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Introduction

According to the American Marketing Association, marketing is a series of actions, institutions, or processes aimed at generating, communicating, and exchanging products of value to customers, clients, or society. In other words, it can be mentioned that when viewed from the perspective of the current world, marketing is considered to be one of the most crucial activities of a business organisation (Golodner, 2020). From ensuring effective business operation to long-term sustainable profitability, the role of marketing cannot be denied. Many experts in the field of marketing have claimed that in order to obtain sustainable profitability, the 4P should have to be properly designed so that the activities of marketing undertaken by a particular business organisation properly as well as effectively fall in line with the needs and wants of customers (Wilson and Gilligan, 2012). As a result, the needs and the wants of the target customers will be satisfied, which is however the main goal of the marketing process adopted by a business organisation (Wilson, 2010).

E. Jerome McCarthy developed the marketing mix as a useful technique for identifying products or brands, with the product, price, location, and promotion as the elements. Booms and Bitner then expanded it to three elements: people, procedure, and physical proof. This method aids in understanding the market status and conditions by evaluating the market in broad terms (Roger, 2010). From point of view of Unilever, the marketing process is important because it aids in the understanding of a complex market situation that has been extended by demographic and technical considerations (Varadarajan, 2010). Unilever gains because the marketing process directs profitable partnerships in a strategic direction. A competitive edge in the marketplace can be gained by correctly implementing the process.

The marketing process of Unilever

The phrase "marketing process" can be described as a set of operations that work to generate values for certain products and services in order for business organizations to capture those values from customers. Situational analysis, objectives, strategies, implementation, and finally control are all elements of the strategic marketing process that help to propose and manage product values. Unilever's strategic marketing steps are depicted here.

Examination of the current situation

Unilever considers both internal and external surroundings when undertaking situational analysis in order to understand client needs, the organization's existing potency, and rivals.

Unilever uses the SWOT, PESTLE, and FEEDBACK methodologies to determine these components for competitive advantage, and it plays a critical part in research goals, culminating in a strategic marketing plan that analyses various marketing circumstances (Aghazadeh, 2015). SWOT analysis deals with internal strengths, weaknesses, external opportunities, and threats, which virtually determines the current position of the company, while PESTLE analysis evaluates all possible external factors that help to investigate the advantages and threats from the perspective of several tools of analysis (Gerritsen and van Olderen, 2014).

Unilever, on the other hand, benefits from the FEEDBACK technique when assessing potential customers, levels of satisfaction, and development elements. The situational analysis emphasizes the identification of factors, market segmentation, and competitor evaluation in order to develop a strategic marketing plan. Unilever can gain a detailed understanding and significant element of the market for beauty and personal care, food and refreshment, and home care products once all necessary information and data for the target market have been collected. Unilever can quickly detect competitors and future competitors in the current market, as well as market propositions and customer demand.

Objectives

The objectives of Unilever include aiding one billion people enhance their overall health and wellbeing, improving the lives of hundreds of people involved in the supply chain of the company, and having a significant footprint on the environment through the products of the company (Golodner, 2020). Unilever creates a strategic marketing plan that is aligned with its goals and takes into account the importance of forging strong relationships with customers. As a result, it analyses the previous marketing plan, detects gaps, and so on while creating marketing objectives.

Unilever, on the other hand, may see a drop in sales or a failure to retain customers, which is all the more significant. Unilever can establish its marketing objectives by focusing on the organization's vision and analysing crucial areas such as sales growth, market share, new market acquisition, and other KPI data to determine the marketing targets. Unilever supervises the marketing process, noting any missing requirements and ensuring proper direction, after establishing adequate benchmarks and key performance indicators (KPIs).

Strategies of Unilever

The phrase marketing strategy may be defined as creating a marketing plan with the goal of reaching out to potential customers with a certain product and service based on value proposition, customer demographics, promotion platform, and so on (Ayub et al, 2013). Corporate strategy refers to all of a corporation's actions connected to organizational objectives (Lee et al, 2013). Strategy refers to the planned or action plan adopted by the manager of an organization with the goal of achieving organizational goals (Tinnish and Mangal, 2012). It should be emphasized that in order to properly and successfully serve to Unilever's clients' needs and wishes, the corporation must establish a well-defined and precise marketing procedure. As a result, Unilever creates a roadmap for implementing the initiatives, which will aid in the plan's execution. It will enable Unilever to act as a bridge, bridging the gaps (Morgan, Katsikeas, and Vorhies, 2012). Even more importantly, it should be remembered that it can make a major contribution to overall organizational sustainability. Unilever begins by determining the target demographic and marketing objectives.

A marketing process's marketing functions include determining the product, place, pricing, promotion, people, method, and lastly tangible proof that aids in strategic market adaptation. Unilever can profit significantly from the marketing plan because it promotes the building of consumer relationships while also assisting the company in achieving its objectives. These include working for inbound marketing, suggestive marketing by customers, content marketing, native advertising, diversity, and lastly, the most influential platform, promoting the product and services on social media, as shown in current trends in the fast-moving consumer goods business (Svahnberg et al, 2010).

Unilever also engages with key stakeholders in accordance with the company's objectives, and it visualizes the information gathered from the situational analysis. Strategies such as Porter's competitive advantage, marketing mix, and others should be implemented successfully in order to place strategically in order to maximize resources. Unilever employs Porter's competitive tactics by emphasizing cost leadership, differentiation, and strategic market segmentation to achieve distinctive competency.

The marketing mix is a designed and thorough plan for strategically positioning pieces in order to influence potential clients (Wirtz, Schilke, and Ullrich, 2010). According to the situational analysis, Unilever applies its pricing strategies such as value-added pricing, low price strategy, and others from the marketing mix. Unilever advertises its products and

services using digital marketing, which includes social media, web-based advertising, and email marketing.

Implementation of the plan

Unilever should be required to carry out an effective marketing plan in accordance with the directive after it has been properly formulated. Focusing on the intriguing area, competency, and market and product development through a broader perspective. Unilever should concentrate on diversifying its product and marketing operations in order to get a competitive advantage in the highly competitive fast-moving consumer products sector (Svahnberg et al, 2010). If Unilever wants to launch new products or enter a new market, it should concentrate on the needs of its customers. Then, by executing the plan on the appropriate platform, it can achieve a positive outcome in marketing efforts.

The goal of the marketing process is to produce a demanded product or an effective product that can create customer demand. This can lead to a closer relationship between customers and the development of a strong bond between them. Unilever executes all plans developed for different segments such as product, place, promotion, prices determined for items, or competitive strategies for competency from the company's perspective.

Control of the marketing plan

The strategic marketing process comes to a close with the stage of control. Unilever must be in charge of the entire marketing process as well as the implementation strategies in this area. Monitoring and controlling the marketing process is critical since it allows you to see whether or not your strategy is working. Unilever already has criteria for each marketing strategy, allowing it to quickly assess the plan's effectiveness. The corporation can better control revenues, sales growth, promotion efforts, and sustainability practices in the highly competitive marketing of fast-moving consumer goods by using key performance indicators. Unilever also collects client input in order to establish its market position or to focus on product and service improvement. The feedback criteria also demonstrate Unilever's sincerity and aid in the development of a trusting relationship with customers.

Conclusion

When examining the marketing process in the context of the organization, it is clear that the function of the market is critical, and Unilever uses every method available to determine or measure the organization's benefits, as well as if the current process is correct. Unilever can

gain a competitive advantage in the market by following the marketing process and maintaining it. Effective marketing's tasks are to build and retain client demand by focusing on trends that are beneficial to the competition and the company's reputation. All the more so, it should be highlighted that the company's marketing functions must be adaptable enough to fit the present environment, terrain, and circumstance, as well as assist in meeting new problems in the highly competitive FMCG industry. Furthermore, in order to attract more customers on digital platforms, Unilever will need to strengthen its publishing mindset as well as content management skills in the coming months. Marketing functions in the future will be more strategic than current marketing functions, with better influencers ensuring more brand loyalty. Unilever can continue to build communication channels for obtaining insightful information about product demand as a result of the marketing function's major contribution. Finally, effective marketing can be defined as a smart and effective method for a company that strives for social well-being and focuses on long-term practices with positive attitudes.

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