

Name- Divya Prafulbhai Malani

Student Id- 2213484

MARKETING MANAGEMENT- ASSESSMENT 1

Table of Contents

1. Introduction.....	3
2. Mission, Vision, and corporate strategies of Unilever.....	3
3. PORTERS Five Forces of Unilever	4
4. Market strategy of Unilever from a global perspective	6
5. Market entry strategy of Unilever in UAE	7
6. Strategy and operations of market entry by Unilever	8
7. Communication mediums for customers	9
8. The strong presence of Unilever	9
9. Marketing mix of Unilever	10
10. Methods of advertisements of Unilever	11
11. Conclusion	12
References	13
Bibliography	16

1. Introduction

Unilever is well-known as a multi-national company founded in the early twenty century. The headquarter of the company is situated in London, UK. Unilever deals with daily consumption goods and sells a wide range of products in the international market. The products they sell include cleaning products, eatable products, and personal care products. Entry into the market and creating success will help Unilever become a successful brand (Unilever.com, 2022). For this purpose, strong marketing strategies and meeting customers' expectations are involved together (Afriantoni, 2020). It is true that Unilever is a successful consumer goods company that is trusted by billions of people around the world and the products are sold in more than 200 countries. Some of the well-known brands that are owned by Unilever include “*Dove, Lipton, Ben & Jerry's, and Knorr*”.

Unilever's mission is to make “*sustainable living commonplace*,” and it has a long history of sustainability initiatives and corporate social responsibility. The company uses a variety of marketing strategies to promote its products and build brand awareness, including “*advertising, sponsorship, social media marketing, influencer marketing, and product placement*”. Localized strategies, which are tailored to the specific needs and preferences of a particular market, can also be effective in certain situations which can cater to customer preferences. For example, a company may need to adapt its marketing efforts or product offerings to meet the unique needs of a particular market. In this report, the marketing strategies adopted by the company will be discussed and create awareness among the customers (Maurya, 2019)..

2. Mission, Vision, and corporate strategies of Unilever

A corporate strategy helps a business define its overall goals and objectives and provides a framework for decision-making (Reza, 2020). It also helps a business adapt to a constantly changing business environment and develop the necessary capabilities and resources to succeed. For Unilever, the corporate strategy is centred around its mission to "make sustainable living commonplace." This includes a focus on producing high-quality products that are sustainable and meet the needs and preferences of consumers, as well as initiatives to reduce the company's environmental impact and contribute to social and economic development in the communities where it operates (Widyastuti *et al.* 2019). The company also has a strong focus on sustainability and has implemented several initiatives to reduce its environmental impact and improve social and economic development in the communities

where it operates. By following a clear and well-defined corporate strategy, Unilever can maintain a competitive edge and achieve its business goals and objectives. In the “fast-moving consumer goods (FMCG)” industry, where Unilever operates, competition is intense, and companies must constantly strive to differentiate themselves from their competitors and offer products that meet the changing needs and preferences of consumers (Akca *et al.* 2020). To do this, companies like Unilever must be innovative in their product development and brand management strategies (Widyastuti *et al.* 2019). These include investment in research and development, collaboration with external partners, and the development of new technologies and business models. By being innovative in its product development and brand management, Unilever can stay ahead of the competition and maintain its market position (Maurya, 2019).

3. PORTER'S Five Forces of Unilever

Porter's Five Forces is a framework developed by “Michael Porter” that helps analysts understand the competitiveness and attractiveness of an industry (Unilever.com, 2022). In the case of Unilever, the following are some key elements of Porter's Five Forces that may be relevant:

The threat of new entrants: Unilever is a well-established multinational company with a strong brand and a diverse product portfolio. This makes it difficult for new entrants to break into the market and compete with Unilever. The factors that may affect the environment of the company are-

1. ***The level of barriers to entry:*** If there are high barriers to entry, it may be difficult for new entrants to enter the market. Examples of barriers to entry include the need for significant capital investment, regulatory barriers, and the need for specialized knowledge or technology.
2. ***The level of competition:*** If there is already intense competition in the market, it may be difficult for new entrants to differentiate themselves and establish a foothold.
3. ***The power of suppliers and buyers:*** If Unilever has strong relationships with suppliers or buyers, it may be more difficult for new entrants to gain access to the necessary resources or customers (Afriantoni, 2020).
4. ***The level of brand recognition and customer loyalty:*** If Unilever has a strong brand and high levels of customer loyalty, it may be more difficult for new entrants to compete

Bargaining power of buyers: Unilever's products are widely available and are often sold in large quantities to retail and wholesale customers. This gives buyers some bargaining power, as they can negotiate prices and terms with Unilever (Unilever.com, 2022). The customer's bargaining power in the retail market is high due to the presence of online shopping websites and local and international organisations like “Tesco, Waitrose and etc”. However, Unilever's strong brand and reputation may give it some leverage in negotiations (Maurya, 2019).

Bargaining power of suppliers: Unilever sources a wide range of raw materials and ingredients from suppliers around the world. This gives Unilever some bargaining power over its suppliers, as it could switch to alternative suppliers if necessary. Suppliers' bargaining power in Unilever is comparatively low as the company has a widespread historical presence in the retail market. Unilever has diversified its products and services to customers over many years which creates a monopoly in the retail industry. Unilever also created different supply chains through multiple brand representations such as “Dove, Sunsilk and many more”. However, Unilever also faces the risk of price increases from its suppliers if they have significant bargaining power (Ali and Mike, 2021).

The threat of substitutes: Unilever faces competition from substitute products in many of its markets. The threat of substitutes is high because of the high consumer interest towards online shopping. Due to this behaviour other companies, SMEs, and competitors of Unilever get more advantages to promote their products with the help of digital marketing. For example, consumers may choose to purchase generic or store-brand products instead of Unilever's branded products (Widyastuti *et al.* 2019). Unilever must therefore focus on maintaining the quality and value of its products to remain competitive.

Rivalry among existing competitors: Unilever competes with other large multinational companies in many of its markets. Rivalry among these competitors can be intense, particularly in categories such as personal care and household products where there are many players. In the retail industry of the UK, Unilever faces a lot of competition from existing and new consumer-products-based organizations. From a recent survey, it has been found that the company Unilever holds the third position in the retail industry followed by “Johnson and Johnso and GSK”. the company holds a 23% market share in the retail industry with its brands like “Dove, Knorr and many more”. One of the decisive strategies that have been taken to create a competitive advantage over competitors is to promote products from the same segments with multiple brands and marketing strategies. Unilever must continuously innovate and differentiate its products to remain competitive in these markets (Aroraand Agarwal, 2018).

4. Market strategy of Unilever from a global perspective

Established in 1929, Unilever has globalised its business with different market entry strategies in the international market. The company followed the “acquisition” market entry strategy in its initial phase (Chebiegoand Kariuki, 2018). The 1930 company acquired the United Africa company, to enter the retail industry of Africa. The company followed a “cross-market” strategy in order to enter the Indian market. Unilever has had a presence in India for over 100 years (Unilever.com, 2022). The company initially entered the market in the late “19th century”, exporting its products to India from the United Kingdom. In the 1940s, Unilever established a subsidiary in India called “*Hindustan Lever Limited (HLL)*”, which focused on importing, manufacturing, and distributing Unilever products in the country. Over the years, Unilever has made significant investments in India, building manufacturing facilities and developing a wide range of products to meet the needs of Indian consumers.

For example, this approach to launching a new brand of ice cream is known as a global branding strategy. This strategy involves creating a consistent brand identity and marketing message across all markets, while also making slight modifications to the product to suit the preferences and tastes of local consumers. This can involve adjusting the ingredients or flavour profile of the product, as well as adapting packaging and marketing materials to appeal to local audiences.

A global branding strategy can be effective in helping a company establish a strong brand presence and reputation in multiple markets (Widyastutiet *al.* 2019). It allows the company to leverage its resources and expertise in creating and promoting a single, unified brand, while also allowing for flexibility in adapting the product to local preferences. However, it is important for the company to carefully research and understand the needs and preferences of local consumers in order to effectively tailor the product and marketing efforts to each market. The company has also acquired several local brands in India, including “*Brooke Bond, Kissan, and Knorr*”, to expand its product offerings in the market (Chernobayet *al.* 2020). In recent years, Unilever has focused on expanding its presence in rural areas of India, where there is significant potential for growth. The company has also invested in sustainability initiatives in India, including water conservation, renewable energy, and waste management programs. Unilever's global market strategy is centred around its vision to "make sustainable living commonplace." To achieve this vision, the company has set several sustainability

targets, including reducing its environmental impact and increasing its positive social impact (Unilever.com, 2022).

Unilever is a multinational consumer goods company that operates in many countries around the world. Its global market strategy is centred on building strong, trusted brands and driving sustainable, profitable growth. To achieve this, Unilever focuses on several key areas:

Innovation: Unilever invests heavily in research and development to create new and improved products that meet the changing needs of consumers.

Brand building: Unilever has a portfolio of strong and well-known brands, including “Dove, Lipton, and Ben & Jerry's”. It focuses on building and promoting these brands through advertising, marketing, and other promotional efforts (Estupiñán, 2022).

Sustainability: Unilever is committed to sustainability and aims to reduce its environmental impact through its operations and supply chain. It has set ambitious goals to reduce greenhouse gas emissions, use renewable energy, and reduce waste.

Partnerships and collaboration: Unilever work with a wide range of partners, including suppliers, customers, and other companies, to drive growth and innovation. It also engages with governments, non-governmental organizations, and other stakeholders to address social and environmental issues.

Overall, Unilever's global market strategy is focused on creating value for consumers, customers, and shareholders while also addressing social and environmental challenges.

5. Market entry strategy of Unilever in UAE

There are several strategies that a company like Unilever might consider when entering a new market like UAE. Some options could include:

Direct exporting: This involves exporting products directly to the target market, often through intermediaries such as distributors or agents. This can be a relatively low-cost option, but it may not provide as much control over the distribution and promotion of the products.

Licensing: A company can enter a new market by licensing its products or technology to a local company in the target market. This can be a good way to enter a market quickly and with a minimal upfront investment, but the company may not have as much control over how the products are marketed and sold (Unilever.com, 2022).

Joint ventures: A company can enter a new market by forming a joint venture with a local company. This can be a good way to share the risks and costs of entering a new market, and the joint venture can leverage the strengths and resources of both companies (Kpoku, 2021).

Acquiring a local company: A company can enter a new market by acquiring a local company that already has a presence in the market. This can provide an immediate foothold in the market, but it can also be a more expensive option (Langanand Price, 2020).

Setting up a new subsidiary: A company can enter a new market by setting up a new subsidiary in the target market. This can provide the most control over the distribution and promotion of the products, but it can also be the most expensive and time-consuming option (Reza, 2020). Ultimately, the best market entry strategy for Unilever will depend on its specific goals, resources, and risk tolerance, as well as the characteristics of the target market.

6. Strategy and operations of market entry by Unilever

Unilever is a global consumer item company that operates in a wide range of industries, including cosmetics, food industry and technology industry. The company has a long history of implementing strategies and operations that have been effective in driving its business forward. One key aspect of Unilever's strategy is its focus on sustainability and social responsibility (Öztürk, 2018). The company has set ambitious sustainability targets, including a commitment to achieve 100% renewable electricity across its operations by 2030 and to halve the greenhouse gas emissions associated with the production and use of its products by 2030. Unilever has also invested in initiatives such as the Unilever Sustainable Living Plan, which aims to improve the health and well-being of people and communities, as well as reduce the environmental impact of the company's products (Unilever.com, 2022). Another important aspect of Unilever's strategy is its emphasis on innovation and brand building. The company has a strong track record of introducing new products and services that meet the changing needs of consumers, and it has a portfolio of well-known and trusted brands that are recognized around the world. In terms of operations, Unilever has a decentralized organizational structure, with a network of local businesses that operate with a high degree of autonomy. This structure allows the company to be responsive to local market conditions and to tailor its products and marketing efforts to the needs of specific markets (Reza, 2020).

Overall, Unilever's strategies and operations have been effective in driving the company's growth and success. The company has a strong market position and is well-regarded for its sustainability efforts and commitment to social responsibility.

7. Communication mediums for customers

There are several communication strategies that Unilever, a consumer goods company, can adopt to reach and engage with its customers:

Social media: Unilever can use social media platforms like Facebook, Instagram, and Twitter to reach a large and diverse audience. By regularly posting updates, engaging with customers, and promoting their products, Unilever can increase brand awareness and customer loyalty.

Email marketing: Unilever can use email marketing to send targeted and personalized messages to customers and potential customers. This can include newsletters, special offers, and promotional emails (Rajand Aithal, 2018).

Advertising: Unilever can use traditional advertising methods such as television commercials, radio ads, and print ads to reach a wide audience. They can also use digital advertising methods such as display ads and sponsored posts on social media platforms (Unilever.com, 2022).

Public relations: Unilever can use public relations to build and maintain a positive image for the company (Raja, 2021). This can include press releases, media interviews, and corporate social responsibility initiatives.

In-store promotions: Unilever can use in-store promotions and displays to attract customers and promote their products. This can include product demonstrations, point-of-sale materials, and special offers.

Customer service: Unilever can use customer service channels such as phone, email, and social media to respond to customer inquiries and complaints. By providing excellent customer service, Unilever can improve customer satisfaction and loyalty (Rao-Nicholson et al. 2019).

8. The strong presence of Unilever

Diversification has been a key factor in Unilever's success in the global market. By offering a wide range of consumer products in many different regions, Unilever has been able to tap into various market segments and increase its customer base (Afriantoni, 2020). In addition to diversification, Unilever has also focused on building strong brands and developing innovative products, as well as investing in research and development to stay ahead of industry trends. Another important factor in Unilever's growth has been its ability to adapt to changes in the external environment. For example, the company has focused on sustainability and social responsibility in recent years, in response to growing consumer demand for

environmentally and socially conscious products (Unilever.com, 2022). Unilever has also been proactive in identifying and seizing new opportunities in emerging markets, such as the digital market, to stay competitive in an increasingly globalized and digitally connected world. Giving regional product managers the power to make decisions about marketing strategies has helped Unilever effectively distribute its products in different regions. This decentralized approach allows the managers to have a better understanding of local consumer preferences and market conditions, which helps them tailor their marketing efforts to better meet the needs of customers in their region (Siddique and Sultana, 2018).

Unilever's ability to anticipate customer purchase and consumption patterns has also been a key strength for the company (Tien, 2019). By understanding how and why customers buy their products, Unilever can develop strategies to meet those needs and preferences. This can include developing new products or packaging options or adjusting their marketing and distribution strategies to better reach their target audience (Salins *et al.* 2019). By staying attuned to changing consumer trends and needs, Unilever can remain relevant and competitive in the marketplace (Raja, 2021).

Entering new markets can provide significant opportunities for growth for Unilever. By introducing its products in markets where they are not yet present, Unilever can tap into new customer bases and potentially increase its sales. This can also give Unilever a competitive advantage by allowing it to establish a presence in these markets before other companies in the same category. In addition to entering new markets, Unilever can also look for opportunities to expand its product offerings in existing markets. This can include introducing new products that meet the changing needs and preferences of customers or finding ways to increase distribution and reach more customers in these markets. By continuously seeking out new opportunities for growth, Unilever can continue to expand its business and increase its market share (Wachira and Kariuki, 2018).

9. Marketing mix of Unilever

Unilever has a diverse portfolio of brands that cater to different market segments and offer a wide range of prices (Wilshaw, 2021). The company uses a variety of promotional tools, including advertising, public relations, and in-store promotions, to promote its products and reach customers. Unilever has a global presence, with its products available in over 190 countries, and has a large network of retailers and distributors to help distribute its products. Unilever has a strong focus on branding, with each of its brands having its own branding

strategy while also being connected by a shared logo, design, ideology, and message (Unilever.com, 2022). The company's logo features 25 icons representing the importance of its 400 brands. Unilever has a large global workforce, with over 165,000 employees, and its products are widely available in retail stores, shopping malls, and online. Most Unilever products are packaged in plastic bottles or containers (Afriantoni, 2020).

Unilever's customers can be divided into various categories based on factors such as age, income, and what they want from the company's products (Sheth, 2021). The personal and home care segment of Unilever's business tends to target consumers aged 14-50, with a medium to high income. The food segment targets a wider age group, starting at 5 years old, and focuses on providing tasty and healthy options (Raja, 2021). The pricing of Unilever's products take into account a range of factors, including the cost of production, packaging, marketing, and distribution. Unilever uses various communication mediums to reach its customers, including traditional and digital channels and is always exploring new ways to communicate with them. Customers can purchase Unilever products from a variety of outlets, including retail stores, supermarkets, and online shops, and the company actively works to secure prime locations for its products (Reza, 2020).

10. Methods of advertisements of Unilever

Various methods for measuring the effectiveness of advertising, including “*Digital Ad Ratings, Consumer Neuroscience, Radio Airplay, and Online Streaming*”. These methods can help companies like Unilever understand how well their advertisements are resonating with their target audience and adjust as needed (Raja, 2021). Unilever uses a variety of mediums and intermediaries to promote its products, including traditional channels such as print, radio, television, and point-of-sale materials, as well as online channels such as “e-commerce, social media, and search engine marketing”. By using a mix of both traditional and online channels, Unilever can reach a wide and diverse audience and effectively promote its products. Unilever is shifting its focus from traditional media to new channels such as social media, as more and more people are using these platforms to connect with brands. By creating an Omni-channel marketing strategy (Widyastuti, *et al.* 2019). Unilever aims to make it easy for customers to engage with the company and purchase its products from any channel they prefer (Unilever.com, 2022). Unilever is also actively involved in sponsoring events, including sports, artistic performances, and community and social awareness-raising programs. Many of these events are created by Unilever, while others are sponsored by

specific brands within the company. In some cases, Unilever may also partner with other companies to jointly promote events. It is important for all of Unilever's sponsorship efforts to align with its sustainable development plan and core values (Afriantoni, 2020).

11. Conclusion

From the above-discussed report, we can draw the conclusion that Unilever's brand innovation program has been supported by a strong focus on marketing and advertising activities, which use a variety of media to reach customers. By investing in marketing and advertising, Unilever can promote its brand and products and drive demand and sales. At the same time, the company also believes in the importance of responsible, profitable growth, and focuses on sustainability and social responsibility as key pillars of its business.

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