



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
- Licenses
- Safety of Products
- Employee health and safety
- Employment regulations
- Taxations

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

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



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Economical

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- 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 disruptions.

Unilever International Objectives

Strategic Global Vision:

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

Strategic Choices:

- Brands specialization
- Emerging Markets

Financial Growth Model:

- Goal is to increase 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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