



Using aims and objectives to create a business strategy

Conclusion



Research undertaken by Kellogg as part of the 2005 Family Health Study emphasised that a balanced diet as well as regular exercise were essential for good all round health and wellbeing.

Kellogg is demonstrating good corporate responsibility by promoting and communicating this message whenever it can and by investing money in the appropriate activities. This was the broad aim. To achieve this aim, Kellogg set out measurable objectives.

It developed a business strategy that engaged Kellogg in a series of activities and relationships with other organisations. The key was not just to create a message about a balanced lifestyle for its consumers. It was also to set up activities that helped them achieve this lifestyle.

This case study illustrates how consumers, given the right information, have made informed choices about food and living healthily.