



## Unilever. A Strategic Analysis

By Richards Macdonald

GRIN Verlag GmbH Jul 2013, 2013. Taschenbuch. Book Condition: Neu. 208x142x5 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, printed single-sided, grade: A, University of Cambridge, language: English, abstract: Unilever is a London-based fast-moving consumer goods company that sells its products in nearly 200 countries. However, it is neither the largest packaged consumer goods or food company as it has fiercely competitive rivals. In recent years, new corporate leadership has instituted changes, including a new mission and a new vision. These have resulted in a more positive relationship with consumers, a better public image, and an increasing presence in developing countries. Still, our strategic analysis of the company shows impending threats that can damage Unilever's margin of profit and global stake in the fast-moving consumer goods industry. New brands, mounting competition, and an increase in taxation and regulations are mounting obstacles to Unilever's continued success. In order to overcome these and other future vulnerabilities, Unilever needs to continue its product and information technologies developments, introspection, campaigns, and external monitoring. Company Profile Unilever is an Anglo-Dutch company...



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