

Answer on Question #40264 – Marketing – Other

Structure is not simply an organization chart. Structure is all the people, positions, procedures, processes, culture, technology and related elements that comprise the organization. It defines how all the pieces, parts and processes work together (or don't in some cases). This structure must be totally integrated with strategy for the organization to achieve its mission and goals.

Structure supports strategy.

If an organization changes its strategy, it must change its structure to support the new strategy. When it doesn't, the structure acts like a bungee cord and pulls the organization back to its old strategy. Strategy follows structure. What the organization does defines its strategy.

Changing strategy means changing things everyone in the organization does.

When an organization changes its structure and not its strategy, the strategy will change to fit the new structure. Strategy follows structure. Suddenly management realizes the organization's strategy has shifted in an undesirable way. It appears to have done it on its own. In reality, an organization's structure is a powerful force. You can't direct it to do something for any length of time unless the structure is capable of supporting that strategy.

The strategy of «Coca-Cola» is a steady growth. Only the development will help the company to achieve long-term plans to prosper and grow. The most company's strengths include marketing and innovation. Thanks to the right strategy «Coca-Cola» is a successful company in the production of soft drinks brands in the world and recognized everywhere. The organizational structure of «Coca-Cola» is functional. Functional structure is built on the principles of management to attract highly qualified personnel who have a narrow specialization. This structure is characterized by a high degree of vertical differentiation. The centralization of power prevails, but in the trade department and the marketing department active team work and delegation of authority practiced. A special feature of this organization is the high level of formalization between departments and employees. All employees must abide by the rules, norms and regulations of the organizational culture prescribed by the management company. The main advantages of the functional organizational structure of «Coca-Cola» are:

- Performance of tasks requiring specialized knowledge and skills
- Reducing the "duplication of effort and consumption of material resources in the functional areas"
- Efficiency under stable ambient
- Improving the quality of management decisions