



Unilever operates in fast moving consumer goods (FMCG) markets which involve the manufacture, distribution and marketing.

The top 25 companies in the FMCG market have global sales of approximately US \$670 billion.

FMCG companies are among the world's biggest advertisers, accounting for about a fifth of all advertising expenditure.

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Unilever's business is divided into two main divisions: Personal Care and Foods. The Personal Care division is the larger of the two and includes brands such as Dove, Lux, and Soft Care. The Foods division includes brands such as Bournville, Knorr, and Tostitos.

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History

Unilever was formed in 1929 by the merger of Unilever and Lever Brothers. The company has a long history of innovation and growth, and has become one of the world's largest consumer goods companies.

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Management

Michael Trovati (CEO)

Paul Meunier (COO)




Agenda

- Unilever
- History
- Management
- Marketing
- Advertising
- Summary

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Personal Structure

CEO	Michael Trovati
COO	Paul Meunier
Chairman	Richard Branson
President	John G. Martin

Summary

Revenue	2017
Operating Profit	2017
EBITDA	2017
Free Cash Flow	2017
Dividend	2017

Summary

Revenue	2017
Operating Profit	2017
EBITDA	2017
Free Cash Flow	2017
Dividend	2017

Unilever's corporate vision - Taking people to look good, feel good and get more out of life.



Marketing

Unilever's marketing strategy is focused on creating emotional connections with consumers. The company uses a variety of marketing channels, including television, radio, print, and digital. Unilever also invests heavily in advertising, which is a key part of its marketing strategy.

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Advertising

Unilever's advertising strategy is focused on creating emotional connections with consumers. The company uses a variety of advertising channels, including television, radio, print, and digital. Unilever also invests heavily in advertising, which is a key part of its marketing strategy.

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Unilever's products sell in more than 190 countries and are used by 2 billion consumers every day.

Strategic choices

- Personal Care
- Home Care
- Foods
- Refreshment
- Emerging market

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Unilever Ice Cream Europe (D): Lessons (Transcript)

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Unilever's business is divided into two main divisions: Personal Care and Foods. The Personal Care division is the larger of the two and is responsible for the majority of the company's revenue.

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History

Unilever was formed in 1926 by the merger of two British companies, Unilever and Lever Brothers. The company has since grown to become one of the world's largest consumer goods companies.

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Management

Michael Trovati (CEO)

Paul Meunier (COO)




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- Unilever
- Industry
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- Marketing
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Personal Structure

CEO	Michael Trovati
COO	Paul Meunier
Chairman	John Paulsson
President	John Paulsson

Summary

Revenue	2017	2016
Operating Profit	2017	2016
Operating Profit Margin	2017	2016
Operating Profit per Share	2017	2016
Operating Profit per Share	2017	2016
Operating Profit per Share	2017	2016

Summary

Revenue	2017	2016
Operating Profit	2017	2016
Operating Profit Margin	2017	2016
Operating Profit per Share	2017	2016
Operating Profit per Share	2017	2016
Operating Profit per Share	2017	2016

Unilever's corporate vision - Taking people to look good, feel good and get more out of life.



Marketing

Unilever's marketing strategy is focused on creating a strong brand identity and building a loyal customer base. The company uses a variety of marketing channels, including television, radio, print, and digital advertising.

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Advertising

Unilever's advertising strategy is focused on creating a strong brand identity and building a loyal customer base. The company uses a variety of advertising channels, including television, radio, print, and digital advertising.

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Marketing Channels and Media Buying

Enhancing Customer Experience

Building Brand Equity

Unilever's products sell in more than 190 countries and are used by 2 billion consumers every day.

Strategic choices

- Personal Care
- Home Care
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Unilever Ice Cream Europe (D): Lessons (Transcript)

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History

1. Unilever was formed in September 1929

2. In the 1930s business grew and new ventures were launched in Africa and Latin America.

3. After the Nazi occupation of Europe Unilever acquired new businesses in the UK and US

4. In 1943 it acquired T. J. Lipton, a majority stake in Frosted Foods

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5. In 1945 Unilever left American management to its own devices.

6. Unilever established a sustainable agriculture programme in 1998.

7. In April 2011 Unilever was fined €104 million by the European Commission for establishing a price-fixing cartel in Europe along with P&G

8. "Hampton Creek lawsuit" in 2014

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Board of Directors



Chairman



**Michael
Treschow**

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Executive Directors



Paul Polman
Chief
Executive
Officer



**Jean-Marc
Huët**
Chief Financial
Officer

Non-Executive Directors



**The Rt Hon
The Lord Brittan of
Spennithorne QC, DL**



Wim Dik



**Louise
Fresco**



Ann Fudge



**Charles
Golden**



Byron Grote



**Narayana
Murthy**



**Hixonia
Nyasulu**



Kees Storm



**Jeroen van
der Veer**



Paul Walsh



Unilever operates in fast moving consumer goods (FMCG) markets which involve the manufacture, distribution and marketing.

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Strategic choices

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graph LR; A[Strategic choices] --> B[Personal Care]; A --> C[Home Care]; A --> D[Foods]; A --> E[Refreshment]; A --> F[Emerging market];
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Personal Care

Home Care

Foods

Refreshment

Emerging market

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Marketing



BRAND PREFERENCE

PORTFOLIO MANAGEMENT

CUSTOMER RELATIONSHIPS

SAFE AND HIGH QUALITY PRODUCTS

Advertising

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3th

Marketing's top 100 Advertisers| 2011

Promoting consumerism

using GMOs in its food products

Exploiting -relatively cheap- resources
in the Third World

3th place

The SB Influencers

7th

LinkedIn's Most InDemand Employers

1th

Top 10 companies with female directors

4th
2014

World's Most Innovative Companies|

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Improving
Health
and Well-being

Enhancing
Livelihoods

Reducing
Environmental
Impact