



OCTOBER 25, 2023

UNILEVER PLC.

INTRODUCTION TO BUSINESS (LCBB4007)

RAJWINDER KAUR

STUDENT NUMBER: 2214604

Lecturer: Zahida Khan



Table of Contents

Introduction.....	2
Functions of business	
• Accounting and finance.....	2
• Marketing.....	2
• SWOT Analysis.....	3
• Management of human resources.....	3
Organisational culture	
• PESTEL Analysis.....	4
• Customer-focused.....	4
• Innovative.....	4
• Collaborative.....	4
• Responsible.....	4
• Agile.....	5
Conclusion.....	5
Reference List.....	6

INTRODUCTION

Unilever plc, a multinational consumer goods firm based in the UK, is one potential organisation to consider. It manufactures and distributes a range of products, including food, drinks, cleaning supplies, cosmetics, and personal hygiene items (Unilever, 2022). Public limited business Unilever plc is a part of the FTSE 100 Index and is traded on the London Stock Exchange (MarketScreener.com, 2023). As of July 1, 2023, the market capitalization of Unilever plc is \$131.41 billion (MarketScreener.com, 2023). The objective of Unilever plc is to mainstream sustainable living through the development of goods that satisfy consumer and societal demands while reducing their negative environmental effects (Unilever, 2022).

FUNCTIONS OF BUSINESS

Marketing, human resource management, and accounting and finance are Unilever plc's primary strengths. These tasks are crucial to operating a successful corporation in the marketplace since they enable the company to organize, carry out, keep updated on, and enhance its performance (Needle, 2015; Wade 2020).

Accounting and finance: This function controls the management of the company's financial resources, including cash flow, compliance, reporting, auditing, budgeting, and forecasting (Needle, 2015; Wade 2020). By offering financial analysis, insights, and guidance, accounting and finance also aids in the organization's strategic decision-making (Plc, 2023b). Unilever plc can increase its sales, profitability, cash creation, and return on invested capital by using accounting and finance to assist it reach these financial goals and objectives (Plc, 2023).

Marketing: Creating and providing value for the organization's stakeholders and customers is under the purview of the marketing function (Wade, 2020). In order to improve its market share, customer base, innovation pipeline, and brand equity, among other growth goals and objectives, Unilever plc needs marketing (Unilever, 2022; MarketScreener.com, 2023).

SWOT Analysis:

- **Strengths:** Unilever has a global reach, operating in 190 countries. It has a strong financial base and a diverse product portfolio with over 400 brands. The company's products are used by about 2.5 billion people daily (Unilever, 2023).
- **Weaknesses:** Unilever faces significant competition from other consumer goods companies like Procter & Gamble, Nestlé, and Coca-Cola. It also has a complex organizational structure (Unilever, 2022)
- **Opportunities:** Emerging markets present a significant opportunity for Unilever. There is also potential for growth in sustainable and health-friendly product (Unilever, 2022).
- **Threats:** The company faces threats from substitutes and new entrants, although these are considered weak forces (Unilever, 2022).

Management of human resources: The HR division is responsible for supervising the organization's human capital, including hiring, retaining, developing, engaging, rewarding, and recognizing employees (Needle, 2015; Wade 2020). It assists Unilever plc in accomplishing its human resources goals and objectives, including improving talent acquisition and retention, motivation and happiness among employees, learning and development opportunities, and performance management (Unilever, 2022; MarketScreener.com, 2023).

ORGANISATIONAL CULTURE

Unilever plc's purpose-driven mission of incorporating sustainable living determines the company's organizational culture (Unilever, 2022). The organization's activities and behaviors with regard to its consumers, workers, suppliers, communities, and environment are guided by this vision (Unilever, 2022; Nash, n.d.).

PESTEL Analysis:

- **Political:** Unilever is subject to various trade regulations and tariffs as it operates in over 190 countries (Unilever, 2022; Comparably, n.d.).
- **Economic:** The state of the economy can affect consumer preferences for cheaper, quality goods.
- **Sociocultural:** Unilever emphasizes social and environmental factors in its marketing, focusing on helping people feel and look good (Unilever, 2022; Nash, n.d.).
- **Technological:** The company emphasizes developing its digital marketing and selling methods. It also has a high level of automation (Unilever, 2023).
- **Environmental:** Unilever aims to grow its business while reducing its environmental footprint (Unilever, 2022).
- **Legal:** The company must comply with all local, regional, and global rules in each country where its products are distributed.

Customer-focused: The company prioritizes the needs of its clients in all that it does (Wade, 2020). It makes an effort to comprehend client demands and expectations more thoroughly than anybody else. Through its relevant, reasonably priced, easily available, and sustainable goods and services, it provides the client with superior value (Unilever, 2023).

Innovative: The company welcomes change and views obstacles as chances to improve. It encourages a culture of innovation, taking chances, and creativity (Needle, 2015; Wade 2020). It makes investments in R&D to produce fresh approaches to issues that affect society and customers (Unilever, 2022; Plc, 2023d).

Collaborative: Despite differences in roles, locations, and cultures, the organization performs as a single one. It makes use of the variety of viewpoints, backgrounds, and abilities within its populace (Needle, 2015; Wade 2020). With both its internal and external partners, it cultivates trustworthy partnerships (Unilever, 2022; Comparably, n.d.).

Responsible: The organization executes all of its business with honesty and accountability. Every market it works in has laws, rules, and conduct standards that it respects and abides by. According to Unilever (2022; 2023), it makes a good contribution to the social and environmental causes that are important to its stakeholders.

Agile: The company responds to shifting consumer needs and market situations with speed and efficiency. To facilitate quicker decision-making and execution, it streamlines and simplifies its procedures and organizational structures (Needle, 2015; Wade 2020). It gives its citizens the freedom to respond quickly and adaptably (Unilever, 2022; Comparably, n.d.).

Unilever plc's organizational culture has the potential to impact the organizational environment in a number of ways since it determines how the company engages with its clients, partners, staff, suppliers, and surrounding community (Unilever, 2022; Nash, n.d.). For instance, by providing goods and services that either match or surpass customers' expectations, Unilever plc can increase customer loyalty and satisfaction by adopting a customer-centric culture (Unilever, 2022; Comparably, n.d.). Unilever plc may strengthen its competitive advantage and distinctiveness by developing goods and services that are exceptional in quality and sustainability and have a creative culture (Unilever, 2022; Unilever, 2023). Unilever plc can enhance its operational efficiency and effectiveness by accessing the capabilities and advantages of many teams and partners through the adoption of a collaborative culture (Unilever, 2022; Comparably, n.d.). Unilever plc may enhance its reputation and credibility by exhibiting ethical and social responsibility in all facets of its operations through the cultivation of a responsible culture (Unilever, 2022; Unilever, 2023). Unilever plc can increase its responsiveness and resilience by adjusting to the shifting market opportunities and needs by fostering an agile culture (Unilever, 2022; Comparably, n.d.).

CONCLUSION

By coordinating actions and behaviors within the organization with its vision, aims, and objectives, the primary responsibilities and culture of the organization can enhance overall organizational performance. The organization's core competencies and culture can also help it generate value for its clients, staff, investors, and the community. The organization may fulfill its mission of establishing sustainable living as the norm and rising to the top of the global sustainable business scene by achieving this.

Reference List

Comparably. (n.d.). Unilever Mission, Vision & Values. Available at:

<https://www.comparably.com/companies/unilever/mission> (Accessed: 20 October 2023).

MarketScreener (2023) 'Unilever: Annual Report and Accounts 2022,' MarketScreener, 28 March. <https://www.marketscreener.com/quote/stock/UNILEVER-PLC-9590186/news/Unilever-Annual-Report-and-Accounts-2022-43360031/>.

Nash, R. (2021) 'Unilever Mission Statement analysis and vision - ItsTimeForBusiness,' ItsTimeForBusiness, 3 September. <https://www.itstimeforbusiness.com/unilever/>.

Needle, D. (2015). Business in context: An introduction to business and its environment. 6th ed. Boston: South-Western Cengage Learning.

Plc, U. (2023) 'Archive of Unilever Annual Report and accounts,' Unilever [Preprint]. <https://www.unilever.com/investors/annual-report-and-accounts/archive-of-annual-report-and-accounts/>.

Plc, U. (2023b) 'Leading and delivering on sustainability through our Compass commitments,' Unilever, 7 September. <https://www.unilever.com/news/news-search/2023/leading-and-delivering-on-sustainability-through-our-compass-commitments/>.

Plc, U. (2023b) 'Overview,' Unilever [Preprint]. <https://www.unilever.com/investors/results-presentations/overview-full-year-2022/>.

Plc, U. (2023d) 'Sustainability for investors,' Unilever [Preprint]. <https://www.unilever.com/investors/sustainability/>.

Unilever. (2023) 'Sustainability for investors,' Unilever [Preprint]. <https://www.unilever.com/investors/sustainability/>.

Unilever. (2023) Unilever Global: Making sustainable living commonplace. <https://www.unilever.com/>.

Unilever. (2023). Our company. Available at: <https://www.unilever.com/our-company/> (Accessed: 20 October 2023).

Wade, M. (2020). Introduction to Business. Seneca College, Pressbooks.