

**Unilever Ice Cream Europe (A): Taking  
On The Challenges Of Complexity**  
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# Unilever Ice Cream Europe (A): Taking On The Challenges Of Complexity

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An *overview* of  
**UNILEVER**  
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- British-Dutch multinational consumer goods company
- more than 400 brands focused on health and well being
- no company touches so many people's lives in so many different ways
- very low visibility despite being very active
- Uses various brand names to create diversity and remain in competition

## Challenges of Unilever

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- Safe Drinking Water
- Fighting Viruses
- Better Package
- Sustainable Washing
- Less Salt
- Shower Sensation
- Preserving Food Naturally
- Change Consumer Behavior

The background features a large blue circular frame. Inside the frame, the text "Safe Drinking Water" is centered. Below it, the website "TheCaseSolutions.com" is displayed. At the bottom of the frame, a smaller blue circle contains the text "Fighting Viruses". The background is decorated with various colorful geometric shapes, including red, yellow, green, and blue triangles and polygons, some of which are partially cut off by the edges of the image.

***Safe Drinking Water***

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***Fighting Viruses***

# **Opportunities of Unilever**

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- Economic Crisis
- Need for Healthy Products
- Developing Market
- Strong Competition
- Tougher Business Climate
- Complex Organizational Structure



**Complex Organizational  
structure**

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