

ANALYZING THE STEPS IN MAKING A KEY MANAGERIAL DECISION, ITS IMPACT AND STRATEGIC IMPORTANCE

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Tetra Pak

ABOUT

- Founded in 1951 in Switzerland.
- Operates in more than 160 countries.
- Partnerships with major companies like Nestle, Coca-Cola etc.
- 500 billion+ Tetra Brik packages sold since 1963.
- Packages 190 billion+ liters of products every year.
- Focused on innovation.
- Committed to sustainability.





Tetra Pak

NUMBER GAME

- **Market Domination**

85% market Share

- **Offices**

87 sales offices in 27 different market companies

- **Innovation Centers**

6 customer innovation centers

- **Processing Units**

103,322 processing units

- **Production Facilites**

52 production facilities

- **Research Centers**

6 research and development centers

- **Net Sales**

€12,495 billion

- **Filling Units**

9000 filling units globally

- **Employees**

23,000 + worldwide

- **Packages Delivered**

193 billion in 2022

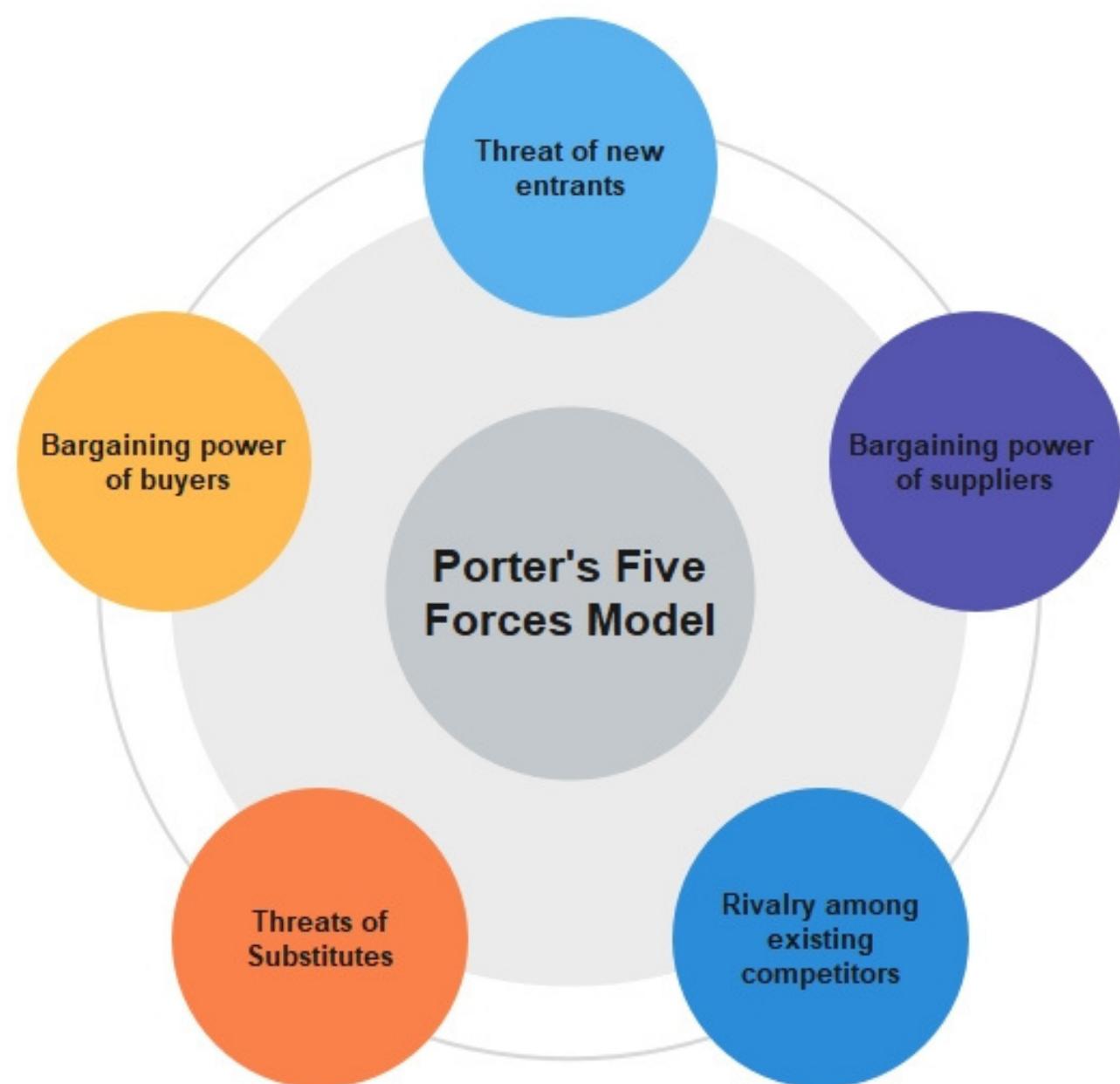
- **Training Facilities**

8 technical training facilities

- **Fun Fact**

56 packages produced per second!

ANALYSIS OF THE EXTERNAL ENVIRONMENT AROUND TETRAPAK



- New Entrants: Restrictions and Potential
- Bargaining Power of Buyers
- Micro and Macroeconomic External Environment

MANAGERIAL DECISION MAKING

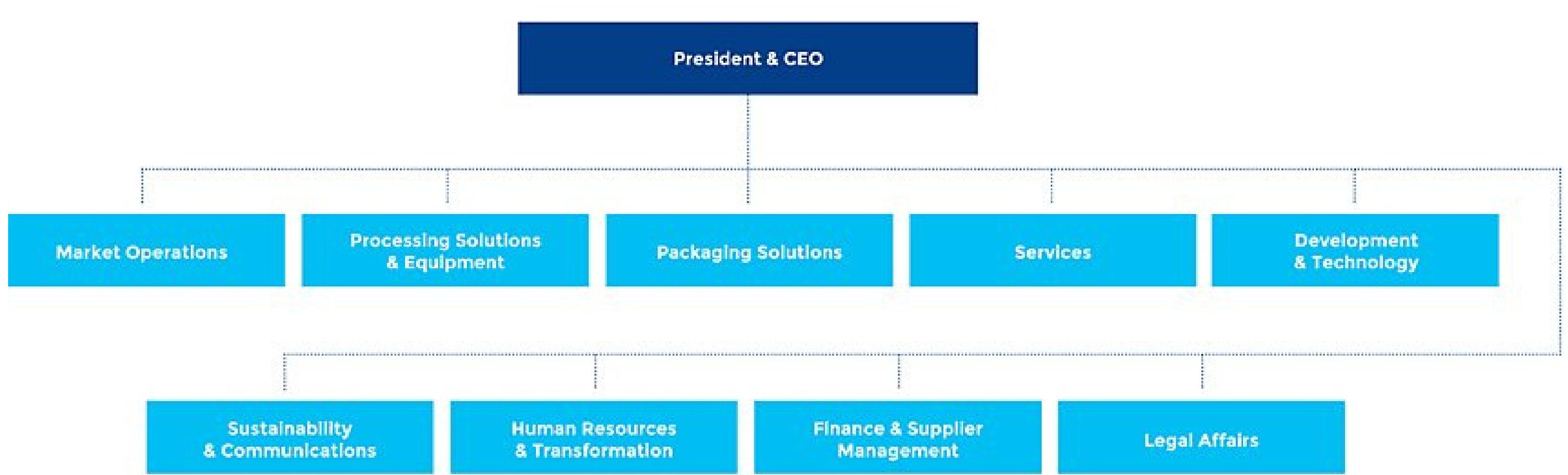
- Taking Feedback
- Creativity
- Understanding Business and its Everchanging Nature
- Role Playing
- Keeping Company Vision in Mind





Tetra Pak

HIERARCHY AND DECISION MAKING



- Relatively flat organization - spans significantly horizontally
- Autonomy within teams/divisions - decentralized decision making
- Certain universal divisions - rest localized region based



Tetra Pak

CORE VALUES

Core values can be divided into 4 different categories

1

Customer Focus & Long-Term View

2

Quality & Innovation

3

Freedom & Responsibility:

4

Partnerships & Fun



Tetra Pak

SWOT ANALYSIS

Strengths:

- Strong brand reputation
- Innovative and sustainable packaging solutions
- Global Presence

Opportunity

- Increasing demand for sustainable packaging options
- Potential to expand into emerging markets

Weaknesses

- Higher Cost
- Reliance on food and beverage industries

Threats

- Competition from other packaging companies
- Government regulations on packaging materials

STANCE ON CORPORATE SOCIAL RESPONSIBILITY

- Food safety & quality
- Food loss and waste
- Food access and availability
- Communities
- Workplace
- Climate and decarbonization
- Biodiversity and nature
- Circularity and recycling.



INTERVIEW 1

- Serving TetraPak since 2004
- MBA Punjab University-Class of '95
- Has previously held key managerial positions at Gillette and Kumho Electric
- Head of commercial department TetraPak and responsible for handling a diverse set of customers e.g Nestle, Haleeb, etc.



Syed Amir Rizvi
Key Account Director



Adeen Ali Khan



Umer Malik



Ahmad Faraz



Aamir's iPhone 14

INTERVIEW 2

- Serving TetraPak since 2019
- Bachelor in Human Resource Management from York University
- Has held key management positions at TetraPak, especially in Human Resources teams
- Currently, the Global Talent Expert



Zuhair Butt
Global Talent Expert HR Specialist



iPhone Z



Neiha Siddiqui

ANALYZING INTERVIEW 2

BACKGROUND

- Mr. Zuhair Butt works as a Global Talent Expert at TetraPak
- Previously, he used to work as an HR specialist in People Data
- A significant part of his job is to make personnel decisions at Tetra
- For these decisions, Mr. Zuhair gives us insights
- Data plays a very crucial role in any decision that his department arrives at, which makes sense since he has a background in People Data

WHAT IS THE REASON BEHIND EVERY DECISION?

- Core Values - "Protecting what is Good"
- Decade Mission and Vision Statements
- Not jumping straight to conclusions
- Data - past trends predicting future performances

DATA - NO SPACE FOR EMPATHY?

- Data plays a vital role in every decision, especially when it comes to personnel decisions
- Past trends of employee performance are used to gauge future performance
- An important question arises: Do you view people just as numbers? Is there no space for empathy?
- "At the end of the day, it is not just the numbers; there are people behind those numbers."
- "Protecting what is Good"

