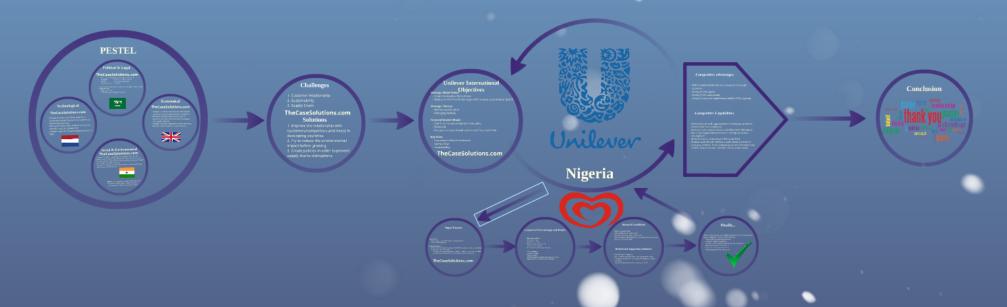


Unilever's New Recipe for Growth TheCaseSolutions.com



By Gabriele, Eduard, Anthony and Pierenrico.





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Political & Legal

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- These rules and regulations cover various areas such:
- Copyrights
- Employee health and safety
- Licenses
- Employment regulations
- Safety of Products Taxations

Legal charges and serious brand damage may happen if there is failure to coply with the:

- European Comission
- US FDA (Food and Drug Administration)



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Economical TheCaseSolutions.com

- Unilever's market environment in developed countries is becoming extremely competitive.
- Economic Decline in business during an economic downturn has resulted in customer and supplier default.
- Unilever's business depends on the continuing demand from customers from its brands.



Social & Environmental TheCaseSolutions.com

- Unilever has built a strong corporate reputation over the years
- Unilever has maintained high social and environmental standards
- Unilever's brand image is built around having an environment friendly and socially responsible company.
- Unilever is working on various welfare projects such as World food programme and safe drinking



Vision: "to help people feel good, look good and get more out of life with brands and services that are good for them and good for others"

Technological

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- Unilever has been investing towards IT, especially towards the area of e-business to improve brand image.
- Through IT efficiencies, Unilever can try and minimise costs at a global level
- Unilever invest in the technological aspects of R&D



Challenges

- 1. Customer Relationship
- 2. Sustainability
- 3. Supply Chain

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- 1. Improve the relationship with customers/competitors and invest in developing countries.
- 2. Try to reduce the environmental impact before growing.
- 3. Create policies in order to prevent supply chains distruptions.

Unilever International Strategic Global Vision: Objectives

- Grow and develop the business
- Reduce environmental demages and increase social impact (USLP)

Strategic Choices:

- Brands specialization
- Emerging Markets

Financial Growth Model:

- Goal is to increas company's share price
- Dividends
- Focused on Sales Growth and Annual Free Cash-Flow

Key Risks:

- · Consumers's Brand Preference
- Talents Flow
- Sustainability

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Input Factors

Labour force:

- Total Country has 54,97 M People in the Labour Force
- 23,9% of Unemployment

Natural Resources:

- Most of the main ingredients contained in Wall's ice creams are naturally produced in Nigeria (Sugar, Fruits, Milk)
 - e.g. Sugar : The country produces annually 2,1 million tons of sugar. 0,6 Million tons are exported since there is not enough demand in the country.

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