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What is Kellogg's?

Kellogg's is the world's leading multinational cereal company. They produce cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles, and vegetarian foods.

Vision: To enrich and delight the world through foods and brands that matter.

Purpose: Nourishing families so they can flourish and thrive.

Kellogg's: a great place to work

According to Maclean's (Canada), Kellogg's made it to the list of the top 50 most socially responsible companies in 2013. These were based on their performance on environmental, social, and governance indicators.

Pros

Giving employee's autonomy, having give-and-take strategies, work-life balance, and recognition of work are a base to an outstanding working environment (Van den Broek and De Greef).

Work-Life Balance

According to Kellogg's President and CEO, John Bryant, the company understands the challenge in building a career and raising a family; they believe that no one should sacrifice family or work.

Kellogg's supports families by offering programs such as paid maternity and paternity leave, lactation rooms, and flexible work arrangements. At the beginning of this year, Kellogg Company was entitled as one of the "Working Mother 100 Best Companies 2013"

Workplace

A great place to work embraces the voice of their employees.

Kellogg Company collects feedback in diverse ways including the company intranet, "town hall" meetings, and surveys ("Employee Engagement").

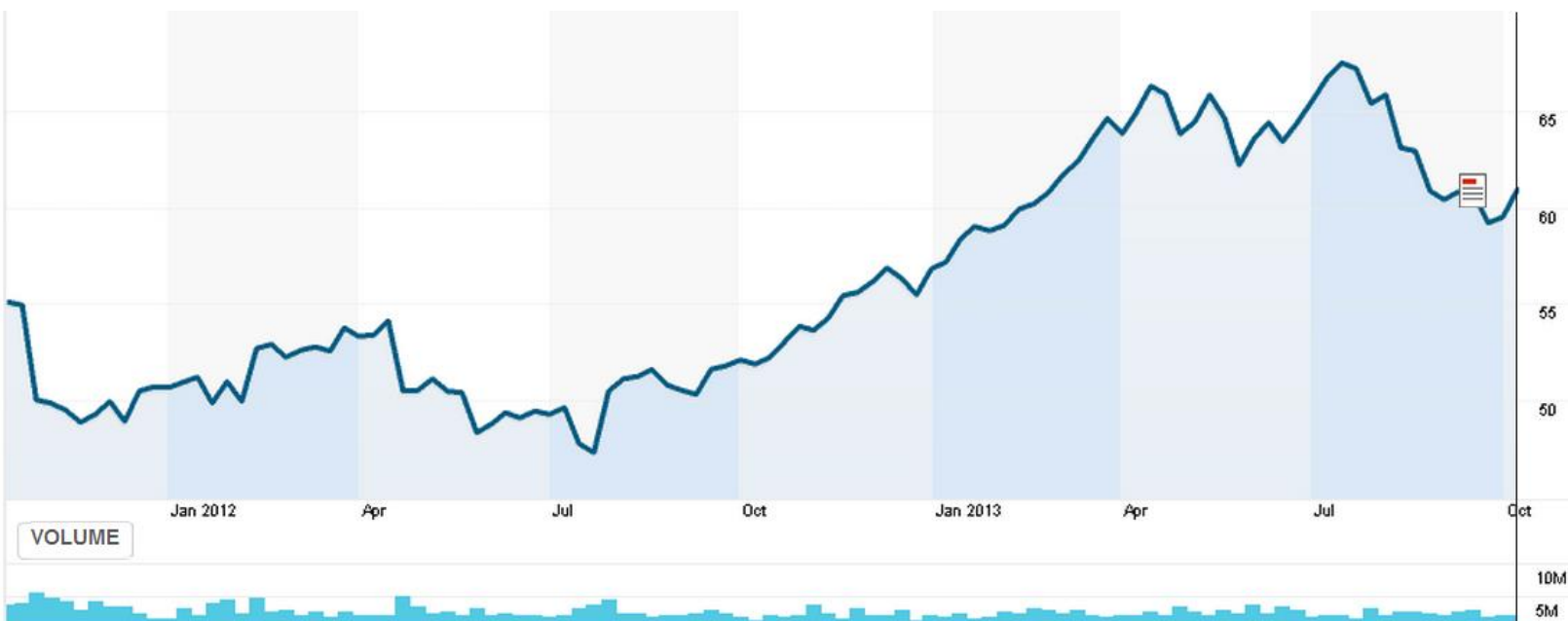
In 2011, they began a Global Opinion Survey where employees could communicate their opinion in the workplace.



The results from the surveys helped the improvement in the workplace and make clearer connections between the employees' work and the company's vision and purpose ("Corporate Responsibility"). This needed improvement and so they came up with initiatives such as:

- Refreshing and communicating to employees the company's Vision and Purpose
- Providing employees with work/life effectiveness approaches and solutions.

Kellogg Company Stock Analysis



Volume: 235,026

Average volume: 423,971

52-wk High: \$67.98

52-wk Low: \$51.36

P/E Ratio:

Estimates for 2013: 16.09

Estimates for 2014: 14.94

Estimates for 2015: 13.85

Beta: 0.51

Data provided by Reuters

Analysis and Forecast:

Kellogg's has been moderately volatile over the past few years and we stay confident that Kellogg's will continue to grow despite of its sudden drops once in a while. This company has history of being one of the most innovative companies around the world because of their wide range of brands and new products to provide families with a healthy breakfast for their everyday life; their success will help increase the profit in the next few years.