

Critical Investigation of Unilever Plc.

Denisa Stoica – 2211503
Loredana Zsofi – 2111130
Oana Cretu – 2212293
Veronica Popescu – 2215981
Andreea Balan – 2213951



Introducing the Modern Workplace

Module Code: LCBB4003
Lecturer's name: Dr Hoang Dang Nguyen

Table of contents

01

**Profile of
Unilever**

02

**Structure and
Performance**

03

**Tasks and Skills of
Managers**

04

**Leadership
Theories**

05

**Factors that
Influence Groups**

Denisa Stoica

Profile of Unilever

Student id: 2211503

Company Profile of Unilever Plc.

Background

Unilever is a British multinational consumer goods company which was formed in 1929. Its headquarter is in London, UK.

In 2021, Unilever profited €8.3 billion. It made \$51.8 billion in sales. In 2023, the company worth €123 billion on the market,



Company Profile of Unilever Plc.

Products

most focused areas for Unilever's business are food and beverage, home care, and health and personal care products. It is the parent company of Dove, Axe, Lipton, Ben & Jerry's, and Knorr, amongst others.



(Unilever, 2021)

Company Profile of Unilever Plc.

Competitors



PEPSICO

Johnson & Johnson

Company Profile of Unilever Plc.

Sustainability

- Unilever wants to be carbon neutral by 2039
- Plans to have 100% reusable plastic packaging by 2025
- Promote Gender Equality
- Agriculture input will be good for environment



(Mizera, 2012)

Loredana Zsofi

**Structure and Performance of Unilever
Plc**

Student id: 2111130

Structure of Unilever Plc.



**Beauty &
Personal Care**



**Foods &
Refreshment**



Home Care

(Burton and Obel, 2015)

Matrix Structure of Unilever Plc.

- Combines functional and divisional structures
- Enables the company to balance centralized control and coordination
- Supports effective communication, collaboration, and coordination

Sustainability and Structure

- The company has established a Sustainable Living Plan
- The matrix structure of the company enables it to coordinate and align its sustainability efforts across different business units and functions



Performance and Organizational Structure

- The matrix structure enables effective communication which is essential for driving innovation
- Unilever's strong performance in recent years is a testament to the effectiveness of its organizational structure
- Unilever's focus on sustainability is also supported by its organizational structure



(Burton and Obel, 2015)

Oana Cretu

Tasks and Skills of Managers

Student id: 2212293

Tasks and Skills a Manager Uses

01

**Operational
Tasks and
Skills**

02

**Strategic
Tasks and
Skills**

03

**Leadership
Tasks and
Skills**

(Lewis and Andriopoulos, 2014)

Operational Tasks and Skills

- Planning, organizing, and controlling resources to achieve specific goals.
- Manage budgets, schedules, and other resources effectively
- Strong communication skills are also essential



Strategic Tasks and Skills

- Setting long-term goals and developing plans to achieve them.
- Analyze market trends, assess competition, and identify opportunities
- Make informed decisions that drive the organization forward



Leadership Tasks and Skills

- Motivating and managing teams effectively.
- Create a positive and productive work environment
- Strong interpersonal skills are also essential



(Lewis and Andriopoulos, 2014)

Veronica Popescu

Leadership Theories

Student id: 2215981

Leadership Theories on Unilever Plc.

01

**Transformational
Leadership**

02

**Situational
Leadership**

03

**Servant
Leadership**

Transformational Leadership Theory

- Emphasizes the importance of inspiring and motivating employees
- Helps to create a shared vision
- Can inspire teams to work towards the company's Sustainable Living Plan



Situational Leadership Theory

- Leadership style may need to adapt in different business units or regions.
- Leadership style to match the needs of employees



Servant Leadership Theory

- Emphasizes the importance of serving the needs of followers
- It create a positive and productive work environment
- Unilever can adopt by prioritizing the needs of their team members



Andreea Balan

Factors that Influence Groups

Student id:2213951

Situational Leadership Theory

01

**Internal
Factors**

02

**External
Factors**

03

**Group
Dynamics**

(Mazikana, 2023)

Internal Factors

- Group's size, composition, and structure.
- Group size can affect communication and decision-making processes
- diversity and personality traits, can also influence team dynamics and performance



External Factors

- Includes organizational culture, leadership style, and external pressures.
- Culture can affect how teams operate
- Leadership style can also have a significant impact on team dynamics
- Competition, market trends, or regulatory changes can also affect team behavior



Group Dynamics

- It refers to the ways in which individuals interact with one another within a group
- can be influenced by communication patterns, decision-making processes, and power dynamics
- Effective communication and decision-making processes can promote cohesiveness and positive group dynamics

References

- Beek, V. (2010). BUILDING STRATEGIC LEADERSHIP COMPETENCIES: THE CASE OF UNILEVER. International Journal of Leadership Studies, [online] 5(3). Available at: https://www.regent.edu/acad/global/publications/ijls/new/vol5iss3/Vanbeek_5.pdf.
- Burton, R.M. and Obel, B. (2015). How to get the Matrix Organization to Work. Journal of Organization Design, 4(3), p.37.
- Connor, J. (2022). Unilever Competitors. [online] Comparably. Available at: <https://www.comparably.com/companies/unilever/competitors>.
- Lewis, M.W. and Andriopoulos, C. (2014). Paradoxical Leadership to Enable Strategic Agility. California Management Review, 56(3), pp.58–77.
- Mazikana, A.T. (2023). Significance of Social Factors in the Marketing of Fast-Moving Consumer Goods. A Case of Unilever. SSRN Electronic Journal.
- Mizera, S. (2012). Sustainability at Unilever: An interview with Lesley Thorne, Global Sustainability Manager. Journal of Brand Management, 20(3), pp.191–195.
- Unilever (2021). All Brands. [online] Unilever Global Company Website. Available at: <https://www.unilever.com/brands/>.
- Unilever (2022). Our Company. [online] Unilever. Available at: <https://www.unilever.com/our-company/>.

THANK YOU