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1. Introduction

The fraction of strategic management and sustainability module focuses on the BA Business Management program which has a detailed study of a British Plc company that is listed on the London Stock Exchange. Strategical choices and working out an action plan for the case company's analysis are the main objectives (Andrişan and Modreanu, 2021). As part of this report, students will critically look at the company's corporate and business strategies, analyze the adequacy of such strategies to factors such as resources and capabilities, assess the implementation of these strategies, and finally consider sustainability for the long-term competitive advantage. This report aims to conduct a thorough analysis of strategic options from scratch applied to a selected British PLC company. This analysis will determine the degree of alignment between the strategies and available resources and capabilities as well as evaluate the implementation of the strategic plan. Along with that, the report is also designed to rate how the company has handled sustainability and environmental issues and it has provided recommendations for future strategic goals that are meant to increase sustainability practices to earn an unbeatable competitive advantage. The report starts by explaining what company it is about, providing you with its background, history of establishment, industry, and its current market position. Then for conducting the same, the study takes a look at the company's corporate and business strategies after evaluating thoroughly its resources and capabilities. The analysis report is a tool of strategic analysis that applies the statistical models as well as the frameworks.

2. Company Overview

A case study undertaken in this report is Unilever Plc. , based in the UK. Unilever PLC is a company that manufactures consumer goods of different types with headquarters in London (United Kingdom). It ranks by position among the biggest fast-moving consumer goods (FMCG) companies, with a wide assortment of brands practically in all categories – food and beverages, home care, personal care, and beauty. Unilever has its origin in the union of Lever Brothers, United Kingdom-based soapmaker, and Margarine Unie, Netherlands' renowned margarine producer, in 1929 (Zeemering, 2021). Unilever has evolved considerably starting from being a product line and gradually moving towards the market leader position. The global corporation has witnessed the acquisition of

numerous companies, organic growth as well as diversification. The company has gone a long way since its start as a multinational organization, reaching more than 190 countries and jurisdictions, with social responsibility and sustainable production being its strengths.

The FMCG sector is composed of highly competitive enterprises that base their success on initially innovative products, market volatility, and the relentless pressure from the competition. These difficulties notwithstanding, the Unilever brand has gained a natural monopoly by taking advantage of its wide product range, international distribution system, and powerful research and development (R&D) capabilities (Sanches, 2022). Unilever has an impressive portfolio of well-known brands, including Dove, Knorr, Lipton, and Axe, it occupies a dominant place in the consumer goods industry all over the world and its efforts and achievements in the field of sustainability and corporate social responsibility are widely recognized. Being a giant in the FMCG industry, Unilever aims to foster progress, create valuable solutions, and deal with the current societal and environmental concerns we face.

3. Analysis of Corporate and Business Strategies

Unilever PLC uses different business and corporate strategies to get ahead of competitors as well as sustain its sustainable development. Unilever's business tasks comprise constantly offering new products which in turn cater to consumers' different needs. This process entails creating new brands and acquiring brands already present in the market place finding their way into new markets, and into new product categories. Unilever emphasizes branding and innovation to identify core points of differentiation and maintain the loyalty of consumers (Ashrafi, 2020). Therefore brand building and innovation are indispensable for the development of the firm. We commit to constant and intensive research to develop new products that satisfy the ever-evolving consumers through their changing habits and tastes. Besides being a leader in sustainability and possessing the mentioned sustainable business practices as part of its core business strategy, Unilever is making excellent use of innovation to promote a more sustainable world. This includes carrying out practices that will help in reducing environmental impact, promoting a clean supply chain, and using CSRs like the

Unilever Sustainable Living Plan to tackle issues like poverty and inequality (Barauskaite, 2021).

To analyze Unilever's corporate and business strategies, several frameworks can be employed: To analyze Unilever's corporate and business strategies, several frameworks can be employed:

SWOT Analysis: SWOT analysis is a technique to point up Unilever's strengths, weaknesses, opportunities, and threats. Thus, it gives a clear understanding of Unilever's strategic position as well as its future position (Barbosa, 2020).

Porter's Five Forces: Porter's Five Forces analysis can be employed and an assessment of conditions in an FMCG market regarding the extent of negotiating with suppliers, buyers, and the competition, may be performed as well as the assessment of external factors being a threat of new entrants and substitutes (Meseguer-Sánchez, 2021).

Ansoff Matrix: Ansoff matrix can be employed to examine the firm's efficiency in market penetration, market development, product development, or diversification strategies respectively in a bid to define the successful expansion strategies (Orazalin, 2020).

4. Assessment of Resources and Capabilities

Unilever plc consists of a vast pool of competencies and resources that enable it to secure its leading positions in the international market of FMCG.

Brand Portfolio: Branding is a strong suit for Unilever, with multi-generational brands having earned recognition, perceived quality, and segment margin for the company. Brands such as Dove, Knorr, and Lipton are considered by customers as synonymous with quality and innovation due to the experience they have been having in the past years they have been available (Khuan et al., 2023).

Research and Development: Unilever's strong research and development skill provides creativity to enable the company to launch new products that cope with the changing market and consumer tastes and habits. Unilever can bolster its competitive advantage strategically using the substantial allocation of budget to R&D activities and

product innovations, which fill the market demand and distinguish the brand (Kong, 2020).

Supply Chain and Distribution Network: Unilever works well horizontally and vertically in its global supply chain and distribution network that covers customers in more than 190 countries. This resulting network delivers products that are desired by customers, minimizing the lead times and thereby increasing customer satisfaction (Velte, 2022).

Sustainability Initiatives: Sustainability and responsible business activities will be critical components in Unilever's ethical hallmark that distinguishes it from rivals. The company's Sustainable Living Plan is responsible for respectively developing projects to reduce environmental pressure, improve governance and supply chain, making the processes more socially responsible (Orazalin, 2020).

5. Evaluation of Strategy Implementation

Unilever PLC showed executions of strategic initiatives by key factors and outcomes which are tracked in several ways. Unilever succeeded in implementing its strategies effectively, hence attaining an expansive market presence across a wide range of geographical areas. Its goods are sold in developed and transitioning economies, which create a global market and further ARMM's share and revenue in the market. The strategy of Unilever is implemented successfully, it will affect in financial performance of the Company (Hussainey and Alkaraan, 2022). This company has been sustainably addressing both the main problems and has shown financial development with a steady increase in revenue and profits over time. This suggests that Unilever has had success in all of the areas where its strategic decisions are evident and lead to the bottom line. Innovation and product improvement have been a major contributing factor for Unilever to stand out among the competitors in the FMCG sector (Shao, 2021). The firm features an innovation culture of bringing new and enhanced product lines to the market in a constant tempo of changing customer experiences and the industry trends progression. The action plan of Unilever has created to the company a sustainable competitive advantage that evolves from their strategic moves and the proper execution.

Several factors contribute to the success of Unilever's strategy implementation. Several factors contribute to the success of Unilever's strategy implementation. Leadership at Unilever is a key factor in strategic planning, and that is the main reason behind the plan's implementation (Tsalis, 2020). The company's management team has a particular commitment and focus, that is, they assure consistent communication and collaboration within all levels of the organization to meet strategic objectives. Unilever stresses the role of employee engagement and empowerment because it acknowledges that manpower with a desire to take action and the ones that are highly motivated are needed for the effective execution of strategic plans. Human resources is one of the fortes for the company as they invest in training, create a friendly environment for their staff, and emphasize the importance of teamwork and collaboration (Lăzăroiu et al., 2020).

6. Integration of Sustainability Practices

Unilever PLC has chosen a multifaceted approach towards sustainability, putting together environmental and social factors into the products it can produce and the way it operates its business (Shammi, 2021). The Unilever Group is highly focused on environmentally sustainable procurement of raw materials so that its ecological footprint is the smallest possible and from various points of view the company is pursuing responsible agricultural practices. The business has an organic work relationship with the sub-contractors who agree to work within ethical and environmental standards (Coen, 2022). For example, work within the Sustainable Agriculture Code. Unilever puts the adoption of environmental sustainability and resource efficiency measures at its the top of corporate agenda. Programs are to achieve this by cutting down greenhouse gas emissions, water usage, and the level of waste generated in manufacturing processes. The firm has a business policy that involves renewable energy and environment-friendly packaging solutions for the minimization of ecological impact (Dzwigol, 2020).

Unilever takes different social responsibility stances and focuses on such problems as fighting poverty, female discrimination, and community development. CSR encompasses the company's Sustainable Living Plan that highlights the key targets of good health and well-being, increased income, and social equity across the entire globe

(Henry et al., 2021). Unilever's commitment to sustainability has positively influenced its competitive positioning and brand reputation in several ways: Unilever's commitment to sustainability has positively influenced its competitive positioning and brand reputation in several ways. By focusing on sustainability in its operations, Unilever has positioned its brand as being responsible for the environment which has enhanced shopper trust and loyalty to the products. Customers are becoming more and more attracted to companies that are showing strong awareness of social and environmental issues. Thus, Unilever gets a competitive edge against its competitors. This leverage is used to build wider consumer awareness of the company's product offerings. The commitment of Unilever to sustainability factors is at the forefront of competitors in the FMCG industry (Hunger, 2020).

Unilever's sustainability efforts are subject to ongoing evaluation and scrutiny to ensure effectiveness and alignment with strategic objectives: Unilever's sustainability efforts are subject to ongoing evaluation and scrutiny to ensure effectiveness and alignment with strategic objectives: Unilever defines targets with key performance indicators (KPIs) to assess what it aims to achieve through its sustainability efforts. Environmental performance indices, social impact success factors, and business sustainability monitoring account for the regular data review to determine the progress and decide on correction strategies (Frerichs and Teichert, 2023). Unilever undertakes a continuous engagement with stakeholders comprising consumers, shareholders, NGOs, and governmental entities in collecting their views and measuring its success incrementally. Through stakeholder consultations, Unilever becomes more aware of the recurring sustainability trends, and issues, and thus also works on transparency and accountability.

7. Future Strategic Directions

As Unilever PLC navigates towards its future, several strategic directions are available, each with its opportunities and challenges: As Unilever PLC navigates towards its future, several strategic directions are available, each with its opportunities and challenges (Palepu et al., 2020). Unilever may opt to pace innovation and concentrate its expansion efforts into emerging market segments with ever-increasing demand and

large opportunities yet unserved. This goes hand-in-hand with entering new markets with new geographies and businesses and their cultures as the focus, alongside their local tastes and cultures. The company may reshape its business through diversification by engaging in the production of new supplements, technologically advanced equipment, or others. This could involve research and development investment to create something innovative or through expansion to markets adjacent to the main one for leveraging on the established suite of products and brands (Gunarathne, 2021).

Unilever, on the flip side, can chalk out plans to enhance customer involvement, streamline the supply chain, and ultimately grab the most of its assets. Making use of technology together with data analytics tools could make it possible for Unilever to gain insights and individualize marketing campaigns and business processes. Unilever can build on its identity as an environmental champion among FMCG companies with this opportunity (Grant et al., 2021). The company is set to top the list by stipulating high sustainability objectives, allocating funds towards renewable energy, and lessening environmental impact down its value chain, thereby ensuring that the company remains differentiated from eco-conscious consumers (Yuan et al., 2020).

To further advance its sustainability agenda and maintain a competitive edge, Unilever should consider the following recommendations: To further advance its sustainability agenda and maintain a competitive edge, Unilever should consider the following recommendations. Unilever could exert circular economy methods to curb the generation of waste and at the same time increase productivity (Fu et al., 2020). On the other side of the picture, companies that engage in practices like product reuse, recycling, and material innovation will do all this to build a more sustainable business model while at the same time reducing their ecological footprint. Not only transparency but also traceability in the supply chain must be further developed, to if anything prevents unethical sourcing and to call for social responsibility. Unilever might make additional investments in technologies like blockchain to be able to monitor and track raw material sourcing, labor conditions, and environmental effects just in their supply chain. Partnership with stakeholders comprising supplier(s), NGO(s), governments, and consumers, is vital for rallying behind the common intention of resolving sustainability

issues (Ye, 2020). Unilever needs to keep up with its efforts of building partnerships and engaging in industry projects or initiatives since those are the key factors to tackle the joint difficulties, exchange useful practices, and thus lead to systemic change.

8. Conclusion

This report has presented an overall picture of the strategic planning of Unilever PLC, mainly the strategic options, implementation possibilities, sustainability issues, and future directions. Through the deployment of multiple strategic tools including SWOT, PESTEL, and industry analysis, the results indicated that Unilever has an extensive strategic system built on the fundamentals of sustainability and innovation. The company has managed to keep pace with the dynamics of the market through its business and corporate plans through the huge potential of its resources and competencies, which is a strategic force to undertake competitive advantage. Unilever's strategy implementation was well-focused on transforming the strategic activities into observable results and this is why the company was able to register growth, continue to lead the market, and have a positive image. Additionally, sustainability practices are not just filling up as a main factor ensuring Unilever's competitiveness, rather they are contributing to a broader aim of making customers who are eco-conscious satisfied and at the same time maintaining sustainable growth. Next term, Unilever will have to deal with the opportunities and challenges it will encounter as the company makes its way through a complex business environment that will continue to evolve and change. Integrating future strategic opportunities to go forward with exploring new areas, diversification, digital transformation, and maintaining a responsible attitude towards the environment would be critical for survival and relevance in the global market. In the course of this report, strategic analysis instruments like SWOT, PESTEL, and industry analysis are used as a basis to grasp Unilever's strengths, weaknesses, opportunities, and threats prevailing in the existing environment and the competitive standing of the company.

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