Organizational Management

Your name

Affiliation

Mondelez International was initiated on 2nd, October 2012 by Thomas H. Mclnnerney. Mondelez is one of the world's largest snack food companies, and its supply chain has spread in more than eighty countries. Mondelez has undergone many strategic plans for its sustainability, but the following are some barriers that are most likely to emerge in the sustainability planning of Mondelez.

Mondelez set the goal that at the end of 2015 they will reduce their manufacturing energy up to fifteen percent, but unfortunately, they fail to achieve that goal. Hence setting up the **inappropriate or unsuitable goals** can damage the growth of the company. When a company try to set a high goal and fails to achieve it the sustainability and the vision and mission statements of the company are highly affected, which damages the brand name or status of the company.

Some employees of Mondelez said that they have an **improper reward system**. Companies should take high care for the reward system of the employees because they can easily emerge as a sustainability barrier for them. Some employees are highly rewarded, and the others with more work efficiency are rewarded less, which increases the attrition rate of the workers. Hence the employees should be awarded according to the efficiency of their work so that they could give their hundred percent to the company.

The **dynamic and complex environment** of the company creates confusion in the mind of the employee. The unpredictable behavior of the company makes the employees constantly think that what their exact position in the company is. The concentration of the employees towards their work is damaged, and they fail to work in such a complex environment.

Another significant barrier for Mondelez can be **resistance to change and constraints**. To bring change in the company according to the latest trends helps the organization in its massive growth. The requirements of the customers vary every day, and by ignoring those requirements, the company can lose its name in no time. Hence for the constant sustainability of the company Mondelez has to bring change in the company according to the latest demands (Levy, Reinecke, & Manning, 2016).

References

Levy, D., Reinecke, J., & Manning, S. (2016). The political dynamics of sustainable coffee: Contested value regimes and the transformation of sustainability. *Journal of Management Studies*, *53*(3), 364–401.