

## Nestle Employee Recruitment Research

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### Abstract

*Employees are the company's most important asset, and it is also a key factor to the success or failure of company management. Recruitment management perfect helps to realize win-win organization and employees. Because of asymmetric information and other shortcomings recruitment itself, many companies are not satisfied with their employees to the company, therefore cause unnecessary losses. Therefore, it is important to research in human resources recruitment. The full text is divided into five chapters, the first chapter introduction, This paper introduces the background and practical significance, research status at home and abroad, and the research target, the idea of this paper, the key problems to solve and so. Current status of corporate recruitment research. The second chapter introduces the main content of recruitment, firstly introduces the definition, recruitment influence, the recruitment process, recruitment and secondly, lists some of the main mode of recruitment and characteristics of these recruitment modes: Internal Sources, External Sources, Direct Applicants, Advertisements in Newspaper and Periodicals, Electronic Recruiting, Colleges and Universities. The third chapter about Nestlé recruitment, Nestlé introduction, about the nestle recruitment, the official website of recruitment, campus recruitment, online recruitment, Direct Applicants, internal promotion and external recruitment, etc .The fourth chapter introduces the analysis of the causes of Nescafe company recruitment success, mainly studies how to Nescafe company culture, Nescafe Company attract employees, Nescafe company how to retain staff, management staff Nescafe company. The fifth chapter is the conclusion part.*

**Keyword:** recruitment, attract talent, staff management

### 1. Introduction

#### 1.1 This Research Selected Topic Background and Practical Significance

In such a fierce competition between enterprises of environment, the competition between the enterprises is not only a competition for resources, but the talent competition. Human resource has become the first resource of the enterprise, the enterprise owned by the quantity and quality of the talents directly decides the competition ability of the enterprise. Therefore, human resources management in the enterprise has also been hitherto unknown attention, while the recruitment work is just the first step of human resource management, is particularly important step. <sup>[18]</sup> Recruitment results not only directly affect the development of enterprises, but also is a kind of image display of the enterprise itself, at the same time for the employee's own development also plays a vital role. <sup>[5]</sup> The recruitment work quality directly affects the enterprise staff turnover and business expenses, effective recruitment helps enterprises to obtain long-term competitive advantage and bring considerable economic benefits.

#### 1.2 The Research Status at Home and Abroad

This paper expounds this research method and idea.

##### 1.2.1 The Domestic and Foreign Human Resources and Recruitment and Allocation of Research Status

Human resource management index concept originates from human resource index. The concept of human resource index in twentieth Century 60's by the time in the human resources of the statistical work of Rines proposed by Likert. He devotes the income report and balance sheet of integrated human resources statistics and financial data, in order to make the evaluation on human resource, he attempted in the income statement and the balance sheet of integrated human resources statistics and financial data, in order to make assessment of human resource management. Such efforts have encountered a series of difficulties, including the professional accounting opposition. Results human resource statistics had to minimize the use of financial data, more by organizational climate survey data to measure the status of human resources.

Human Resource Index method (Human Resource Index) is a business school professor at Florida Atlantic university ray rick Schuster design in 1977, is mainly used for enterprise top-down communication atmosphere and organization of "soft data" survey . Schuster people such as design of human resource index scale by the compensation system, information communication, organizational efficiency, care staff, organizational goals, cooperation and inner satisfaction, organizational structure, human relations, organizational environment, staff participation, work groups, grass-roots management, group collaboration, 15 factors such as quality, contains 64 items about all aspects of the positive statements, and the organization by the five-point scale method completed questionnaire given the degree to which each statement agreed to it.

Since then no representative achievements on the study of human resource index, but with the development of strategic human resource management, human resource management evaluation research got another direction development, also is the direction of the strategic human resource management best practices for school development. Strategic human resource management of earlier dies began in the eighty s, strategic human resource management research has appeared in the ninety s boom. At the same time, the development of strategic management and mature for strategic human resource management theory and method research also provides many support.

### **1.2.2The Current Research Status of Enterprise Recruitment**

Enterprise recruitment is the basic work of the enterprise human resources management, is also the first step. The enterprises of our country exist at this stage in the recruitment work problems deeply analyzed, trying to improve the validity of enterprise recruitment theoretically.

With China's sustained economic development, at this stage of China's market, the competition among enterprises has become increasingly fierce. <sup>[7]</sup>All kinds of enterprise survival and development depend on them in a competitive environment is in the status of relative advantage, and competitive advantage in all elements, the quality of human resources is the most important, so the final competition of enterprises is the enterprise have the competition of human resources.

"Selecting, employing, educating people keep people" constitute the four basic function of human resource management in modern enterprises, as the four major functions of the first recruitment and selection directly affect the enterprise human resource input and the introduction of quality. <sup>[16]</sup>The socialization degree of market allocation of human resources of the deepening recruitment in the enterprise personnel supplements have become increasingly prominent role. So, how to timely find suitable talent, improve the employing Department satisfaction and reduce turnover rate of new employees is a big challenge for any enterprise is facing in the recruitment work in the. In this paper, the enterprise to carry on the comprehensive review on the status of recruitment, found the enterprise recruitment work exists many problems:

#### **(1)Talent concept of Fuzzy**

At present, our country enterprise two mistaken understanding of talent there, first of all, understanding the talent as a highly educated, deep qualifications, think that the candidate's qualifications, the higher the better, rich work experience, the more the better, the employed personnel level and ability and doesn't fit the job. Candidates, of course, the degree of knowledge and learning ability and so on are related to these factors, but for "only" measure, also should pay attention to other aspects of the important skills, such as: innovation ability, learning ability, teamwork, organization and management ability, etc. Secondly, the contents of choose and employ persons, too demanding. <sup>[8]</sup> Cannot deny the fact that all aspects of quality ability of relative to the people of poor ability quality have the advantage, but people post match discomfort is hard to avoid can dispel the enthusiasm of talent.

#### **(2) The recruitment of the preparation work is insufficient**

First, there is no long-term human resource planning. The current our country enterprise in the recruitment and no systematic talent demand plan as the premise, only with the current personnel requirements, work blindly. Enterprises because of the lack of long-term human resource planning cause in the process of hiring fuzzy demand. For example, there is a company in the recruitment advertisement on hiring "project manager, marketing manager, her managers, technical personnel" position and probably requirement. In fact, the enterprise is still in the stage of founding, enterprise's strategic positioning, the structure of the organization setting is still not very clear, in specific hiring personnel, will be the "manager" used as the administrative personnel, and the inspection. These recruits only know "needs", and "reference" rather than specific goals.

Second, due to a lack of long-term human resource planning, lead to enterprise without standardized recruitment process. Many enterprises just wait for job or hiring a vacancy arises to consider hiring, at the same time think recruiting is simply to collect resumes and screening of resume, interview and arrange personnel to the employing unit. In our country many enterprises with no clear job analysis, the nature of the jobs in investigation and explanation is vacant, the recruiter can't better needed to recruit talent. The job descriptions of other companies are the same every year. Their personnel managers often make use of the past job description to assist the recruitment work and put forward the demand for employment, so often can't keep up with the needs of the development of enterprises. In the absence of scientific job analysis and job descriptions, recruiters unavoidably corresponding error can also occur, rigidity and unrealistic work request. Some recruiters design the most ideal job requirements, but it is rarely found in the open recruitment process to meet these ideal conditions for job seekers. Some recruiters strict and rigid to select talents in accordance with requirements set by the recruitment, so virtually because some wrong reasons to enterprise need talent.

(3) The recruitment of the implementation process is not reasonable

First, the improper selection recruitment channels. Some enterprise recruiters blindly follow flow; spend more cost on all kinds of recruitment methods. Top management for enterprises, for example, the enterprise is using talent exchange market and talent recruitment both hiring practices, as a result he got very little. At the same time, in the recruitment work, many recruiters also cannot open thinking, no extensive use of various social resources effectively, often take rigid fixed pattern to employment. Second, the recruiter of specialization. Enterprises in the recruitment process, first contact with the applicant is the enterprise of recruiters. In the case of a poorly understood to the enterprise, the candidate will be based on the recruitment of staff first impression to judge and evaluate enterprise organization, so the recruiter choice, collocation and organization is a very important work, is also an art. Some dressing and the expression of corporate recruiters reflect their own quality is not high, the specific position of recruitment responsibility lack of full understanding, cannot accurately describe the specific duties of hiring, common sense also lack the necessary recruitment and selection evaluation technology, directly affect the image of the enterprise and the effect of recruitment. [10] Third, there are no effective primary steps. No matter adopt what kind of recruitment channels, corporate recruiters should be spend a lot of time to do a preliminary screening applicants, selected to interview people. However, many recruiters to choose the time of the applicant will be fooled by the surface of the resume information, not to tell a truly valuable thing from it. And some hiring workers also because of excessively believe in their own subjective judgment, not the review on the candidate's resume, thus affect recruitment work reliability, make the enterprise can't recruit really need people.

(4) Ignore the value of job seekers

Enterprises in the recruitment of staff, care little about job seekers values, whether the core idea, into the company's corporate culture, personality whether to specific posts. Now many enterprises consider recruiting just a regular course of official duties, without considering the matching recruitment goals and between culture and business. [20] There are some private enterprises to focus on the short-term interest, that bring now use without training, particularly fussy about the candidate's experience, even to more than five years work experience, but a contemptuous disregard for college students. Zhejiang Jinhua a production material Co. Ltd in recruitment tend to fresh graduates, think graduates experience pure, theory foundation is good, strong plasticity, and the value of cultural enterprises after melting quickly, can greatly improve the efficiency of enterprise recruitment.

(5) The interview is lack of rationality

The interview is lack of rationality, the existence of the recruitment of error and biases almost all after the interview to the final decision of acceptance. The interview employers can by the applicant with a face-to-face conversation, examines its various aspects ability, so as to determine whether the candidates as appropriate candidates for vacant positions. But in reality many enterprises do not have in a job interview to interview process scientifically plan the interview, there are also some interview arrangement is not reasonable, low efficiency, poor quality common problems: first, interview preparation is not sufficient, the problem is not specific. Many enterprises in the interview notice, often temporary, did not know in what way should be according to the job interview. In the interview process, random ask several questions, and the problem is not targeted. Second, ability can not evaluate the candidates. Talents are often not good interviewer. So the ability to pass the interview skills to judge a man is a bad method. Excellent talents will be like other people nervous during the interview.

The tension will be revealed in the lack of eye contact, lack of communication problems of short answer, or deep enough, lack of confidence, etc.. This has resulted in many enterprises to recruit good interview skills and lack of practical work ability, and some excellent work ability was due to adverse external performance during the interview and the election. Third, prone to psychological tendency and prejudice. A job interview is very subjective, many employers in the recruitment, lack of awareness and control of psychological tendency and prejudice. <sup>[19]</sup>There are a lot of, cause prejudice causes such as: sweeping, recruiting pressures brought prejudice; candidates sugar coated bullets, too many forecasting index, assessment of personality rather than professional skills. Especially the recruitment, interview people because of the good appearance of candidates or some excellent performance and other advantages such as smart and capable add in its body, which produce halo effect said psychology Halo effect.

#### (6) Ignore the enterprise culture idea and market promotion

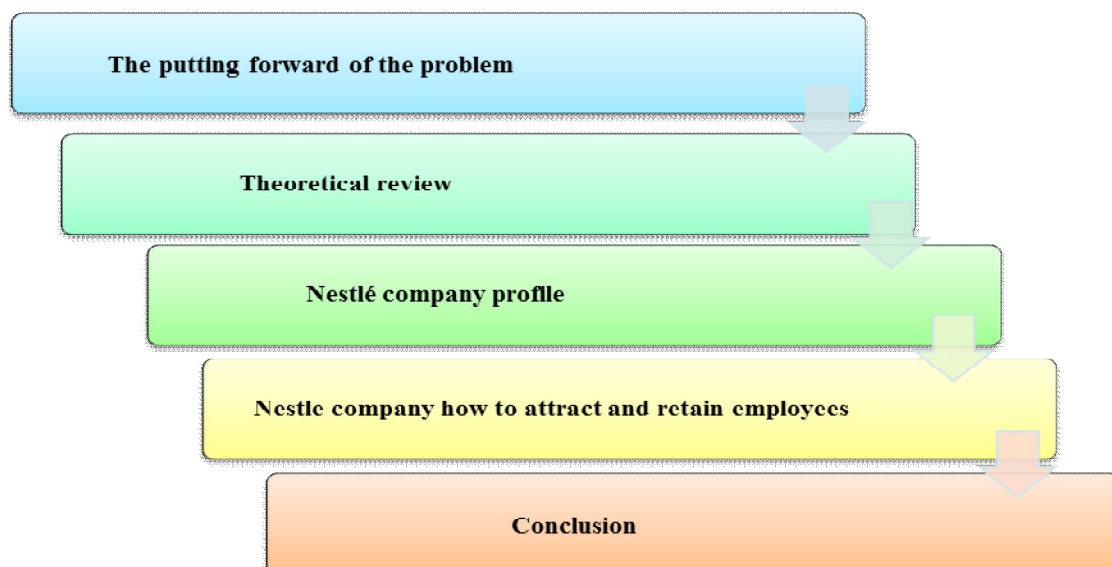
In the process of applying for, many candidates are through the recruitment of personnel's behavior to evaluate enterprise culture and management level, therefore, regardless of whether they can become the employee of the enterprise, will be the precious fortune of the enterprise, therefore, should pay attention to and respect him. However, some enterprises is not so, they do not seem to see the potential of market subject role of candidates, not only no gratitude for not hiring staff, also put these candidates as "garbage" as discarded or not conscious of his importance, for the losers information is not saved, no good talent reserve work. Seven, the lack of budget and efficiency properly measure the cost of many enterprises while large amount of manpower and material resources invested in recruitment and money, still cannot find the appropriate personnel, or to provoke people soon left the enterprise, makes the recruitment costs more and more high, more and more low recruitment efficiency. <sup>[6]</sup> Especially some growth in the small and medium-sized private enterprises, there is no specification of the recruitment process, not to mention the cost metric and the budget of the recruitment process, just blindly expand the scale of investment increased recruitment, recruitment. Present situation of comprehensive these recruitment, we can extrapolate if "quality candidates" starting point is not high, then not only the follow-up work of human resources management will be less effective, more will affect the decision of company executive. As a commitment "candidate" function in the recruitment sector, solid do good daily recruitment work at the same time, also want to learn from the successful <sup>[3]</sup>experience of domestic and foreign enterprises, the establishment of an effective recruitment system, improve the effectiveness of recruitment.

### 1.3 Research on Target

Here is the main content about the article research summary

#### 1.3.1 Research Idea

By studying the past related theory, based on the theory on the literature review, determine the structure and the method of the problem.



**Fig1.1: Research ideas**

### 1.3.2 The Key to Solve the Problem

Through research and analysis, to achieve a comprehensive recruitment, to avoid because of information asymmetry, recruitment is not reasonable losses; improve the quality of enterprise recruitment. Effective recruitment can improve employee satisfaction and reduce staff turnover rate, effective recruitment will reduce the burden of employee training, effective recruitment will strengthen the team morale, recruitment management effectively would reduce the incidence of labor disputes, effective recruitment will improve organizational performance level.

## 2. The Recruitment

The role of human resource recruitment is to build a supply of potential new hires that organization can draw on if the need arises. Human resource recruitment is defined as any practice or activity carried on by the organization with the primary purpose of identifying and attracting potential employees. Recruitment activities are designed to affect □ the number of people who apply for vacancies, □ the type of people who apply for them ,and/or □ the likelihood that those applying for vacancies will accept positions if offered.

### 2.1 Recruitment Influences

The goal the recruiting is not simply to generate large numbers of applicants. If the process generates a sea of unqualified applicants, the organization will incur great expense in personnel selection, but few vacancies will actually be filled.

The goal of personnel recruitment is not to finely discriminate among reasonably qualified applicants either. Recruiting new personnel and selecting new personnel are both complex processes.<sup>[14]</sup> All companies have to make decisions in three areas of recruiting:(1)personnel policies, which affect the kinds of jobs the company has to offer ; (2)recruitment sources used to solicit applicants ,which affect the kinds of people who apply; and (3)the characteristics and behaviors of the recruiter.

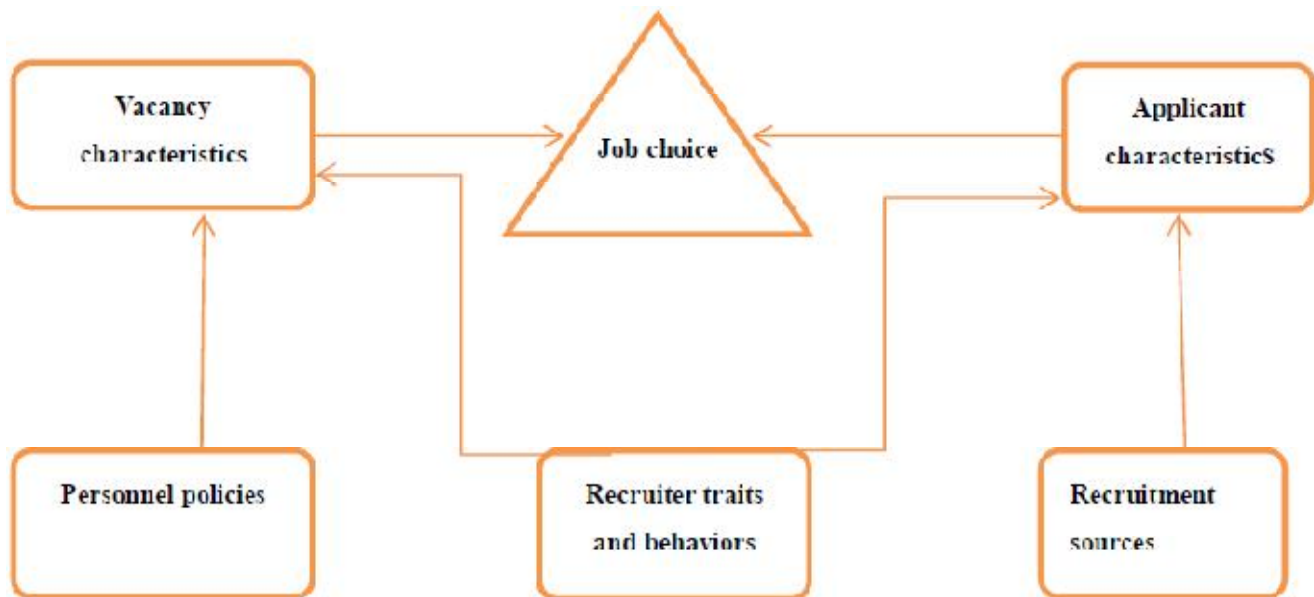


Fig 2.2: Recruitment Influences

## 2.2 The Recruitment Process

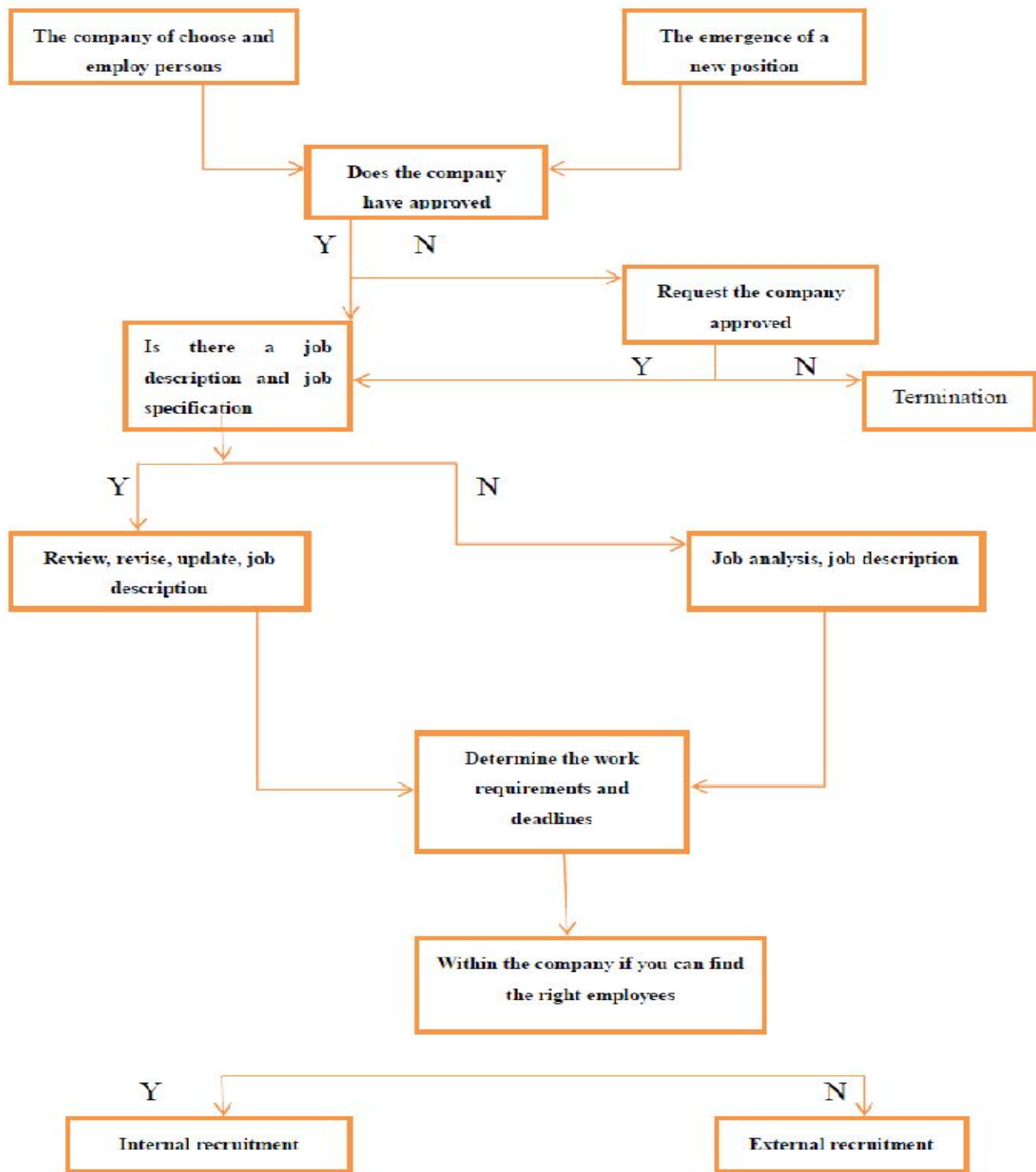


Fig 2.3: Recruitment Process

## 2.3 Recruitment Sources

The sources from which a company recruits potential employees are a critical aspect of its overall recruitment strategy .<sup>[12]</sup> The total labor market is expansive; any single organization needs to draw from only a fraction of that total.

### **2.3.1 Internal Sources**

Internal recruitment refers to the unit after a job vacancy, from inside the unit select suitable candidate to fill the position. Internal recruitment is divided into specific work promoted promotion, exchange, heavy change and personnel hired several ways. [<sup>9</sup>]

Relying on internal sources offers a company several advantages. First, it generates a sample of applicants who are well known to the firm. Second, these applicants are relatively knowledgeable about the company's vacancies, which minimize the possibility of inflated expectations about the job. Third, it is generally cheaper and faster to fill vacancies internally. [<sup>11</sup>]

### **2.3.2 External Sources**

External recruitment refers to the external with the people who need the competence of enterprise recruitment in and placed in the right position.

There are several good reasons why organizations might decide to recruit externally. First, for entry level positions and perhaps even for some specialized upper level positions, there may not be any internal recruits from which to draw. Second, bringing in outsiders may expose the organization to new idea or new ways of doing business. Using only internal recruitment can result in a workforce whose members all think alike and who therefore may be poorly suited to innovation. Finally, recruiting from outside sources is a good way to strengthen one's own company and weaken one's competitors at the same time. This strategy seems to be particularly effective during bad economic times, where counter cyclical hiring" policies create once in a lifetime opportunities for acquiring talent. [<sup>11</sup>]

### **2.3.3 Direct Applicants**

Direct applicants are people who apply for a vacancy without prompting from the organization. Referrals are people who are prompted to apply by someone within the organization. These two sources of recruits share some characteristics that make them excellent sources from which to draw. Many direct applicants are to some extent already "sold" on the organization.

### **2.3.4 Advertisements in Newspaper and Periodicals**

Advertisements to recruit personnel are ubiquitous, even though they typically generate less desirable recruits than direct applications or referrals-and do so at greater expense. However, because few employers can fill all their vacancies with direct applications and referrals, some form of advertising is usually needed. Moreover, an employer can take many steps to increase the effectiveness of this recruitment method. The two most important questions to ask in designing a job advertisement are, what do we need to say? And To whom do we need to say it? With respect to the first question, many organizations fail to adequately communicate the specifics of the vacancy.

### **2.3.5 Electronic Recruiting**

The growth of the information superhighway has opened up new vistas for organizations trying to recruit talent. There are many ways to employ the Internet, and increasingly organizations are refining their use of this medium. [<sup>15</sup>] Obviously, one of the easiest ways to get into employment is to simply use the organizations own Web page to solicit applications.

### **2.3.6 Public and Private Employment Agencies**

Employers can register their job vacancies with their local state employment office, and the agency will attempt to find someone suitable using its computerized inventory of local unemployed individuals can be interviewed or tested by the employer for potential vacancies.

Public employment agencies serve primarily the blue-collar labor market; private employment agencies perform much the same service for the white-collar labor market. Unlike public agencies, however, private employment agencies charge the organization for the referrals. Another difference between private and public employment agencies is that one doesn't have to be unemployed to use a private employment agency.

### 2.3.7 Colleges and Universities

Most colleges and universities have placement services that seek to help their graduates obtain employment. Indeed, campus recruitment interview is one of the most important sources for entry-level professional technical and management and management positions. Organizations tend to focus especially on colleges that have strong reputations in areas for which they have critical needs. Many employers have found that just sign prospective graduates up for interview slots.

## 3. Nestle Recruitment

### 3.1 Nestle Company Profile

Nestlé is the nutrition, health and happy life of the world's leading companies. Over the past 140 years, Nestle always abide by the "quality food, a better life" commitment, adhere to the quality and safety in the first place, and create a better life in each stage of life for human beings. Nestlé brands: Baby foods, Cereals, Chocolate & confectionery, Coffee, Culinary, child & frozen food, Dairy, Food service, Healthcare nutrition, Ice cream, Petcare, Weight management.

Nestlé is committed to enhancing the quality of consumers' lives through nutrition, health and wellness. Our mission of "Good Food, Good Life" is to provide the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night. <sup>[11]</sup>



**Fig 3.1: Nestlé profile**

### 3.2 On the Nestlé Recruitment

Nestlé is the world's largest food company, the world's top 500 ranked the top 50, the large scale that it could not be the exact statistics on its product range and the number of. 8500 kinds of food, beverage and pharmaceutical products are the use of Nestle this brand, packaging, specifications with a variety of different, Nestle products more than 22000 species. Nestle has been so successful is closely related with its unique human resource management.



### 3.2.1 The Official website of Recruitment

Nestlé company recruitment website

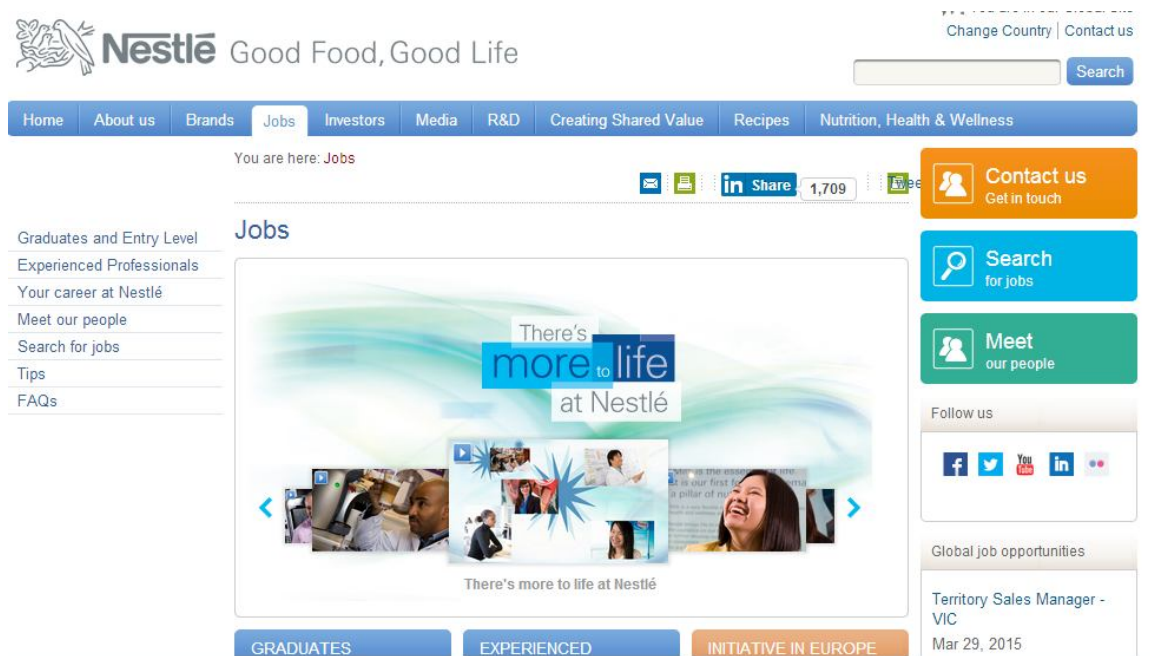


Fig 3.2: Nestlé Website

#### Graduates and Entry Level

(1)Marketing(2)Customer and Sales(3)Engineering and R&D(4)Other function:Finance and Control,Human Resources (HR),Information Systems/Information Technology (IS/IT) ,Supply Chain(5)International Programs

#### Experienced Professionals

Search for jobs.Are you looking for a job? You can choose what you want to place of work

Table 3.1: Nestlé Distribution

<b>Our Headquarters in Switzerland</b>	<b>Switzerland is home to our corporate headquarters and 19 Nestlé affiliates, including Nestlé Nutrition, Nestlé Purina Pescara Europe, Nestlé R&amp;D Centre and Espresso</b>
<b>Anywhere in the world</b>	<b>Willing to travel anywhere in the world? Then search our database of jobs in 48 countries to find your perfect global opportunity</b>
<b>In a specific country</b>	<b>Know which country you would like to work in? Then please browse the international flags</b>

Nestlé Chinese website



Fig 3.3: Nestlé Chinese Website

Table 3.2 Chinese Website Recruitment

Position type	Position	Time	Place
Sales and marketing positions	Brand Manager, Content Manager, Cycle Planning Executive, Innovation & Renovation Manager	2014.11.5	Beijing
The technical and functional position	Assistant, Master data, System Analyst, Transportation executive, Management Accountant	2014..11.5	Beijing
R & D center position	R&D Specialist, R&D HR Management Trainee	2014.11.5	Shanghai, Beijing
Temporary and intern	Summer Intern, Weekend part-time	2014.11.5	Shanghai

### 3.2.2 Campus Recruitment

Nestlé's enthusiastic support the activities of the university community, such as literature and art festival, English corner, etc. The company is willing to make a special report on the University, giving the company information to the students, the spread of corporate culture, to attract outstanding talents to join in the future Nestlé. <sup>[4]</sup>

Summer intern program: since the summer intern project started in 2009, nearly every year students in Beijing, Shanghai, Chengdu, Guangzhou, Dongguan, Tianjin and other places of sales, professional food and beverage, human resources, finance team and factories around the country, with nestle employees, spent a hard and full of summer. They kind of leader has been admitted into a Nestlé management trainee.

2014 Nestlé summer intern project schedule

2014.5.29—2014.6.13	Apply online
2014.6.2—2014.6.20	CV screening and interviewing
2014.6.16—2014.6.27	Determine the candidate and internship program
2014.6.16—2014.8.29	Internship
2014.8.25—2014.8.29	Review and evaluation of performance

Fig 3.4: 2014 Nestlé Summer Intern Project Schedule

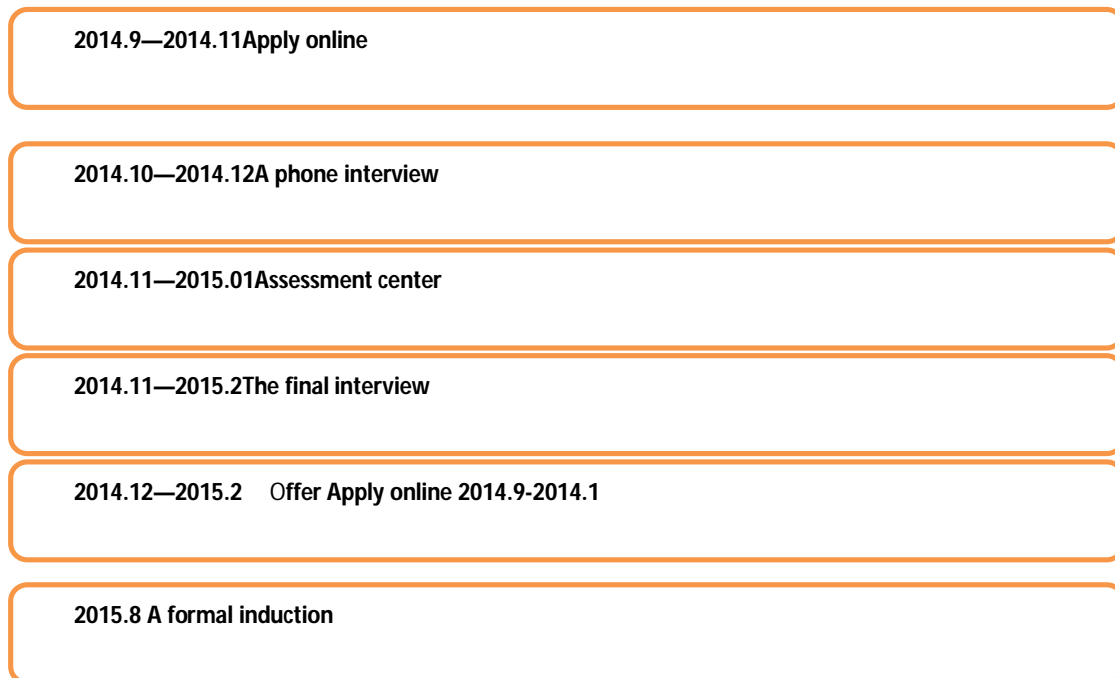
### Nestlé Project Introduction

Nestlé mainland China management trainee program is a two-year in-service train program. Management trainee from different functional departments, two years; they will have the chance in different project and post exercise and study.

Such rotational a chance for management trainee in a relatively short period of time to the department and the whole operation of the company have a comprehensive understanding of, from basic level of actual combat experience will be a bigger development to lay a solid foundation for the future, the changing job content and environment has prompted management trainee rapid growth from the student for a mature professional social people.

After two years, according to the management trainee personal performance, special features and the company's business needs to determine the specific position. In general management trainee will be appointed the director level position, outstanding the trainee will be appointed a junior manager level position.

2015 Nestlé campus recruitment process



**Fig 3.5: 2015 Nestlé Campus Recruitment Process**

2015 Nestlé campus details of the campus recruitment

**Table 3.3: 2015 Nestlé Campus Campus Recruitment**

<b>The announcement date</b>	<b>City</b>	<b>School</b>	<b>Time</b>	<b>Place</b>
<b>2014.9.22</b>	Beijing	Rennin university of China	18: 30-20: 30	Yifu building the first lecture hall
<b>2014.9.24</b>	Guangzhou	Sunyat-sen university	18: 30-20: 30	Ted sioeng hall on the second floor
<b>2014.9.26</b>	Guangzhou	Guangdong university of foreign studies (university campus)	18: 30-20: 30	B8 hall
<b>2014.9.26</b>	Harbin	Harbin institute of technology	18:30-20:30	New activity center, 201
<b>2014.10.9</b>	Xiamen	Xiamen university	19:00-21:00	G made 3 floor lecture hall
<b>2014.10.10</b>	Nanning	Guangxi university	15:00-17:00	Graduate school of classroom. 1-204
<b>2014.10.14</b>	Chengdu	Wangjiang campus of sichuan university	18:30-20:30	The library lecture hall
<b>2014.10.16</b>	Qingdao	Qingdao university	18:30-20:30	College of life science lecture hall
<b>2014.10.17</b>	Wuhan	Wuhan university	18:30-20:30	Information on the first floor hall of employment center
<b>2014.10.22</b>	Xi 'an	Xi'an jiaotong university	16:00-18:00	The multi-function hall of student activities center
<b>2014.10.23</b>	Tianjin	Nankai university	18:30-20:30	Guanghua/f., east building, 202
<b>2014.10.28</b>	Shanghai	Fudan university (handan campus)	18:30-20:30	Puma floor lecture hall
<b>2014.10.29</b>	Shanghai	Shanghai jiaotong	19:00-21:00	F105 north university student activity center
<b>2014.10.30</b>	Wuxi	Jiangnan university	18:30-20:30	The sunshine hall of yingjie exchange center
<b>2014.11.4</b>	Beijing	Peking University	18:30-20:30	

**Table 3: 2015 Nestlé Campus Details of the Campus Recruitment****3.2.3 Network Recruitment**

Nestlé in the Zhao pin nets and 51 job recruitment online recruitment information, candidates want to get basic information about the job can be seen on the website. All applicants can resume on the website at any time, this is a very convenient, cost is relatively low in a recruitment methods. There are some websites of false information, however, the applicant may be using false information, the applicant credit is lower, the success rate is relatively low. So, the efficiency of this method of recruiting is relatively low. Zhilian recruitment website Nestlé company recruitment information screenshot below



Fig 3.6: Zhilian Recruitment Website

### 3.2.4 Direct Applicants

Direct applicants are people who apply for a vacancy without prompting from the organization. Referrals are people who are prompted to apply by someone within the organization. These two sources of recruits share some characteristics that make them excellent sources from which to draw. Many direct applicants are to some extent already "sold" on the organization.

### 3.2.5 Internal Promotion

Recruitment: from internal promotion is Nestlé's policies, but the employee must have the technical expertise and skills required to the position. From internal promoted employees, to know the company's enterprise culture, it is easy to adapt to jobs, reduce training costs, reduce staff turnover rate, the company has a very deep feelings, are more likely to contribute to the company. However, may not be for the company to bring new ideas and thoughts.

### 3.2.6 External Recruitment

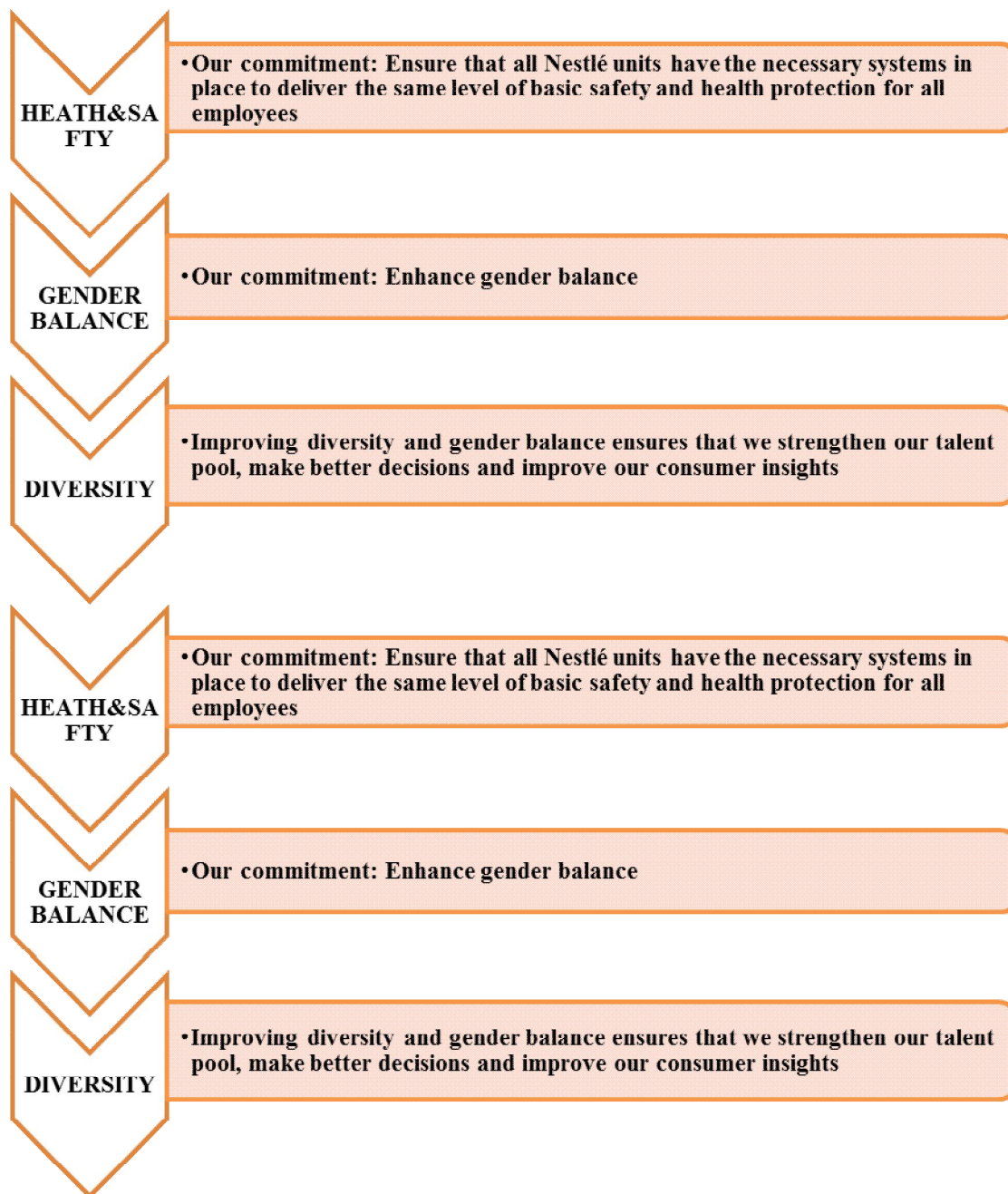
When need external employment, according to recruitment and development of the basic principles of nestle: hire has to adapt to the professional background and characteristics of male or female, give the organization long-term career development planning. Standard should be selected in the work instruction and defined within the background of the candidates, pay special attention to the candidate's personality should nestle culture.

## 4. Analyze the Reasons for the Success Nestlé Recruitment

### 4.1 Nestlé Company Culture

#### Nestlé People

Our employees help us to gain and build competitive advantage through their energy, imagination and local insights. It's essential that we reward them competitively and invest in their development to ensure that we remain responsive to a rapidly changing world.



**Fig 3.7: SAAbout Nestlé People**

#### **4.2 Nestlé Company how to Attract Employees**

Why work at Nestlé? Some graduates are driven by the head. At Nestlé, you'll have the chance to grow in both these senses – to develop professionally and personally, intellectually and emotionally.

##### **The Opportunity**

Whether you join us on our Marketing, Customer and Sales, Engineering, Finance, Human Resources or any other function, you will get to the heart of one of our key business areas.<sup>[13]</sup> You could become part of a local or an international development programme but either way you'll begin to understand the core workings of the world's leading Nutrition, Health and Wellness Company. And we're a diverse business with a global mindset you'll see how we benefit from best-in-class training, you'll need the drive to make the most of our formal development, and on-the-job training.



### The Challenge

Excelling here means sharing our passion for enhancing lives, it means taking of your future and remaining open to the unique learning opportunities that will come your way.<sup>[17]</sup> We encourage our people to view their career as a journey. There are ongoing opportunities here to step up, broaden exposure. But, rest assured with 2,000 leading brands and a passion for improvement, nothing stands still for long in Nestlé –least of all talented young professionals.

### 4.3 Nestlé how to Retain Employees

Your career at Nestlé

Make the most of your potential and get more out of your career

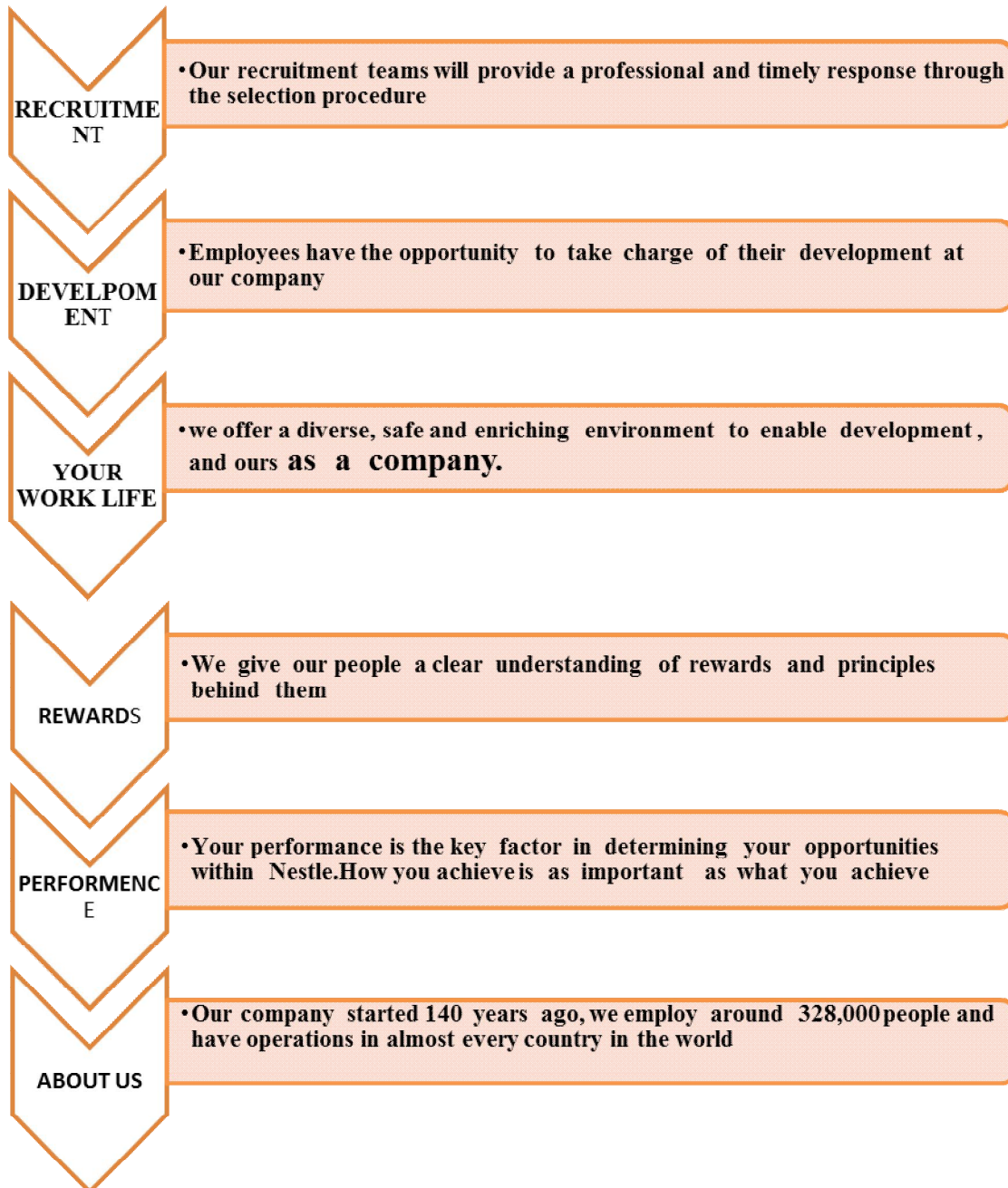


Fig 3.8: Retain Employee

#### 4.4 Nestlé Staff Management

Here will discuss the characteristics Nescafe company management staff.

##### 4.4.1 Motivation and Participation

Nestlé that stimulate staff's power not just remuneration, welfare and promotion, must also provide them a can encourage and support, trust, communication, cooperation and exciting work environment. The staff was very satisfied with the timely feedback to the boss. Nestle is the big global enterprises, so the staff experience and expectations of each are not identical. We offer good opportunities for promotion for employees who are willing to go out to work. As the world's first food company, the staff said "we are proud of their own products and".

##### 4.4.2 Pay the Payment

Nestlé has designed a set of compensation policy to recruit, motivate and retain outstanding employees and contribute to the success of our company. Just entered the company's employees during the probation period may obtain a rich reward, this makes nestle already very generous pay more competitive. In addition, employees can choose a company to provide a variety of insurance plans.

##### 4.4.3 Train Staff

Staff training is the responsibility of each manager, through the goals set in the performance management and employee performance evaluation can make each manager has a chance to subordinates and to discuss the improvement plan, training needs and development direction.

##### 4.4.3 Career Management

Establish organizational continuous learning culture, both through on-the-job training and the training of the inside and outside the organization, can make the employees for the company's goal to achieve the biggest contribution to the development of strength, can also provide the self-personal and professional growth opportunities.

### 5. Conclusion

#### 5.1 Summary

Through the study of recruitment of Nestle, draw the recruitment should combine all kinds of ways, do good propaganda work. But also do attract staff, retain staff work. Human resource has become the first resource of the enterprise, the enterprise owned by the quantity and quality of the talents directly decides the competition ability of the enterprise. Therefore, human resources management in the enterprise has also been hitherto unknown attention, while the recruitment work is just the first step of human resource management, is particularly important step. <sup>[18]</sup> Recruitment results not only directly affect the development of enterprises, but also is a kind of image display of the enterprise itself, at the same time for the employee's own development also plays a vital role. <sup>[5]</sup> The recruitment work quality directly affects the enterprise staff turnover and business expenses, effective recruitment helps enterprises to obtain long-term competitive advantage and bring considerable economic benefits. Nescafe is a very successful business, we should learn from the advantages of him in the recruitment of Nescafe is a very successful business, we should learn from the advantages of him in the recruitment.

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