

Sustainable Tea  
at Unilever.  
Spanish Version  
Thecasesolutions.com

Introduction to Unilever and Lipton  
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Sustainable Living Plan

Setting Objectives in the Supply Chain

Setting Objectives in the Supply Chain

Marketing the Sustainable Message

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*Unilever*

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# Introduction to Unilever and Lipton

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## Agenda

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1. Snapshot of Unilever and Lipton
2. SWOT Analysis
3. 'Sustainable Living Plan'
4. Scaling Certification in the Supply Chain
5. Marketing the Sustainable Message to Customers

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## Who are we?

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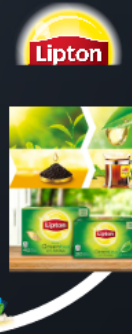
- Leading consumer goods company
- 400+ brands
- Food products, personal-care products, home-care products
- Global reach: **180 countries**
- 2 billion consumers a day
- Employs 167,000 people



## Let's Focus on Lipton

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- Largest tea brand in the world
- Sold over 130 countries
- Established in 1893
- Acquired by Unilever in 1972
- Sells €3.5 billion worth of tea



## SWOT Analysis

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