

responsibilities.

- **Management Responsibilities**

Different management policies with regards to human and operations, such as suitable training to employees for a good performance and their best result and an efficient use of the available resources of organization

Furthermore, Nestle is responsible to produce a healthy and high quality product for its consumers.

Few important steps that Nestle are taking in order to meet its environmental responsibilities are:

- Reviewing and improving its packages (size, components, weight, re-usable or recyclable material)
- Encouraging their customer to use eco friendly product.
- Preserving natural resources
- Observation of the energy used (cost effective, efficient use, pollution reduction)

- **Effective Ethical** practice it's a long-term objective for Nestle and plays a very important role. Numerous ethical concerns can be linked to the director, employees, customer, supplier, country and society and the international trade and standards. (Riley, 2012).

Additionally, Nestle has responsibilities towards the global warming, fair trade, anti-discrimination, employee's equal opportunities, consumer and stakeholders interests.

2.2 The Impact of Fiscal and Monetary policy on Nestle and its activities

The government and the Federal Reserve are using the fiscal and monetary policy to direct the economy on the right path. It is important to understand which one is more effective as they can both encourage or slow down the economy.

The purposes of the economic policy are economic growth, full employment and price stability (ie no inflation)

In the UK, the government through the Taxation and interest rate policies, Public spending and Regulation influences the economic activities and this can have an impact on Nestle.

The interest charge at which commercial banks loan balances are commanded by the Federal Reserve to other reservoir organization overnight.

The interest rates will be increased if the production of goods is less than money supply. By reducing the supply of money a balanced level will be created.

If the economic expansion is more than the money supply, deflation will take place and interest rates will be lowered and individuals and business will be able to obtain cheaper loans. People and business can take this opportunity to make new investments and develop new projects.

On the other hand if the interest rates are high there will be less money available for new investments and expenditures, this leading to product price increase, reduce



(ProfessionalAcademy, 2014)

3.2 Explain how business and cultural environment shape the behavior of NESTLE

The behavior of Nestle is without doubt is shaped by the business and cultural environment, therefor they are important factors.

Nestle has to adapt its organizational culture in order to environmentally fit within the culture of every state where they do business.

This may include both the external environment (competitors, customers, rules and regulation of government) and the internal environment (employees, supplier, etc.) The beliefs and values, the way employees and management interact, the dressing manner, the way of doing business are factors that influence the cultural environment and the behavior of Nestle; which can affect the economic development.