



# **[DESIGN OF HUMAN RESOURCE PROJECT]**

### **History and background of your company**

The history & background of My Pepsi Company has a strong brand image & reputation which deals only with the multinational food, snack, and beverage (Wuebker, 2017). The company was founded in the 1898 & exists for decades. It is the company which has a huge interest which serves the various units in the manufacturing, marketing, along with the divisions of distribution of grain-based snack foods and the various beverages or other products. the company was established on the ground of the merger in between the Frito Lay & the Pepsi-Cola. The cola recipe gained popularity, due to which it got a patent right. the company has now grown leaps & bounds in terms of the various manufacturing units, product lines, and expansion. Currently, the company exists and operates in the 200 countries. The company is now highly reputed & is known for its brand reputation. It has a strong brand identity & is the most loved brand. Now the company owns a 22 billion dollar brands. Most of the beverage products & the company services are easily associated with the image of the company. The company has employed lakhs of people and is constantly on the brink of innovation. it has also a huge research & development center which ensures that they are able to produce the products as per the taste & preferences of the customers. As per the countries tastes & preferences, the company is uniformly able to develop products & services which are in synch with the advanced times. Though the company is a hugely a beverage owned company it is also referred to as a food & snacks company.

### **Human Resources Situation**

During 2010, the company was known for tackling the worst episodes of the labor relations and retaining of the employees. There was an era of the loss of the labors & the employee's existence, as the company was going through the tough times.

Due to the constant heat wave faced with respect to the competitors & the various cut throat completion, the company was going through the downfall. The company faced a turbulent time on account of the loss of the loyal employees along with the loss in revenue, sales & profits. the company was not able to bear the fall in the stock prices along with the compromised brand image. The company was also labeled as a high-calorie beverage & already consumers were not willing to purchase the commodities.

The company was also facing a low on the employee empowerment and engagement. There was a lack of incentives & compromised ethical issues due to the strained relationship between the division & the subsidiaries operating in the various zones. It was also important for the companies to establish a healthy environment and deal with the issues related to the brand image and strained employee relationships.

### **A literature review of what other companies are doing to resolve this situation.**

#### **Woolworths Supermarket**

The company was also facing troubled times due to the lack of labor support, costly labor & the lack of the employee retention policies and engagement. the company heavily invested internally & tried to frame out various policies & procedures which have been placed appropriately, that can help the company to establish proper

protocols for the employees to follow it. The company tried to establish & place good effecter HR leaders which were able to build a strategy of uniquely engaging the employees. The company was also known for the building of unique strategies which can help in strengthening the strong company image.

### Audi Cars

The company was facing a rough time due to the cheap labor & lack of the employee engagement (Landers, 2017). Due to the cultural values & lack of the global support, the Audi Indian subsidiary was facing a rough time as it, there was a critical low involvement of the employees with respect to the company image & goals. the company was facing a downfall, due to the low utilization of the resources & compromised brand identity as the cheap alternatives were used to subsidize the parts & devices. The company unethical in the approach of substituting the cheap car parts which were used in China. The company had employed the Indian manufacturing unit, but it had a conflict due to nonadherence of the laws, ethics & regulations. The unit was also employing the child below the age group of 14 years, which was again the ethical protocols.

**Describe the viable alternatives you considered to resolve the situation. In this section, you will analyze which solutions/practices might be feasible for your company.**

The viable alternatives which are applicable in this case are the streamlining of the process and procedures which are actually starting the employee & the manager relationship within the office set up. the company also needs to invest in the training

& development which can help in creating relative opportunities for the employees. The company HR also needs to make performance incentives & bonus programmes which can help the company to achieve goals & strategies inclined with the company performance.

The company also needs to invest in the employee engagement, through the team building activities. This can happen through the weekly lunches, team outings or through the social parties. The company needs to keep itself involved with the monthly targets & investing in the employee's interests & activities. this would help the company to incorporate the personal goals with the professional goals. the main focus of the company would be to bridge out the differences and build an effective team which can unitedly work towards the goals. The company as of now is also facing cultural differences & ethical issues. This can be done through the employment of the specific labor relation people, who can primarily focus on the policies & employing procedures which are adherence that can work towards improving the relationship.

The company can also design a performance relation incentive & bonus which can be figured out with respect to the company goals & visionary ideas. it is important for the company to consider such performance relation programmes, which can make the employees adaptive & supportive of the company vision.

The company has also come up with the healthy snacks & confectionaries, which has helped in restoring the brand image into the health conscious company. The company has to take n a recharge of its image, by establishing itself as a brand focused on the

customer health. It has also included the various diet snacks, baked items & confectionaries which have restored its brand image.

### Recommend the solution

As the company was going through the rough & turbulent times of the low finances along with the lack of employees support, the company has strategically placed itself with respect to the ideologies of the employees. The company has come up with the policies & various procedures which are employee engaging & focuses on employee retention, such as the higher degree programmes and through appropriate training. This has also helped the company to transform its image into the employee engaging & retaining company. The company is significantly working on its cultural values & tries to retain the talented employees. The company was also labeled as a high-calorie beverage & already consumers were not willing to purchase the commodities. In today times, the company is now highly reputed & is known for its brand reputation. It has a strong brand identity & is the most loved brand.

The company was also facing a low on the employee empowerment and engagement. The company is also incorporating the employee-friendly policies & strategic moves such as performance improvement bonus & goals. The company has inculcated the personal goals with their own professional goals. The country is also adaptive towards serving its customer by uniformly modifying the countries tastes & preferences and develop products & services which are in synch with the advanced times. The company has worked on itself in terms of establishing a healthy environment and deal with the issues related to the brand image and strained employee relationships (Ivers, 2014)

## References

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