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Section 1

1. Organisational Context and Overview

1.1. Organizational Context and marketing aspects of the company



Unilever PLC, the British multinational consumer packaged Goods Company formed in the 1930s, has more than 400 brands for the worldwide market. Besides health and beauty products, the company also makes a footprint in food products (Khalid, 2023). In 2025, its revenue reaches €52.405 billion. The company's corporate structure introduces share capital of £45,500. Unilever's Dutch entity is the business name after acquiring the Italian personal care business. In the 20th century, the company planned to expand its operations to Pakistan, the Netherlands, the United States and China respectively (Handayani and Nurzhavira, 2024). The company maintains an overall portfolio starting from beauty products, some pharmaceutical products, dairy products, pet food and daily home need products areas strategically recognised by the global market, which lifts its portfolio in the year 2000.



Figure 1: Organisational Profit of Unilever

(Source: Syifa, Apriyanti and Maiyaliza, 2025)

Acquisition of Lipton Industries Limited in the year 1971, in the year 1984 and Helmsmen in the year 2000, the company expands its versatility in the global market with a variety of renowned brands (Khalid, 2023). In the late 20s, the acquisition of the brand spread over 190 countries around the globe. Unilever deliberately is putting effort on to provide high growth products with an affordable range. The company maintains sustainability and the superiority of the value of the products focuses on increasing stakeholders and market penetration (Handayani and Nurzhavira, 2024). The trust and reliability on social segment enhance market leadership in the international sector.

The company owes this model of business, where value capture, delivery and proposition in the global market are prioritised first amongst all categories. The company is gathering all resources to accelerate the business (Khalid, 2023). In the year 2008, it was accepted by the company to elaborate on the company's motto, which is described in the memorandum.

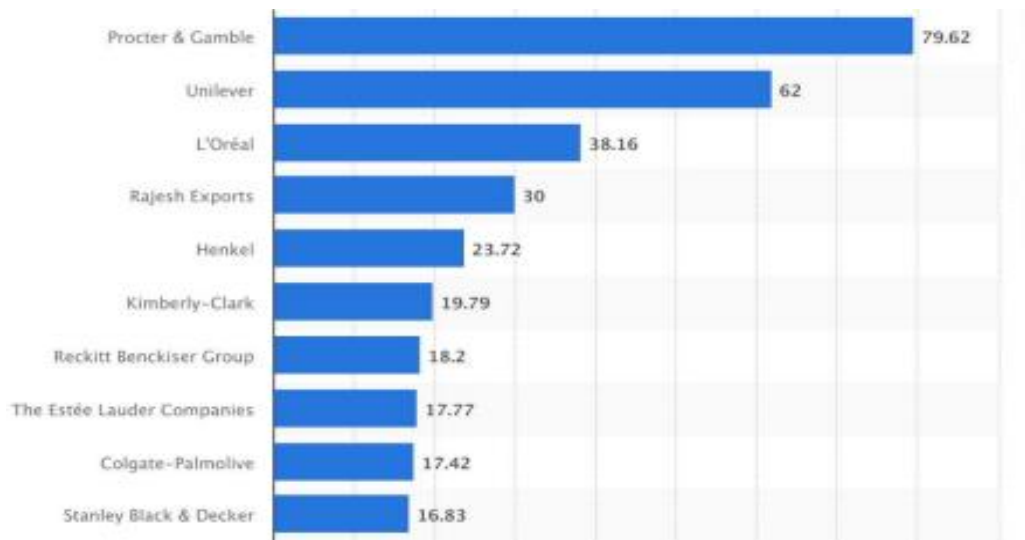


Figure 2: Market Positioning of Unilever

(Source: Yang, 2023)

1.2. Market positions of Unilever PLC

The market of Unilever is about 20 billion. The Consumer-Packaged Goods Company enlisted in New Year stock exchange in 2010. Nearly 135000 employees are engaged with Unilever. Unilever has more than half of its turnover in emerging markets, which can offer greater growth opportunities (Fadelia, 2025).

The market positions around 3 per cent in Western European products, 20 per cent in food products in Europe, and 25 per cent in the shampoo and detergent market, where 35 per cent are skin care and personal care products acquired by Unilever PLC. An operating income of more than 10 billion is already expected in the year 2024-2025. Stakeholders like BlackRock invested approx 7.50%, The Vanguard Group, Inc invested around 8.10% of the investing a certain percentage to the company.

2. External and Internal Environment Analysis (1500 words)

2.1 External and Internal Environment Analysis of Unilever

PESTLE Analysis

Political Aspects: The selected company in the report, Unilever, operates across both emerging and developed markets of the globe and is highly exposed to political and regulatory challenges. Trade policies, tariffs, Brexit regulations and geopolitical

tensions created as one of the serious concerns that influenced both the sourcing and distribution aspects, such as cost, in the overall proceedings (Binti Tsuraya et al., 2023). For instance, shifts in trade agreements between the UK and EU and emerging economies affected the supply chain structures as well as the pricing strategies of the company, measured at the highest potential level (Narikiyo, Harris and Elmassri, 2025). The core strategic aspects created as one of the potential impacts where the political aspects compel Unilever to decentralise operations, strengthen compliance mechanisms, and pursue geographic diversification to mitigate risk.

Economic Factors: Economic growth rates, inflation, exchange rate volatility and consumer purchasing power created as well as strongly influenced the pricing positioning of Unilever. Considering the fact that Unilever operates across emerging markets of the globe found successfully targeted the rising middle-class populations (Hu and Zeng, 2024). Additional factors include currency fluctuations affecting the profitability of the company, where revenues are generated globally and consolidated globally. Exploring the strategic impact, Unilever adopted cost leadership strategies through creating supply chain optimisation as well as operating business across its emerging nations of the globe.

Social Factors: The ongoing as well as the current conditioning of the determined aspects created as one of the major impact over the social aspects through conceptualising the current brand positioning (Yang, 2023). Unilever's Sustainable Living Plans reflected its response to these social trends through creating as one of the strong emphasis over purpose driven branding as well as enforcing CSR initiatives.

Technological Factors: Digital transformation is reshaping the FMCG marketing insights, where disruptions are explored as well as conceptualised through enhancing the overall operational efficiency as well as consumer insights (Nurhidayah, Setyaningtyas and Syakira, 2025). For example, social media as well as other digital platforms played as one of the major role where Unilever invested strategically in digital marketing, automation, along with research and innovation, where the advancement of technology played as one of the pivotal role.

Environmental Factors: Climatic change is one of the serious concerns through enforcing serious rules and regulations aligned with the long-term specifications of the company (Haryanto, 2025). The company faces scrutiny over palm oil through its

sourcing plan for oil and plastic waste. For example, Unilever's high commitment to net zero emissions, as well as creating sustainable sourcing aspects, reflected a strong adoption of the environmental challenges.

Legal Factors: Compliance with the consumer protection rules and regulations, aligned with the labour regulations created as one of the potential aspects of the trade laws that hold as one of the crucial aspects (Zinaida and Sulistyanto, 2024). For example, specifying the legal risks will include litigation related towards protecting safety or misleading claims where Unilever maintains as well as created strict governance and risk management systems.

2.2. Critical Success Factors (CSFs) and Strategic Challenges

The company itself created a major impact while operating in both the UK and overseas markets through specifying and assessing the current success factors aligned with specifying the long-term goals and objectives (Zhao, 2025). Considering key factors will include improving through maintaining a strong brand portfolio, innovation capability, and sustainability leadership, as well as exploring strong global SCM operations through specifying strong market penetration across the emerging markets.

Alongside specifying, the key areas of consideration will be created, as well as redefining the ongoing context. For example, specifying as well as creating intense competition from the firms such as Procter and Gamble and Nestle completely operating globally (Ahmed, 2024). Additionally, specifying the determined aspects will also explore the ongoing aspects through assessing the rising input costs, as well as specifying the ongoing regulatory challenges through assessing shifting demands, through exploring private level growth across both developed and emerging markets across the globe.

2.3. Internal Environmental Analysis

Assessing the key as well as the current resources will explore and determine the ongoing considerations through assessing and evolving the current proceedings. For example, the key factors of consideration will help assess the ongoing proceedings

aimed through combined the overall business operations aligned with the long-term business objectives.

The following attributes will be included as follows:

Internal Environmental Analysis	
Key Resources	
Tangible Resources	• Global manufacturing facilities • Financial strength and cash flow • Advanced RandD centres
Intangible Resources	• Brand equity (e.g., Dove, Lifebuoy) • Patents and proprietary formulations • Organisational culture focused on sustainability • Strong distribution networks
Capabilities and Core Competencies	• Brand Management Expertise: Ability to build purpose-driven brands • Supply Chain Excellence: Efficient global logistics • Innovation and RandD, Rapid product adaptation • Sustainability Integration: Embedding ESG into operations

2.4. VRIO Analysis of Strategic Capabilities

Resource/Capability	Value	Rarity	Imitability	Organisation	Competitive Implication
Strong Global Brands	✓	✓	Difficult	✓	Sustained Competitive Advantage
Supply Chain Network	✓	Moderate	Costly	✓	Temporary Advantage
Sustainability Reputation	✓	Relatively Rare	Difficult	✓	Sustained Advantage
Financial Resources	✓	No	Easy	✓	Competitive Parity

Critical Evolution

VIRO Analysis	
Value	The company created a strong value aligned with adding significant customer value proposition aligned through driving premium pricing options.
Rarity	Not all competitors possess equally strong and purposeful delight through conceptualising purpose-driven brands aligned through assessing the key areas of consideration.
Imitability	Specifying the context of brand equity as well as sustainability will explore the key areas of consideration aligned with the cultural aspects through determining socially complex and path-dependent factors, making imitation costly.
Organisation	Unilever's overall organisational aspects create and support through creating and aiming the ongoing leveraging aspects aligned with the organisation's overall capabilities in an effective manner.

2.5. Contribution of Internal Strengths to Competitive Advantage

The competitive advantage of Unilever lies within the company's brand value, where the perceptions of competitive advantages arise from the alignment between its internal strengths and external capabilities aligned within assessing various kinds of situational circumstances (Fatyandri and Lie, 2023). For example, the ongoing raising of environmental awareness (external) specifies the external awareness by assessing Unilever's sustainability capability (internal). Along with the same point in time, determining the digital transformation process, i.e. assessing the external aspects, and assessing the current matches its overall investment over the core technological considerations, as well as analysis, created as one of the major role to play aligned through specifying the ongoing aspect (Kang, Lee and Choi, 2023). Assessing the economic perceptions might create pressure through encouraging efficiency, supported through specifying the required SCM operations aligned with specifying the right distribution channel. The company, alongside, creates the right equity by enabling the required pricing customer loyalty as well as creating the required resilience during the economic downturns (Fan and Zhao, 2024). However, assessing the current competitive advantages aligned with specifying the dynamic creation of continuous innovation, effective cost management, as well as specifying ESG leadership creates as well as plays as one of the crucial aspects aiming towards maintaining superiority over rivals.

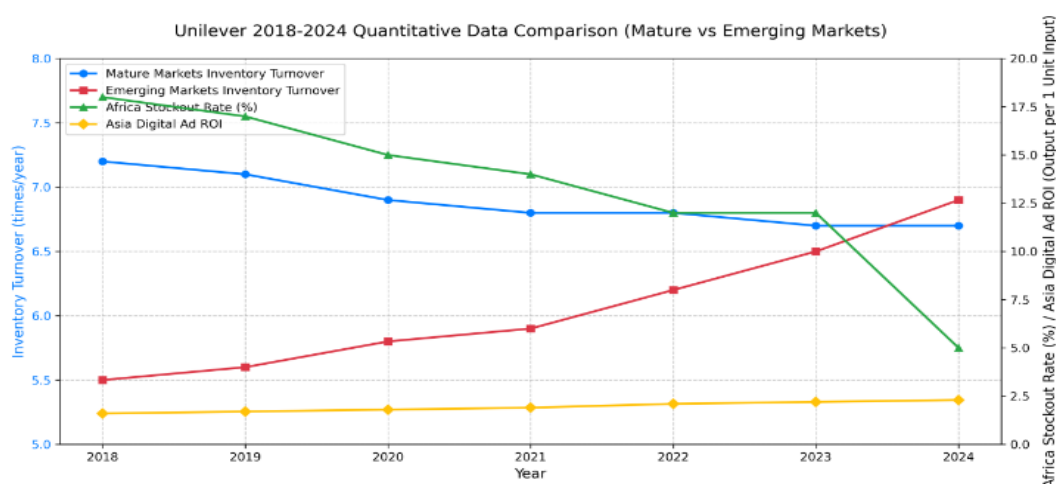


Figure 3: Market Positioning of Unilever over both Mature and Emerging Markets

(Source: Zhao, 2025)

Hence, Unilever as a whole successfully operates within a complex business environment shaped by assessing the current context aligned with assessing core aspects aligned through determining political, economic, social, technological, environmental, and legal factors (Syifa, Apriyanti and Maiyaliza, 2025). On the other hand, external pressures such as creating as well as determining the sustainability demands, inflation, and digital disruption significantly influence strategic decisions (MANDE and OlaideTAOFEEK, 2023). Critical success factors will include as well as foster with creating as well as redefining strong brand value aligned through specifying strong branding, innovation capability, and supply chain efficiency. On the other hand, specifying the key strategic challenges will involve overall competition, cost pressures, and regulatory compliance.

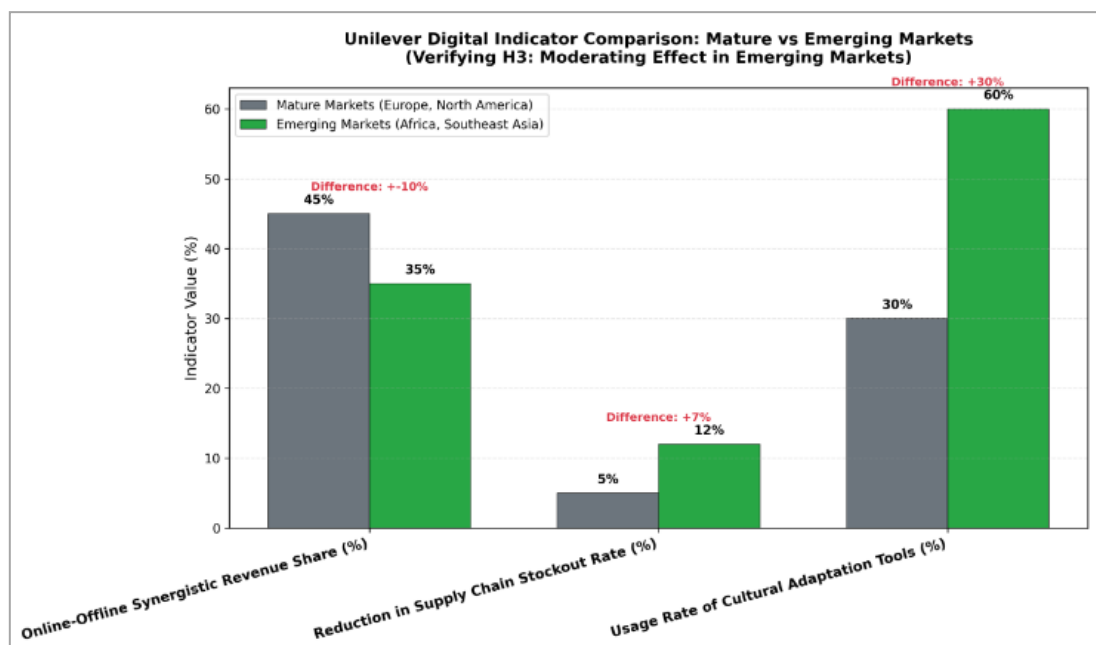


Figure 4: Digital Indicators of Unilever

(Source: Zhao, 2025)

3. CSR and Sustainability objectives

CSR of Unilever has played for the global context since 2013. The company is committed to growing its business through various activities like building healthy relationships with stakeholders, promoting products through various announcements at general meetings with audiences. For example, assessing skill development of employees, social gathering, education and training with various long-term projects help Unilever reach beyond boundaries (MANDE and Olaide TAOFECK, 2023). In the

year 2015, the company implemented its CSR law in the domestic region. Through this, the usefulness of wastage products was demonstrated. By the year 2019, its product recycling cost reduced by almost 15% of the aggregate cost.

The CSR strategy of the company is to promote health and Hygiene and Nutrition, rural development, and sustainability of the environment in all aspects of villages. Spreading awareness and implementing the best possible outcomes from the efficiency of regenerative agriculture.

Besides all of these strategies, the company's objective is to enhance livelihoods, business expansion, and regenerating the resources in the much-needed sector of a town or village. Maintaining all the law abide by, the government Unilever makes necessary provisions on ongoing projects with due compliance (Syifa, Apriyanti and Maiyaliza, 2025). Unilever focuses on small actions where increasing social impact can make a difference within the organisation's health. Its objective is to inspire people in the village or small-scale town to reduce the wastage of the products for better crowd-sourced sustainability.

In the village, more than 35% of the material comes wastage products. CSR plays a vital role to regenerate the profit through this transformation of goods (Fatyandri and Lie, 2023). The company brings extra expert opinion and research to benchmark its operations day by day for better brand innovations and sustainability (Fan and Zhao, 2024). Focusing on core areas to develop a product range and social impact in the global market, the company is striving for better growth and delivering economic, social and environmental benefits for itself and its stakeholders.

Objective	Target	Strategy
Accelerating the development of reliable, modern, and integrated infrastructure and able to solve urban problems	Improving the function and management of flood and abrasion control infrastructure	Build and maintain flood and abrasion control infrastructure.
	Improving access to proper sanitation	Improving the availability of clean water infrastructure.
		Build and manage a wastewater treatment system.
		Reducing waste and improving waste management services
	The realization of safe, adequate, modern, integrated, environmentally friendly and affordable transportation facilities and infrastructure for all Jakarta residents	Supervision and control of traffic and transportation
		Increase connectivity in the province
		Maintaining the condition of provincial roads in a stable condition, increasing the length of roads with utility network infrastructure
		Development of Public Transport System
		Development of facilities and infrastructure for traffic safety

Unilever is one of the highly rated companies in the global aspects. After going through the process of researching, some observations were noticed by my side to explain the company's overall growth in the global arena (Kang, Lee, and Choi, 2023).

4. Comprehensive and holistic view of the organisation

4.1. Balanced Scorecard Analysis (Kaplan and Norton, 1992)

The concept of Balance Score Card provides the required as well as a multidimensional approach that integrates financial and non-financial measures to translate strategy into performance outcome aligned with specifying the long-term set of goals and objectives (Fadelia et al., 2025), for Unilever, whose corporate purpose is to make sustainable living commonplace, the perceptions of Balance Scorecard are measured in particular and found highly relevant as it aligns profitability with sustainability, innovation and stakeholders' value.

Perspective	Objectives	KPIs	Targets	Key Initiatives
Financial	The financial objectives of Unilever mainly focused on the key areas towards delivering overall consistent revenue growth, margin expansion, as well as exploring long-term shareholders values towards focusing on core funding initiatives (Khalid, 2023). Considering the fact that assessing the key strategic initiatives will create the right as well as effective strategies aligned with specifying the long-term financial goals (Khalid, 2023). Financial performance measures from activist investors led towards restricting the overall initiatives aimed towards improving profitability and agility (Fadelia et al., 2025). Thus, financial attributes will keep increasingly linked towards operating efficiency and innovation rather than volume alone.	Sales growth, Operating margin, EPS. Key performance indicator, i.e. KPI, will include as well as elaborate on the Underlying sales growth (USG), Operating Margin Percentage, assessing Free Cash Flow aligned with specifying return on invested capital (ROIC) through assessing Earnings per Share (EPS), will explore as well as specify the key areas of consideration (Handayani and Nurzhavira, 2024).	Mid-single-digit growth. Target, through assessing the ongoing attribute, will look forward in order to executing and determining the key points of consideration aligned with mid single-digit annual sales growth through assessing the required and progressive improvement aligned with specifying operating margin in order to ensure a strong cash conversion ratio.	Portfolio optimisation, premiumisation, cost efficiency. Strategic initiatives will create as well as specify the ongoing aspects in order to execute portfolio rationalisation, i.e. divesting low growth brands through assessing premiumisation strategy in beauty and wellbeing. Unilever, therefore, must balance short-term profitability with long-term sustainability investments.
Customer	The strategic objectives for Unilever, aligned with specifying the long-term set of goals and objectives will look forward to improving that will redefine with strengthening brand loyalty as well as trust through increasing market share across emerging markets (MANDE and OlaideTAOFEEK, 2023). For example, analysing the strategic initiatives will focus on exploring suitable packaging options in order to promote	Market share, NPS, Brand equity. Positioning brands found highly suitable and purpose-driven aspects in order to determine the key areas of consideration explored through determining Unilever's objectives. KPIs will include market share through specifying the company's product category, where brand	Category leadership. Hence, key strategic initiatives will include, as well as allow the mentioned company in the report, towards focusing on sustainable packing innovation, focusing in health conscious reformulation, i.e. reduced salt and sugar, along with expanding their business across plant-based product lines.	Sustainable products, D2C expansion. Unilever advantages purpose led branding aims to enhance emotional connections with customers, aligned with assessing the current marketing conditioning, measured at the highest potential level.

	growth in premium products and health focused system. For example, the perceptions of digital marketing as well as direct-to-consumer channels will provide the key, as well as creating the right areas of long-term goals (Fan and Zhao, 2024).	equity scores are aligned with the NPS, as well as consumer perception of sustainability and trust (Syifa, Apriyanti and Maiyaliza, 2025).	Hence, in a highly competitive market structure such as the FMCG sector, Unilever must focus on differentiation through creating sustainability and brand purpose, which played as one of the crucial role (Kang, Lee and Choi, 2023).	
Internal Processes	Assessing the current conditioning aligned with the business objectives of Unilever will improve the overall strategic objectives, aiming towards specifying the ongoing attributes that imply improved SCM resilience, accelerating the innovation cycle through fostering its overall efficiency level (Fatyandri and Lie, 2023).	Time-to-market, Carbon reduction. KPIs under the mentioned circumstances improved time to market for new products, where Unilever must focus on enhancing its overall efficiency through ensuing cost-effective SCM operations (Ahmed, 2024).	Net-zero by 2040. The company internally pledged towards delivering net zero emission by 2040 through fostering continuous productivity improvement. Finally, key strategic initiatives will also look forward to the selected company in the report through executing AI-driven demand forecasting, along with focusing on lean manufacturing and automation.	AI forecasting, lean manufacturing. Finally, assessing the overall operational excellence will underpin financial and customer success through embedding its overall sustainability into internal processes. Unilever integrates environmental responsibility with efficiency.
Learning and Growth	The strategic objectives under the mentioned circumstances will specify the overall as well as ongoing objectives where Unilever, the selected company in the report, focused towards executing an innovation culture aligned with strengthening leadership agility towards promoting inclusion and diversity simultaneously (Fatyandri and Lie, 2023).	Engagement scores, Training hours. Key factors will include the KPI aspects that improved employee engagement scores through executing diversity metrics in leadership and innovation pipeline metrics measured at the highest potential level.	Improved engagement annually. Targets will include Year-on-year improvement in engagement, aligned with assessing the key strategic initiatives that will include leadership development programmes, digital up-skilling aligned with hybrid working models	Leadership development, digital up skilling. The overall learning as well as growth perceptive will imply the foundational towards developing long term competitive advantage across a volatile global market aligned with specifying human capital and innovation capabilities towards enabling Unilever to adapt and sustain advantage.

5. Strategic Choices and Implementation

5.1. Business-Level Strategic Choices

Differentiation Strategy

Measured at the business level, strategy Unilever created the right point of differentiation through assessing as well as exploring the ongoing attributes where Unilever primarily adopts the perceptions of differentiation strategy through creating the right areas of consideration where Unilever might differentiate by adopting the following approach elaborated as follows:

- Unilever focused on purpose-led branding (e.g., sustainability and ethical sourcing)
- Unilever focused on premiumisation in Beauty and Wellbeing
- Unilever focused on product innovation (plant-based foods, eco-friendly packaging)
- Unilever focused on strong brand equity across global markets

Advantages will include building effective customer loyalty through enhancing customer loyalty with fostering brand equity, as well as supporting premium pricing (Ahmed, 2024). On the other hand, limitations might lead to creating higher operational risk and cost over price sensitive markets.

Cost Leadership (Selective Hybrid Approach)

Measured at the business level of Unilever, the company, although not exploring a pure leader like some private-label competitors, where the selected company in the report must focus through aligning with the following aspects elaborated as follows:

- The company must focus towards building economies of scale
- Unilever must focus on exploring global procurement capabilities
- Supply chain optimisation played as one of the pivotal role
- Automation and digital forecasting played another pivotal role

As compared with the above two strategies, the right strategic choice will create as well as improve the core effectiveness aligned through assessing a focused

differentiation strategy, particularly in high-growth, premium, and health-conscious segments.

Corporate-Level Strategic Choices

Measured with the corporate level choice, the proceedings of the current discussions will create as well as specify the ongoing attributes aligned through specifying as well as assessing the strategic choice of Unilever elaborated as follows:

Diversification

Unilever, apart from the company's basic and featured offering the company found successfully enhanced over the health, wellbeing, and plant-based food segments, where the related diversification will allow towards leveraging existing RandD, branding, and distribution capabilities (Fatyandri and Lie, 2023). The evolution process will improve toward reducing dependence on mature product categories in emerging markets.

International Expansion

Unilever creates as well as generates as one of the most effective aspects through assessing a significant portion of revenue from emerging markets such as India, Southeast Asia, and Africa, continued over the ways through offering continued expansion with offering the right growth opportunities due to rising middle-class consumption (Kang, Lee and Choi, 2023). Key advantages will include assessing high-growth markets with specifying risk diversification, whereas challenges include currency volatility as well as assessing

Portfolio Rationalisation

In recent times, Unilever focused on divesting underperforming brands in order to improve the level of agility as well as profitability through creating and reflecting on moving towards moving over strategic focus, as compared with focusing on an extensive diversification process.

5.2. Recommended Corporate-Level Strategy and impact of strategic implications

Recommended over the ways specifying the corporate level strategy will be assessed through focusing on related diversification aligned with health, wellness, and sustainable categories, with strengthening emerging market expansion (Fan and Zhao, 2024). The mentioned approach was found to be successfully aligned with assessing the RBV leveraging Unilever's brand equity, sustainability capabilities, and global distribution network.

Change Management and Strategic Implementation

The mentioned company in the report undergone through specifying organisational restructuring in recent years where both change management and strategic implementation found undergone significant organisational restructuring in the recent years (Syifa, Apriyanti and Maiyaliza, 2025). Key points of consideration will include the following:

- Simplification into focused business groups
- Leadership transitions
- Operational cost restructuring
- Increased performance accountability

Strengths in Change Management

- Clear strategic communication around sustainability
- Investment in digital transformation

Weaknesses

- Cultural resistance to rapid restructuring
- Criticism from activist investors over underperformance

6. Strategic Evaluation and Recommendations

6.1. SWOT Analysis

The application of SWOT Analysis explored as well as created the key areas of consideration through assessing the current as well as ongoing situational circumstances through assessing both the macro and micro environmental perceptions.

Strengths	Weaknesses
• Strong global brand portfolio • Maintains an extensive distribution network in over 190 countries • Sustainability leadership and ESG reputation (Syifa, Apriyanti and Maiyaliza, 2025)	• Raising commodity costs created one of the serious concerns • Exposure to price-sensitive emerging markets (Fadelia et al., 2025) • Slower innovation cycle compared to agile niche competitors
Opportunities	Threats
• Growth in plant-based and health-conscious products • Focused on beauty and well-being segments (Fan and Zhao, 2024) • Expansion over high growth emerging markets	• Intense competition from private-label brands • Creates currency volatility and geopolitical risks (Syifa, Apriyanti and Maiyaliza, 2025)

6.2. Ansoff Matrix Application

The application as well as the use of the Ansoff Matrix will provide as well as explore through assessing the ongoing attributes explored with specifying as well as using key factors of consideration through assessing the determined attributes.

Market Penetration	Product Development
The selected company in the report will look forward to assessing and strengthening its brands in the existing market through incorporating premiumisation and digital engagement.	The company maintained a continuous product development approach by entering plant-based foods as well as incorporating sustainable packaging innovations.
Market Development	Diversification
Creating the required market development activities will look towards assessing the key aspects aimed at specifying and accomplishing the long-term set of goals (MANDE and OlaideTAOFEEK, 2023). Operating across emerging markets such as India, Africa, and Southeast Asia, offering both existing and new products will create and deliver the right strategic choice.	The company successfully diversified across various sectors, including health, wellness, and functional nutrition sectors (Fadelia et al., 2025). The option related to diversification will include key through entering emerging as well as targeting emerging sectors.

6.3. Recommendations with justification

- ***Accelerate Digital and Direct-to-Consumer (D2C) Expansion***

Unilever must focus on assessing the commencement of core technological considerations through strengthening digital platforms to gather consumer data, improve margins, and enhance brand loyalty. As per the theoretical interventions, the dynamic capabilities theory, firms that adapt to digital ecosystems outperform competitors. Justifying the ongoing context, companies like Nike's D2C strategy significantly improved profitability and customer engagement.

- ***Focused Premiumisation Strategy***

Prioritising high margin categories will create as well as execute across various categories that conceptualise Beauty and Wellbeing and exit low-growth segments. The context is aligned with specifying the core interventions of BCG portfolio

optimisation and supports margin expansion. Justifying the related attributes, BCG portfolio optimisation will create the right support for margin expansion.

- ***Increase Operational Agility***

Streamlining effective decision making will successfully enhance supply chain responsiveness through AI and automation. Justifying the related attributes, adopting lean management principles can improve both cost effectiveness and leadership attributes.

- ***Strengthen Emerging Market Strategy with Local Adaptation***

Adopting a transactional strategy will create as well as balance global brand consistency with local responsiveness through reducing cultural and economic risks.

- ***Enhance Financial Discipline alongside ESG Commitments***

Linking the core aspects will specify the overall and ongoing KPI insights that are directly explored in financial performance metrics. Justifying the context will demonstrate measurable return on ESG investments, improving the confidence level of the investors.

Section 2

2.1. Gibbs Reflective Cycle

2.1.1. Description:

Unilever PLC drives the best possible sustainability for its products for the global aspects as a whole. I observe its core competencies in strategy, evaluation and execution for more than 300 brand values. The Gibbs makes a clear context report of the marketing frameworks. My perspective based on this research comes with certain criteria, which could make an impact on the social and real market platforms. The model is evaluated properly, where the csr should have its competitiveness in the company's vision. The core committee for conducting and applying the measurement of the model described for the best-selling products

I figured out the ultimate strategy to implement the best model for evaluating the global market's acceptance and develop the product quality for the integration of values. I found that the CSR model, with an annual report for a better picture, along with the external and internal environments of the organization draws global attention to introduce the company in more countries in the upcoming years. Thus, the structure of the report, in my views can take action by applying the best possible strategy for the highest outcomes.

2.1.2. Feelings

My point of view for selecting a global company like Unilever is to draw on and to influence its credentials and strong sustainability. Companies' this activity helps me to elaborate and restructure my thought process. I felt some critical analysis of the model, which led me to some vast experiences concerning the impact of its products. The percentage of the net wealth and revenue is really crushing. By the process theoretical framework of the company, I feel the economic structure has a positive outcome in the social platform and its annual reports. Branding and promotion of the products by applying the best model creates a significant impact on the market and the company. I believe the improvement and understanding of the work process, roles and strategy to use the resources motivates my feelings and enhances my knowledge to engage

self to analyses the successes and challenges. The company elaborates its process for solving skills and teamwork for achieving professional goals.

2.1.3. Evaluation

Some of the positive approach by evaluation of the above criteria includes a clear objectivity while focusing on social contribution. There are a lot more actions taken to reach out globally. There are some restrictions and limitations of the strategy used by the company. During the research stage, the company allows very few people for promotions and endorsements. Understanding the people's needs according to the market response, the company is often not very keen to consider the situation. I also realised that some of the fellows are not able to gather the experience provided by the company through self-awareness and workshops. I also observe that the actions taken by the stakeholders and internal employees critically to contribute to the organisation for the upcoming challenges. While the result was commendable, the journey there revealed some communication gaps. Team updates were not always timely, leading to confusion and last-minute rushes.

2.1.4. Analysis

Using the model by the company for difference aspects of the operations, I realised that the challenges are certainly placed in road to promotions and marketing. I also prefer the **Porter Five Forces model** to describe the business processes to integrate and evaluate the strategy and competencies of Unilever.

Now the stakeholders are more aware for investments performances. Above all, I believe that the company is always striving for its best possible outcomes for the financial investors and internal challenges, but still, the short-term restructuring of the business module often criticized financial stability of the business and affects profitability. Based on my understanding providing financial diagrams for indices and the capability of innovations, PESTEL analysis highlights the internal and external environment of both financial and social aspects. Therefore, the best model has introduced for understanding the capabilities or measuring the performances on a long-term basis. The Action Plan stage transforms reflection into concrete professional development. The support staff must provide adequate support to the next level to accomplish the job for contributing the best ever-possible outcomes.

2.1.5. Conclusion

After reaching the consequences of the method adopted by the company, like Unilever, the method of evaluating the process is stated by the upper-level staff to summarise the task for future growth.

Understanding the sustainability of giving proper efforts to accomplish the strategy, I personally realised that whichever model is used to minimise the risk for making stronger recognition in the global market, continuous benchmarking and best alternatives resources need to be found out from drilling of thoughts from the higher-level staff and employees of the organisation. Based on my understanding I feel that Unilever is making its efforts to do so far, but the incorporation of qualitative and quantitative data for making such a model useful needs to be evaluated properly. Moreover, my overall analysis from any data or resources requires support with adequate thinking and stronger analytical skills. I believe that it is also necessary to appraise that the research time needs to be allocated properly and point out the risks and limitations of the global market. Stakeholders are aware of the situations where techniques that is more interpersonal have to grow for the betterment of the company.

2.1.6. Action Plan

I refer to the best possible outcomes is possible with a proper data collection process and techniques.

Better time management with the development of professional skills needs to be adopted by the staff for broader audiences, after that, it concludes with the meetings, the decisions made, action items assigned, and any unresolved issues. On the other hand action plan should have a smart goal or objective for the audience. And it needs to be relevant, time-bound and have a clear goal.

Besides, I believe that the proper documentation and planning of the work process with a regular checking system within a specific time frame needs to be in place for detailed specifications of the action plan with actionable steps would make the plan more successful. With adequate review and an action plan of specific strategies needs adjustments needed with actionable steps for a specific and expected outcome for clear path for future growth and improvement. Lastly, the Analysis step helps to think more deeply about ongoing research for Unilever.

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