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The background of the slide features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Nestle's Organization Change

Student's Name

Institutional Affiliations

Company History and Change

- Established in 1866 by Henri Nestle with the development of the first condensed milk (DuBois, 2019)
- The company underwent several changes in name and merging with various companies
- Currently, the company develops various products including water, frozen food, chocolate and coffee
- The success is developed through product innovation and acquisition
- The need for expansion of water market results in changes in water business strategy

Type of Change

- Nestle has adopted an adaptive type of change
- Nestle Waters was formed in 1992 after the attainment of Perrier S.A. (Galli & Vousvouras, 2020)
- Nestle wants to enhance its processes
- Expand their products to reach new customers (Bulcke et al., 2020)

Description of Change

- The change is proactive in nature
- The change was stimulated by increased competition and the need for increased performance
- The new group aimed to manage external partnerships and licensing agreement
- The strategy is hoped to increase sales by 2.9% in the first year of implementation (Bulcke et al., 2020)
- America zone is expected to increase the sales by 10% (Bulcke et al., 2020)

Impacts of Changes to the Company

- Enhance quick response to varying consumer needs (Galli & Vousvouras, 2020)
- Accelerate profitable growth
- Help use Nestle strong local expertise
- Create collaborations

Conclusion

- Seek information from customers before implementing strategies that affect them
- Implement strategies based on customer reviews
- Watch their competitors
- Retain productive employees

References

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