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## Introduction

COVID-19 has virtually impacted almost all of the industries existing in this currently extremely competitive business world. On a different note, it has to be noted that the fast-moving consumer goods sector is not an exception. In other words, the fast-moving consumer goods sector has also been brutally as well as crucially affected by the vociferous effects arising out of the COVID-19 (SRIVASTAVA, 2021). It should be mentioned that all types of business organizations are reported to have witnessed a slackening growth in sales, ineffectiveness in the overall operation of the business organizations, less profitability in the long run, and other things that are to a great extent deteriorating the overall position of a particular business organization, especially operating in the fast-moving consumer goods industry. In these circumstances, many business organizations are reported to have been extinct ever since they could not resist the dangers of the COVID-19 (Putri et al, 2021). In addition, all the more important and interesting, COVID-19 has brutally impacted especially the emerging economies of the world. However, the established and big economies across the globe are Under No way to deny and escape from the dangerous effects of COVID-19. Therefore, with no exception, the business organizations operating in the fast-moving consumer goods sector in the United Kingdom have also witnessed many negative issues arising out of the effects of COVID-19, such as a drastic change in the overall consumer basket, logistic issues, and the overall position and effectiveness of the supply chain adopted by a particular business organization. In addition, all the more interesting, the overall dynamics of the employees working in the organization's operating in the fast-moving consumer goods industry has also changed (Tripathi, 2020). Because of the nature of the work and the type of work, A number of business organizations operating in the FMCG sector have adopted work from home basis, thus reducing the overall cost of operation. On a similar tone, Unilever is one of the most influential and dominating companies in the fast-moving consumer goods industry, which has however undergone a diverse range of changes as the effects of cover 19 come to light. This report will contain the effects arising out of COVID-19 on, Along with some analysis of the external and the internal environment of the company.

## Covid-19 and Unilever

The vociferous effects of COVID-19 continue to go on Since World Health Organization has Regarded COVID-19 to be one of the biggest infectious diseases in the history of the world. Since then, when viewed from the perspective of the business world, the entire market of almost all industries has drastically contracted (Pandey, 2021). Many countries in the world including big as well as emerging economies have taken drastic measures to cope up with the negative effects of COVID-19. Business organizations operating in both big and emerging economies of the world Have had to decide on closing down the operations of the business owing to the effects of COVID-19. The employees of business organizations across the globe have been instructed to stay at home and wear Masks all the time with a view to getting an escape from being infected with the infectious virus COVID-19. All the more interesting, the advice of staying at home and putting the mask on their mouth has virtually forced companies operating in especially the fast-moving consumer goods industry to adopt the approach of work from home, does change the dynamics and the nature of how employees used to work in the organizations. In addition, it has to be noted that the Vociferous effects arising out of COVID-19 do not only involve the mental aspect of people but also involve a Huge Damage to the economies of the world as a whole.

The economy's demand and supply were altered because some products were in lower demand, requiring less supply; but, while the costs remained the same, profits were reduced. When the market falls, this will make consumers and investors uninterested in investing in the market. Furthermore, some businesses must make poor decisions such as cutting employee numbers in order to save money and protect their organization from loss. The pandemic's impact on economic development policies, trade, travel, and health prompted public health and international response.

As to the year when COVID-19 started affecting the world, Unilever is the largest selling business unit operating in the fast-moving consumer goods industry. In addition, as of today, 2 billion consumers daily consume the product of Unilever, which exposes the company to the opportunity of building a stronger and effective set of customers. It has to be noted that the thing that mostly differentiates Unilever from the other similar rivals

operating in the same industry is the purpose Unilever puts on every brand (Jones, 2002). In the long run, Unilever intends to make sustainable living across the entire globe.

Unilever has long been ranked as one of the top global fast-moving consumer goods companies in the world, which has now 400 brands currently in operation as well as effectively competing in the global market. The company was founded back in 1930, and from the beginning, it has a substantial market share in the competition (OBAKPOLOR, 2021). Currently, the company has Several products operating in the category of beauty and personal care, food and refreshment, and home care. In addition, Unilever currently has a 60% market share in the global market. Moreover, the company has substantially engaged itself in corporate social responsibilities. For example, Unilever has taken an initiative to clean 2000 mosques in 13 cities in Indonesia Khan, 2020). Moreover, the company has taken many initiatives under its corporate social responsibility programs with the intention of raising the standards of the livelihoods of people to Somewhere higher.

Moreover, by means of taking several strategic approaches, Unilever has successfully been able to get to the market of the farthest corner of the world like India and other emerging third world economies. All the more frustrating, this pace of development brought about by the excellent and extraordinary activities undertaken by Unilever has come to stagnancy due to the effects of COVID-19.

## **Impact on operation**

As mentioned earlier, COVID-19 has had significant impacts on the overall operation of the company. From the day-to-day operations of Unilever to how Unilever intends to do things in the long run has been affected by the effects of COVID-19. In addition, employees, though not all, are now instructed to stay at home and work from home, which ultimately will reduce the cost of operation of maintaining physical existence. However, employees are reported to be more productive when working at the physical environment in close contact with each other than when working at home and

communicating with each other via several platforms of online and social media (Hoekstra and Leeflang, 2020).

On the other hand, the overall sales generated by the company have witnessed a significant drop in the years both 2020 and 2021, which indicates that the effects of COVID-19 have contributed to the drop in sales of the company. When viewed from the holistic perspective, in other words, from the perspective of the entire fast-moving consumer goods industry, the overall sales are reported to be at 26.3 billion, which is 8.7 percent less Than That of the previous year. When viewed from the perspective of the supply chain of the company, the scope of profitability of the members of the supply chain has drastically contracted, thus resulting In an inactive mindset of the members of the supply chain (Wade and Shan, 2020). Evidently, it Contributes to the Sustainable profitability of the company in the long run. In addition, a SWOT analysis of the company in consideration of the impacts of COVID-19 on Unilever is illustrated as follows.

## SWOT analysis

### **Strengths**

Unilever is one of the largest global companies in the world, which has operational units in almost 190 countries in the world. On a different note, it has to be noted that, no one can probably find a single customer who did not by even a single product produced by Unilever. The company has immense expertise in its respective market, which helps the company ensure a substantial portion of the market share in a sustainable and effective way.

All the more interesting Unilever has almost 400 brands currently in operation in the market of the world. It is probably one of the very few factors that make the company high ranked in the global fast-moving consumer goods industry. For example, the types of products available in the western market for those customers are not identical to the eastern markets for the customers. In other words, the size of soap is different from the east to the West market given the needs and wants of the market demand a different product. Moreover, this characteristic of the company always gives Unilever a unique

competitive advantage over its other similar competitors. The top 13 brands of the company have resulted in 16 billion revenues back in 2016 (Sachs et al, 2021).

Unilever has a solid financial performance and strategies. Back in ,2019 Unilever generated 22 million profits only from it sales, out of which 16 million came from the sales of beauty and personal care products. With its heavy and sustainable financial performance, the company Invests a huge amount of research and development, which helps the company maintain a strong market position in the long run and helps cater to the needs and wants of customers more effectively and sustainably.

The most important factor is that it has a great diversity in terms of its products and regions. For example, it now currently has 400 brands in operation across the globe. Therefore, the company has a great product and region diversity against the pandemics like COVID-19.

### **Weaknesses**

The products of Unilever have a higher level of substitution. In other words, sports products commercialized by Unilever can easily be imitated by similar rivals in the market. This problem is especially prevalent where the raw materials are produced products are cheap and easily available.

Customers tend to replace the products Unilever with natural and organic products. This trending especially prevalent in established economies like the Western countries. It is also becoming increasingly prevalent in emerging economies like eastern Asia.

The performance and the reputation of Unilever are to a great extent reliant on the commitment and the division of retailers. In other words, Unilever is dependent on retailers for its better performance in the market (ALAM et al, 2020).

Given the impact of COVID-19, the income of people, especially those living in lower-income countries, is reported to be significantly lower. It may contribute to a lower rate of consumption of the products of Unilever.

### **Opportunity**

As mentioned earlier Unilever is the most influential and market-dominated company in the fast-moving consumer goods industry across the globe. So, it can diversify its product from beyond consumer goods. On the other hand, it can effectively use financial power to Diversify the market to a great extent.

Moreover, because of globalization and the extensive promotion of western lifestyles by the global media, it is easier for Unilever to adapt the products and Commercialize the products in the globe by tapping the emerging markets.

On the other hand, it has to be noted that there is a correlation between healthy products and the sustainability of the organization., therefore the company can strongly focus on the production and marketing of healthy products, which will ultimately ensure the sustainable operation of the company in the long run (Shankar et al, 2020).

## **Threats**

Big companies operating in the fast-moving consumer goods industry put the significant threat to Unilever. In other words, the market share dominated by Unilever might be snatched by other similar competitors operating in the industry in case Unilever does not satisfy the needs and wants of customers effectively and sustainably.

As the global pandemic COVID-19 states in a motion of negative effects to all the industries of the world, Unilever is also expected to witness a decline in its overall operation. Along with decreased income of the customers of Unilever, Dover all sales and the revenue of the company are expected to reduce. Therefore, contingency plans must be in place to thwart the threats imposed by pandemics like COVID-19.

As previously said, the need for sustainability, responsible sourcing, and overall corporate social responsibility is higher than it has ever been. To rethink the future of sustainable sourcing, they linked together with Google. Consumers have already chastised the corporation for some of its strategic decisions, and they continue to do so not only towards Unilever but also towards other multinational players, especially given that many companies have cut shortcuts in the past. This means that Unilever must make sustainability a priority in its strategy to avoid brand harm that may cause customers to switch to competitors.

## **Impact on customer satisfaction**

It has to be noted that the needs and requirements of the customers in the aftermath of COVID-19 will be changed drastically. Therefore, Unilever may have to take an approach so as to reduce the effects of COVID-19 from the perspective of customers and the company as well. All the more frustrating and alarming, the customers who often used to be frequent to the company might not remain Loyal and be retained in the long run. In addition, Unilever will have to take a diametrically different approach with a view to satisfying the needs and requirements of the customers in this extremely competitive global business world. In other words, from a holistic point of view, the company will have to reconsider entirely the needs and requirements of the customers, which in the meantime have been changed drastically.

Another important aspect is that due to the immense financial press caused by the effects of COVID-19 as well as the concerns of health owing to COVID-19 will result in a change in the mindset of consumers. Reduced income of consumers will lead to less consumption of the products of Unilever., on the other hand, it may lead to price-cutting strategies in order for Unilever so that the customers can buy products with reduced income in the aftermath of COVID-19. Also, the health concerns may force the companies to adopt online delivery systems (Davis-Peccoud and van den Branden, 2020).

## **Impact of Human resource**

Probably the big companies like Unilever may have to absorb the costs of COVID-19 when viewed from the perspective of human resources. As the effects of COVID-19 continued to grow, the company adopted work from home policy, which enabled the employees working in the organization to accomplish work while staying at home. In addition, Unilever has also allotted a significant portion of the budget with a view to shielding the employees from the effects of COVID-19. So when viewed from the holistic point of view, the practice is of talent management Has also been changed. Unilever now and offers a different approach when applying recruitment, promotion, compensation management, and other activities of human resources. In the aftermath of COVID-19, Unilever looks for those employees who are especially skilled at using

technologies differently because The time after COVID-19 will require interactions among several stakeholders of a particular business organization by means of online platforms that necessarily require technological know how (SRIVASTAVA, 2021). Moreover, in the aftermath of COVID-19 the overall market for employment will also be broadened from the perspective of employers as there will be an immense supply of employees and potential workers. On the other hand, big employers like Unilever will not have so many vacancies to fill out, thus resulting in reduced income for employees, which will push down the minimum level of wages paid to the employees.

## **Conclusion**

COVID-19's obnoxious effects are still being felt. COVID-19 has been regarded by the World Health Organization as one of the most serious infectious diseases in human history. Since then, the whole market of practically all industries has substantially reduced when viewed through the lens of business. Many countries around the world, both developed and developing, have taken extreme measures to combat COVID-19's detrimental consequences. Due to the effects of COVID-19, corporate organizations in both developed and developing economies around the world have had to make the decision to shut down their activities. In essence, covid-19 has impacted Unilever in terms of its overall operation, customer satisfaction, and the practices of human resources.

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