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Assignment 1

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Introduction	3
Key Functions of the Unilever	4
Unilever's organisational culture and its influence	5
Conclusion	6
References	7

Introduction

Unilever is a giant multinational private sector company which deals in production of consumer goods. Started in year 1929 and has an operational network in more than 190 countries. It is also the desire of Unilever to ensure sustainable living becomes the norm. Their task is to bring a little joy to daily living by providing what are known as the hygiene and care needs of the consumer with products that make them feel good, look good and live their lives to the fullest.

Unilever has diverse products within the group and these include foods and beverages, home and personal care products and health care. Some of the brands include in the food section are Dove, Knorr, Lip-Ton and Ben & Jerry's. Unilever is quite sensitive to the topic of sustainability and ethical performance within a business since it has clear intentions to change business for the betterment of the environment and society.

Key Functions of the Unilever

Among Unilever's divisions, accounting & finance, marketing and human resources management function are primary activities to its competitiveness in the global environment.

(Source: Unilever, 2024)

Accounting and Finance: In other words, this function plays a central role in the sound financial management of Unilever. Budgeting, financial planning, investment analysis and risk

management form part of quantitative management. Financial management is also crucial as it

helps in the efficient allocation of funds, achieving and maintaining the profitability level and the company's sustainability (Fridson and Alvarez, 2022). Adherence to accounting standards and principles as well as rules and regulations ensures that the financial reports of the firm are

capable of translating into investor's confidence which in turn leads to effective strategic management that can rival other firms within the market.

Marketing: The marketing function in Unilever focuses on ensuring that the company communicates its brands is popular and increases customer desire for the products. The company uses modern techniques of marketing and advertising through their website, social media pages and print and electronic media. Market insight enables Unilever to respond to the

needs and or offer what the consumer needs through products and specific campaigns.

Marketing is also a significant process in the organization as it enhances brand awareness contributes to increasing its market share and also improving its revenues.

Human Resource Management: Another strategy that is adopted and implemented at Unilever is the HRM that targets on people management through the recruitment, training and development of employees as well as providing incentives to ensure that excellent performers are retained. They assist in guaranteeing that the firm has competent and committed workforce

required in the realization of strategic objectives. Organizational roles in the context of HRM include sourcing, employee development, and assessment of performance and motivation of the workforce (Anwar and Abdullah, 2021). By fostering motivated and sustaining a positive work culture as well as valuing diversity and inclusion, Unilever increases the chances of employees' satisfaction and productivity. Established HRM practices support a healthy organizational culture that relates to innovation and organization's sustainable performance.

Unilever's organizational culture and its influence

Unilever's organizational culture can be traced all the way down to working with sustainable manufacturing processes coupled with innovation and inclusiveness. Pursuit of a culture fit to this vision of creating mainstream sustainable living influences organizational processes as well as overall corporate behaviour and customer interactions.

Sustainability: The values of sustainability are regarded by Unilever as a strategic priority, illustrated by the Unilever Sustainable Living Plan (USLP) aimed at the decrease of the negative influence on the environment and the increase of the positive influence on society (Modreanu et al., 2022). Such commitment forms the basis of ethical decisions and promotes responsibility in conducting corporation functions. Real innovations applying eco-friendly products for production and consume products hence satisfying consumers who care about the environment.

Innovation: Organizational innovation has been embraced in Unilever and is considered to be one of its values. This is important for the company to offer its consumers a wide range of products that are of high quality. Another notable aspect of the process is that it is conducted at all corporate levels which ensures that employees foster innovative thinking and accept new ideas. A favourable environment allows Unilever to compete effectively as it provides innovative solutions catering to the new demands and trends among customers.

Inclusivity and Diversity: Working for Unilever means respecting and being an active part of a diverse organization because people from different backgrounds can offer different solutions and opinions. There is a clear policy on diversity which ensures that all the employees of the company are treated fairly and tenderly. It strengthens collaboration and can create an employees' unity which is root cause to high levels of employee satisfaction that drives productivity and innovation.

Leadership and Empowerment: The corporate culture employed by Unilever Company has a participative and power company leadership culture has been identified as empowering. Managers in particular motivate subordinates and promote an open communication policy⁶ (Moradi et al., 2021). In this way, ideas can be generated from the employees and this, in turn, makes them more productive and creates a feeling of ownership. It fosters a positive outlook towards the workplace hence encourages employee productivity as a result of leadership direction.

Ethical Practices: Unilever's organizational culture may characterized by a robust focus on ethical business conduct and corporate social responsibility (CSR). Also, the company uses the code of business principles, describes the company's commitment to integrity, fairness and transparency (Waheed and Zhang, 2022). As well as this ethical foundation sets a high impact and creates credibility with various stakeholders in the organization's successive facets of employee, customer and partnership association.

Conclusion

The report covered the core functions, the accounting and finance, the marketing communication and the human resources are vital in Unilever's operation to ensure cost control, brand promotion and talent acquisition respectively. These functions are complemented by the firm's culture on sustainability, innovation, diversity and ethics which offer a strong foundation for success. Sustainability and commitment places the organization as environmentally friendly thus appealing to the green consumers and helps to minimize the organization's negative repercussions on the environment apart from making certain that innovation keeps the organization competitive within the market. Ethics and diversity improve the organization's performance and foster communication and credibility within the employees. As well as, these put together are aimed at Unilever's performance and hence continuity, competitiveness and impact on well-being of the society at the global level.

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