

Unilever Tea (B)  
Going Beyond  
The Low-  
Hanging Fruits

TheCaseSolutions.com



Teknik Apikard  
Sistem Sempurne  
Kuliner Nusantara



Unilever

Introduction to Unilever and  
Lipton



Sustainable Living Plan



Setting Objectives in the Supply Chain



Setting Objectives in the Supply Chain



Marketing the Sustainable Message



Marketing the Sustainable Message



# Unilever Tea (B): Going Beyond The Low- Hanging Fruits

[TheCaseSolutions.com](http://TheCaseSolutions.com)



Tayla Ayshford  
Shenali Seneviratne  
Katherine Tsatsaklas



Unilever

# Agenda

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

[TheCaseSolutions.com](http://TheCaseSolutions.com)



[TheCaseSolutions.com](http://TheCaseSolutions.com)

# Who are we?

## TheCaseSolutions.com

- 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... TheCaseSolutions.com

- 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



[TheCaseSolutions.com](http://TheCaseSolutions.com)

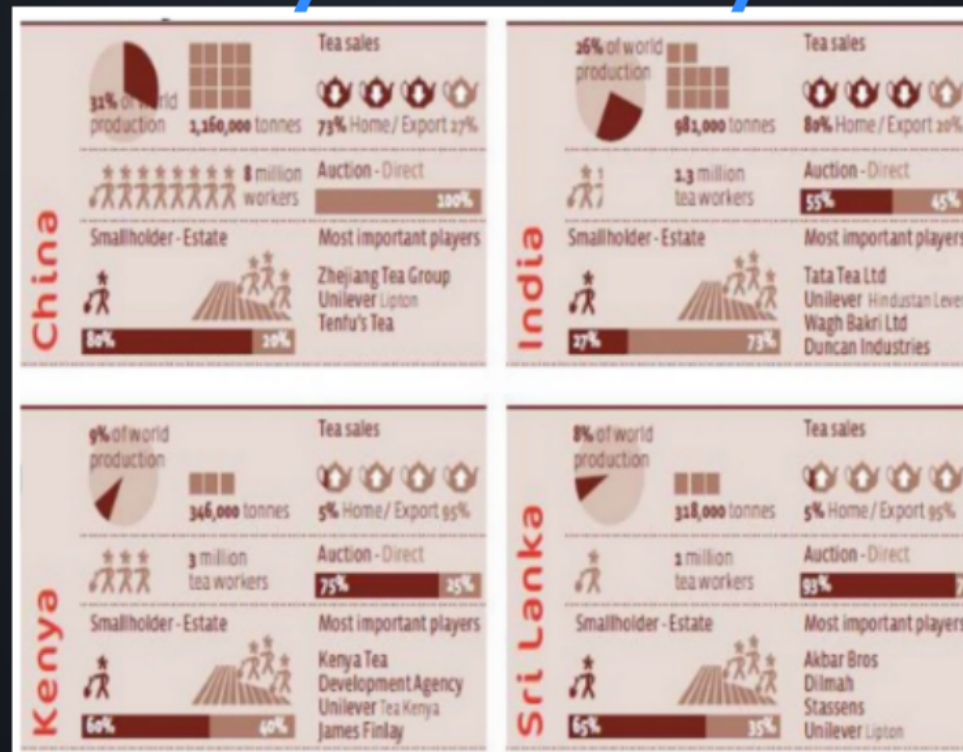
# The Tea Industry



[TheCaseSolutions.com](http://TheCaseSolutions.com)



# Major Tea Plantation by Country



TheCaseSolutions.com