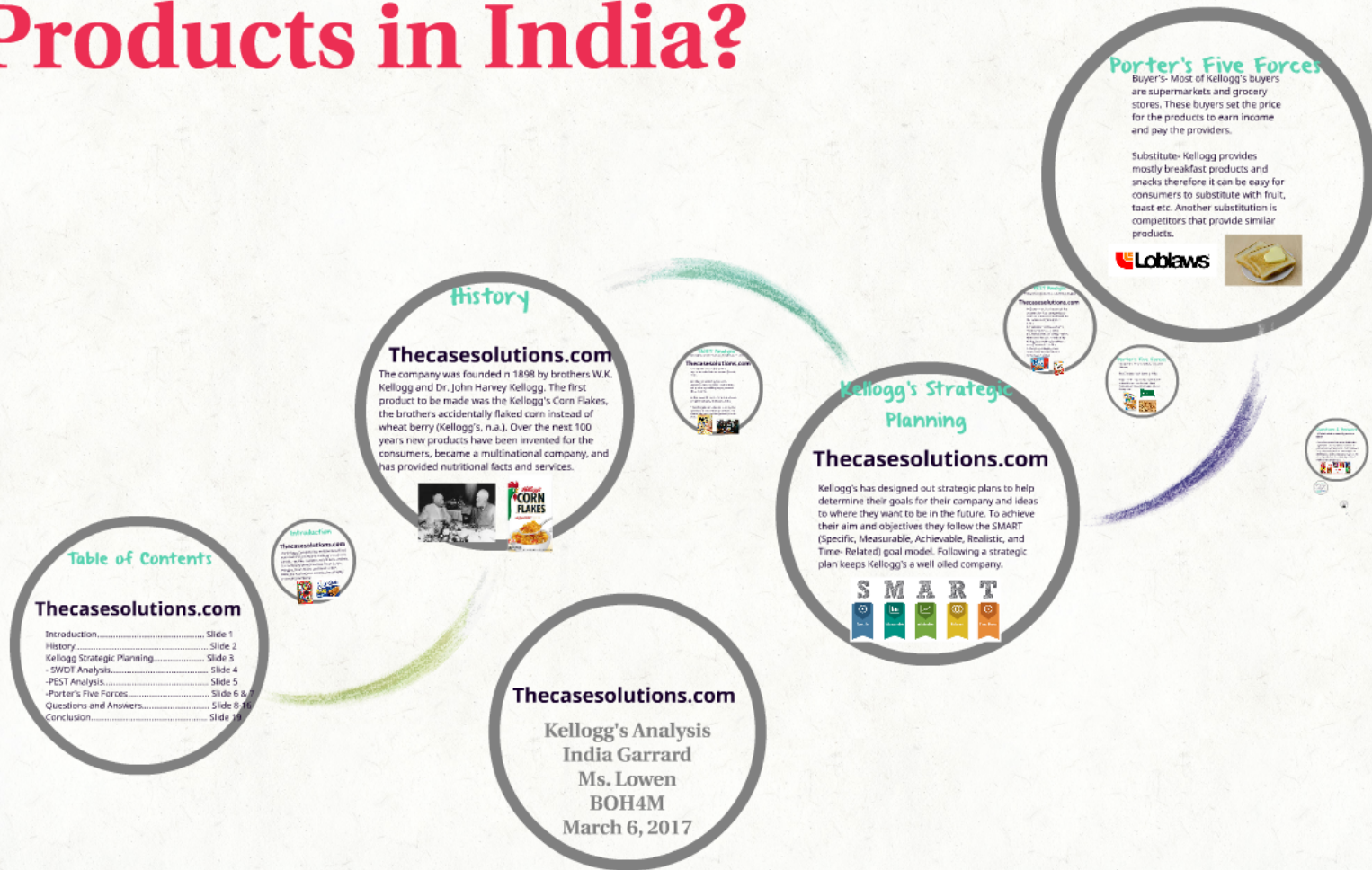
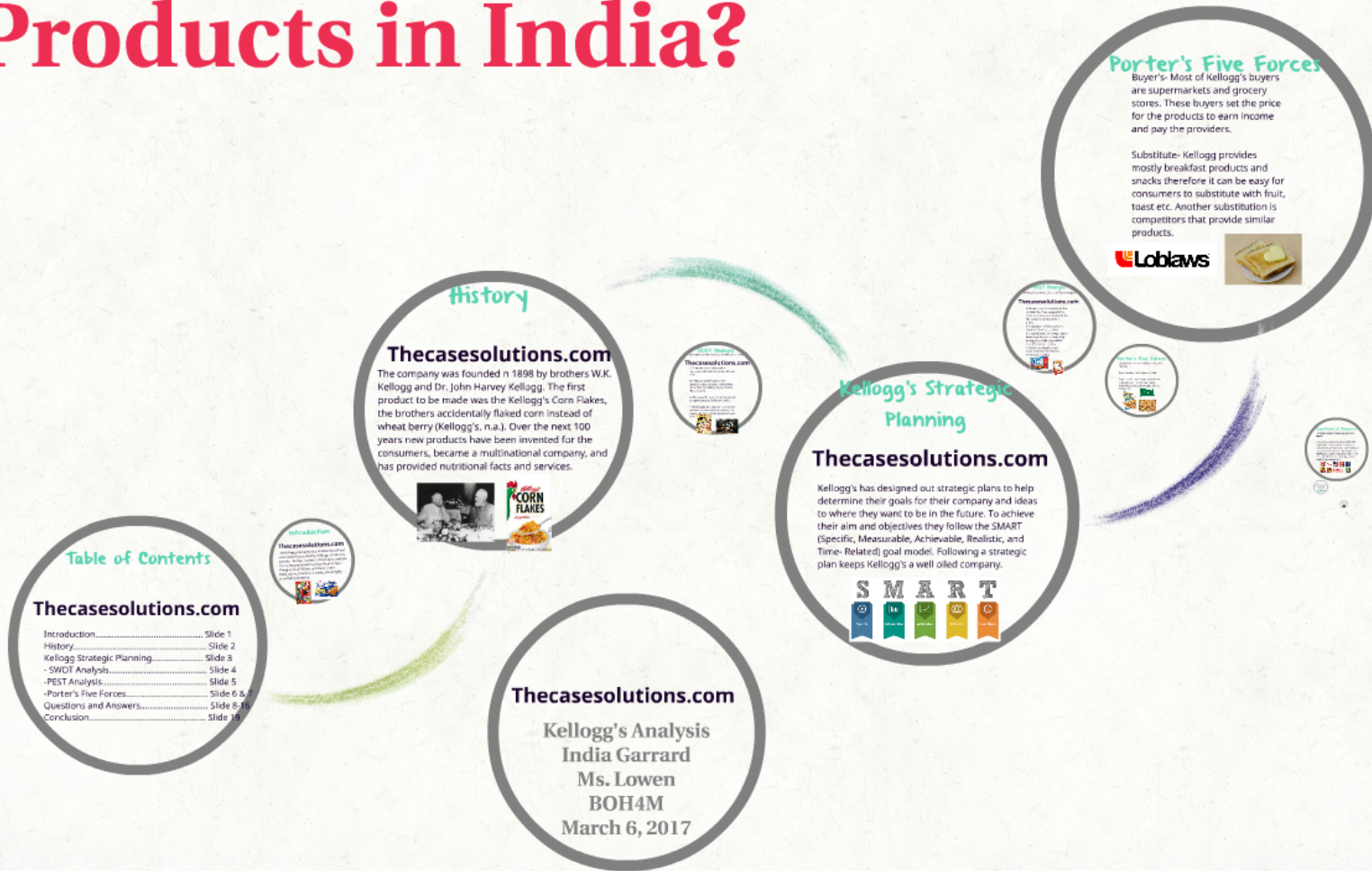


Should Kellogg's Launch Gluten-Free Products in India?



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Kellogg's Analysis

India Garrard

Ms. Lowen

BOH4M

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Introduc

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The Kellogg Company is a manufacturing company. cereals, cookies, crackers. The company brands include Pringles, Nutri-Grain, and Kellogg's has become a promising company.



Introduction

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The Kellogg Company is a multinational food manufacturing company. Kellogg's produces cereals, cookies, crackers, cereal bars, and etc. The company brands include Froot Loops, Pringles, Nutri-Grain, and much more. Kellogg's has become a trusted and highly promising company.



History

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The company was founded in 1898 by brothers W.K. Kellogg and Dr. John Harvey Kellogg. The first product to be made was the Kellogg's Corn Flakes, the brothers accidentally flaked corn instead of wheat berry (Kellogg's, n.a.). Over the next 100 years new products have been invented for the consumers, became a multinational company, and has provided nutritional facts and services.



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company is a multinational food
company. Kellogg's produces



Kellogg's Strategic Planning

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Kellogg's has designed out strategic plans to help determine their goals for their company and ideas to where they want to be in the future. To achieve their aim and objectives they follow the SMART (Specific, Measurable, Achievable, Realistic, and Time- Related) goal model. Following a strategic plan keeps Kellogg's a well oiled company.



SWOT Analysis

(Strengths, Weakness, Opportunities, & Threats)

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S- Company has a highly positive reputation with their consumers (Bhasin, 2016).

W-Kellogg's marketing has been questioned by promoting healthy living but products providing sugary content (Bhasin, 2016).

O- Business with restaurants and schools can generate growth (Bhasin, 2016).

T- Food regulations that are ruled by the government can restrict operations and create a damper on their growth (Bhasin, 2016).



PEST Analysis

Political, Economic, Social, & Technological

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P- Government has increased the pressure for food companies to produce more nutritional food for the consumers ("Internal...", 2016).

E- Fluctuation of the economic market ("Internal...", 2016).

S- Lifestyle trend of eating healthy when your busy is though of by Kellogg's by making breakfast bars ("Internal...", 2016).

T- Recycle packaging, new products being introduced ("Internal...", 2016).

