

iva presentation

by Ivana Desevova

Submission date: 19-Jul-2023 10:04AM (UTC+0100)

Submission ID: 210399025

File name: 29746_Ivana_Desevova_iva_presentation_504180_2103199540.pptx (1.67M)

Word count: 606

Character count: 3968

A presentation on,
**Effects of Political,
Economic and
Sociocultural
environment of
United Kingdom in
the business
communication
strategy of Unilever**

Student Name: Ivana Desevova
Student ID: 2027510
Module- International Business
Communication

Background of Unilever in United Kingdom



1930

The year Unilever was Formed
(Astuti & Rahmanto, 2017)



Figure: Base of operation in United Kingdom (Morrison, 2011)
And 190 different Countries (Hulleman & Marijs, 2021)

400

Brands in Total
(Getchell, 2022)

Communication Strategy of Unilever



Figure: United Kingdom's Environment (Scherle & Coles, 2008)

Political Environment



Figure: Political Influence
(Steyn, 2018)



Figure: Social policies (Lenhart et al.,
2010)



Figure: Trade policies
(Singhal & Rogers, 2012)

- Political Environment of United Kingdom escalates to different directions of progression for Unilever (Astuti & Rahmanto, 2017).



Figure: Government Relations (Verbeke, 2013)

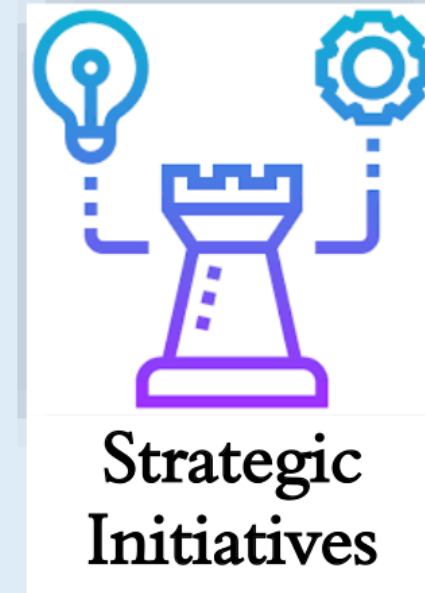
Economic Environment



- Business expansion for Unilever is dependent on the economic environment of UK (Getchell, 2022)



- Unilever tries to penetrate foreign market when its local base is stable, meaning the market of the UK (Hulleman & Marijs, 2021).



- Strategies like target audience capture and critical behavior evaluation matters the most (Morrison, 2011).

Socio-cultural Environment



Figure: Cultural Sensitivity
(Coombs & Holladay, 2022)

- Cultural sensitivity is considering the adaptability of different existence according to allowance of the surrounding (Singhal & Rogers, 2012).



Figure: Social Diversity (Steyn, 2018)

- Social diversity is the tolerance and acceptance of diverse race in an environment (Verbeke, 2013).

Legal Environment



Figure: Legal Environment Concepts (Ryan & Jeffreys, 2019)

- Advertisement and marketing policies, intellectual property protection, safety and privacy issues, employment and labor laws, regulatory compliance, and industry association terms and conditions influence the communication strategy (Coombs & Holladay, 2022).

Conclusion

- Understanding the global business environmental issues enables the manager to develop a communication strategy that successfully achieves the organizational goals and reaches the target audience (Scherle & Coles, 2008).



Figure: Unilever Banners (Hulleman & Marijs, 2021)

5

References

Astuti, A. and Rahmanto, A. (2017) 'The communication strategy in marketing based on Moslem's book', *Proceedings of the International Post-Graduate Conference on Media and Communication*. doi: 10.5220/0007325000950100.

² Bharadwaj, A., El Sawy, O.A., Pavlou, P.A. and Venkatraman, N.V. (2013) Digital business strategy: toward a next generation of insights. *MIS quarterly*, pp.471-482.

¹¹ Coombs, W.T. and Holladay, S.J. eds. (2022) *The handbook of crisis communication*. John Wiley & Sons.

⁴ Getchell, K. (2022) 'Spotlight on a thought leader in Business Communication: Joanne Yates—business communications' own standard-bearer', *International Journal of Business Communication*, 59(4), pp. 669–672. doi: 10.1177/23294884221115602.

¹ Hulleman, W. and Marijs, A. J. (2021) 'Economics and the Business Environment', *Economics and Business environment*, pp. 11–21. doi: 10.4324/9781003194989-1.

³ Lenhart, A., Ling, R., Campbell, S. and Purcell, K. (2010) Teens and mobile phones: Text messaging explodes as teens embrace it as the centerpiece of their communication strategies with friends. *Pew internet & American life project*.

References

- ¹ Morrison, J. (2011) 'Globalization and the business environment', *The Global Business Environment*, pp. 39–74. doi: 10.1007/978-0-230-34437-2_2.
- ⁷ Robles, M. and Robles, M. (2023) 'Formulating a communication strategy', *Purpose and Strategy in Communication*. doi: 10.4135/9781071908655.
- ⁸ Ryan, C. and Jeffreys, K. (2019) 'From organizing strategy to communication strategy', *Beyond Prime Time Activism*, pp. 100–123. doi: 10.4324/9781315181219-7.
- ⁶ Scherle, N. and Coles, T. (2008) 'International Business Networks and intercultural communications in the production of Tourism', *International Business and Tourism*, pp. 124–142. doi: 10.4324/9780203931035.ch7.
- ⁹ Singhal, A. and Rogers, E. (2012) *Entertainment-education: A communication strategy for social change*. Routledge.
- Steyn, B. (2018) 'Communication strategy', ¹⁰ *The International Encyclopedia of Strategic Communication*, pp. 1–12. doi: 10.1002/9781119010722.iesc0036.
- ² Verbeke, A. (2013) *International business strategy*. Cambridge university press.

ORIGINALITY REPORT

46%
SIMILARITY INDEX

36%
INTERNET SOURCES

12%
PUBLICATIONS

44%
STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to London School of Commerce Student Paper	8%
2	myassignmenthelp.com Internet Source	6%
3	www.tandfonline.com Internet Source	6%
4	Submitted to University of Wales, Lampeter Student Paper	5%
5	Submitted to University of Technology, Sydney Student Paper	5%
6	Submitted to Roehampton University Student Paper	4%

7	Submitted to De Montfort University Student Paper	3%
8	Submitted to University of Melbourne Student Paper	3%
9	Submitted to University of Glamorgan Student Paper	3%
10	www.scilit.net Internet Source	2%
11	journal.amikindonesia.ac.id Internet Source	2%

Exclude quotes

Off

Exclude bibliography

Off

Exclude matches

Off