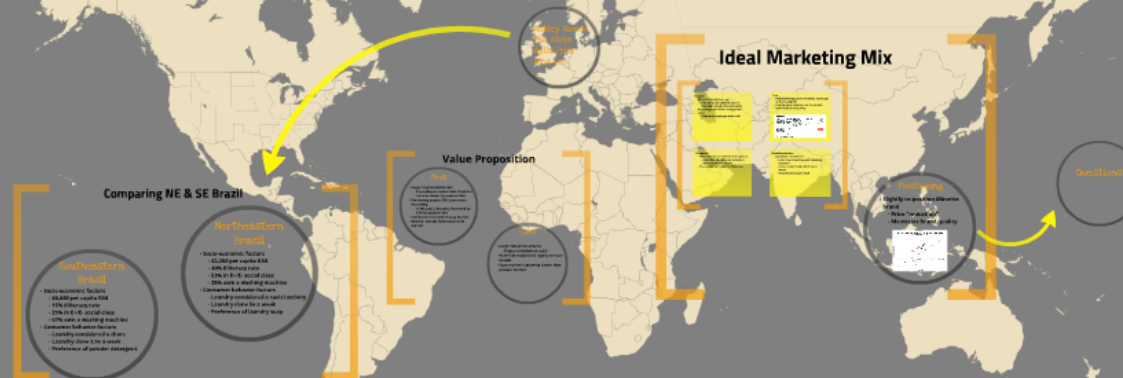


Unilever in Brazil



Comparing NE & SE Brazil

NorthEast Brazil

- 17% of population
- 18,500 km² surface area
- 17% of GDP
- 17% of population
- 17% of GDP
- 17% of population
- 17% of GDP
- 17% of population
- 17% of GDP

SouthEast Brazil

- 30% of population
- 12,200 km² surface area
- 40% of GDP
- 17% of population
- 17% of GDP
- 17% of population
- 17% of GDP
- 17% of population
- 17% of GDP

Value Proposition

- High quality products
- Competitive prices
- Excellent customer service
- Strong brand reputation
- Innovative marketing strategies
- High employee loyalty
- Strong financial performance
- Excellent operational efficiency
- High customer satisfaction

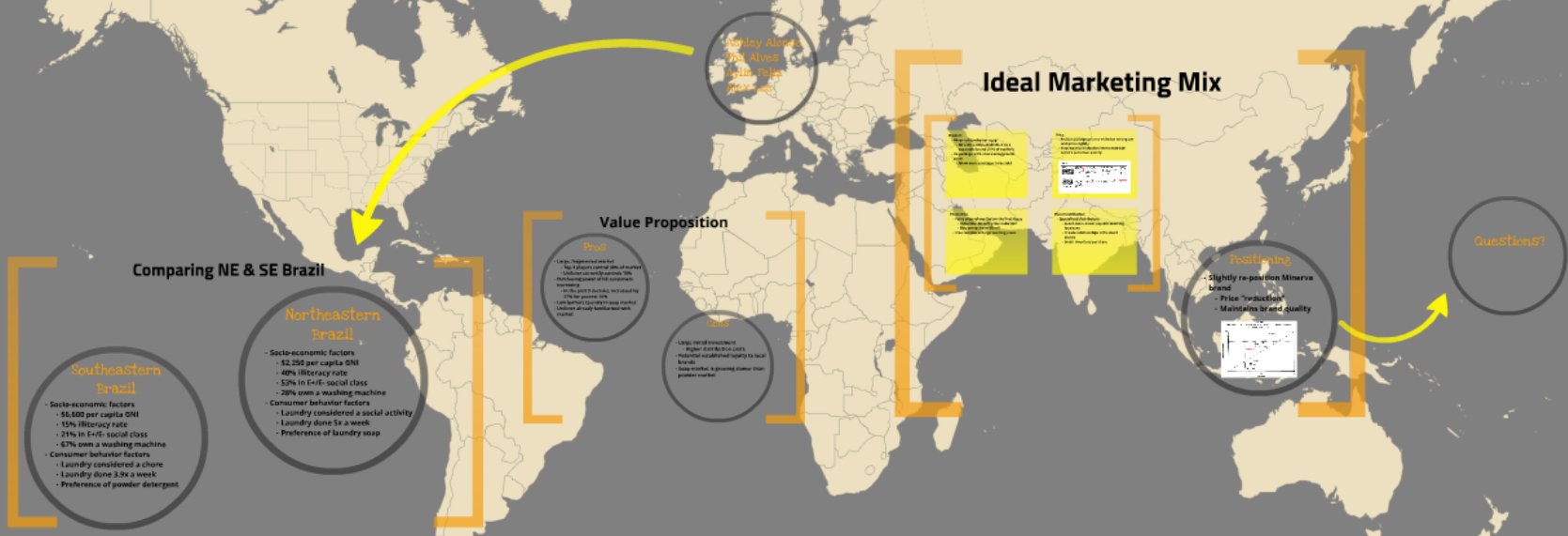
Ideal Marketing Mix

- Product: High quality, innovative products
- Price: Competitive pricing, value for money
- Place: Strategic distribution channels
- Promotion: Effective marketing campaigns
- People: Skilled and motivated workforce
- Process: Streamlined operations
- Physical Evidence: Clean and professional facilities
- Performance: High customer satisfaction and loyalty
- Potential: Strong growth opportunities
- Power: Significant market influence

Southwest

- 15% of population
- 10,000 km² surface area
- 15% of GDP
- 15% of population
- 15% of GDP
- 15% of population
- 15% of GDP
- 15% of population
- 15% of GDP

Unilever in Brazil





Ashley Alonso

Phil Alves

Aylin Feliz

Alex Lee



Comparing NE & SE Brazil

Southeastern Brazil

- **Socio-economic factors**
 - \$6,600 per capita GNI
 - 15% illiteracy rate
 - 21% in E+/E- social class
 - 67% own a washing machine
- **Consumer behavior factors**
 - Laundry considered a chore
 - Laundry done 3.9x a week
 - Preference of powder detergent

Northeastern Brazil

- **Socio-economic factors**
 - \$2,250 per capita GNI
 - 40% illiteracy rate
 - 53% in E+/E- social class
 - 28% own a washing machine
- **Consumer behavior factors**
 - Laundry considered a social activity
 - Laundry done 5x a week
 - Preference of laundry soap