



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BA BUSINESS MANAGEMENT

PROGRAM NAME - THE GLOBAL BUSINESS ENVIRONMENT

STUDENT NAME - GURLEEN KAUR

STUDENT ID - 2129497

LECTURER NAME - Dr. Rexion Nting



UNILEVER



Organization name Unilever

Found In 1886

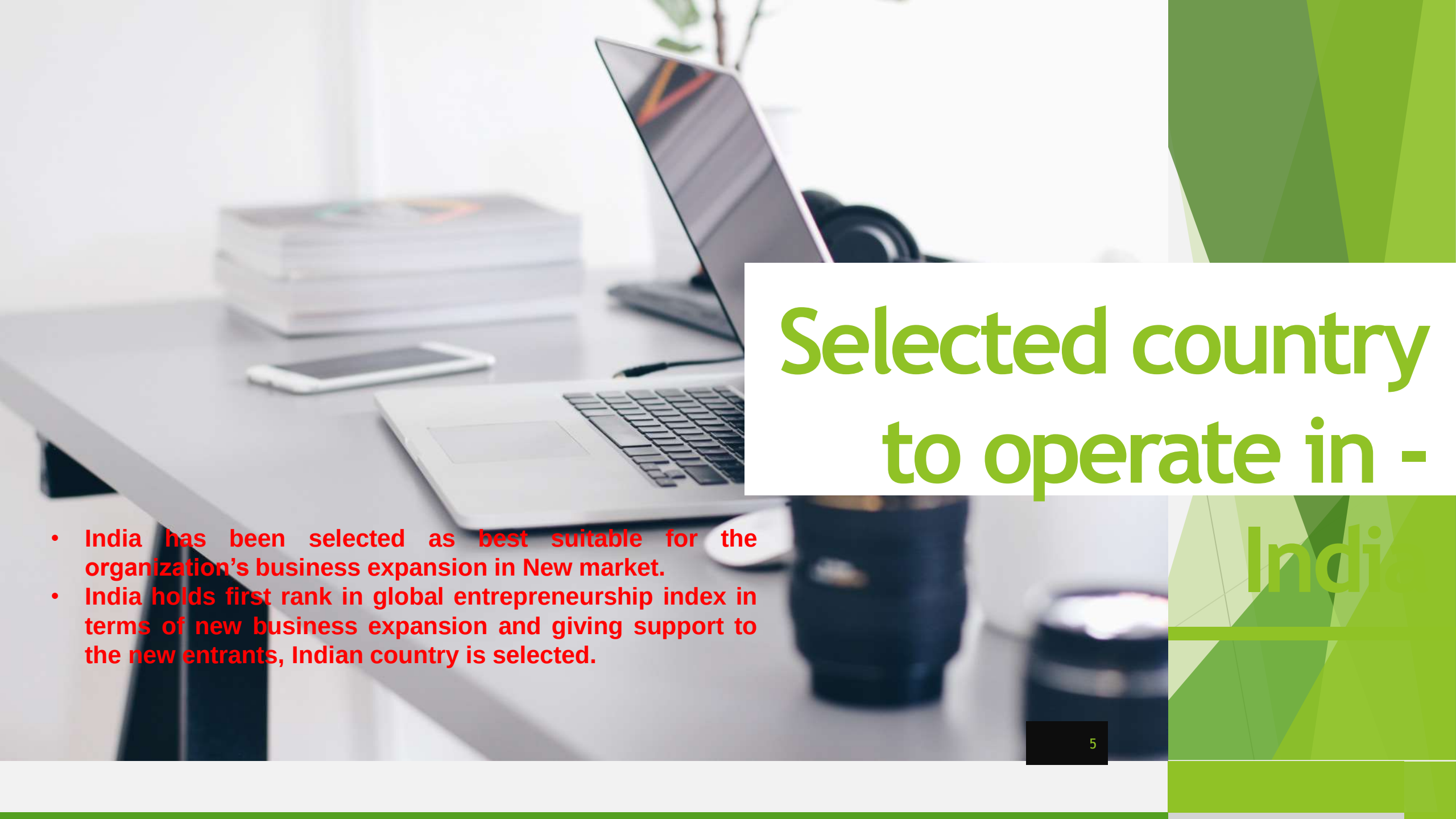
Threats, opportunities and measures
for developing in India market

- This presentation is in compliance with one of the major leading star of product selling and manufacturing industry named “Unilever.
- The undertaken organization about which readers can expect to gain deep insights is named Unilever that was first found in around 1886.
- This visualization approach has been used to depict to the organization’s leading authorities so that they can make decisions about entering in India’s market or not. Major issues, opportunities and threats to the organization being new entrant in India market.

Outline

Introduction to Unilever

1. Organisation name – Unilever
2. Founded in - 1886
3. Operated by – Mr. Jay lope
4. Associated with – Dove , Vaseline, Ben&Jerry etc
5. Key operations - manufacturing , production & selling of skin care & personal care products



Selected country to operate in - India

- India has been selected as best suitable for the organization's business expansion in New market.
- India holds first rank in global entrepreneurship index in terms of new business expansion and giving support to the new entrants, Indian country is selected.

Identified opportunities



- Changing consumers behavior
- Health conscious consumers are increasing day by day.

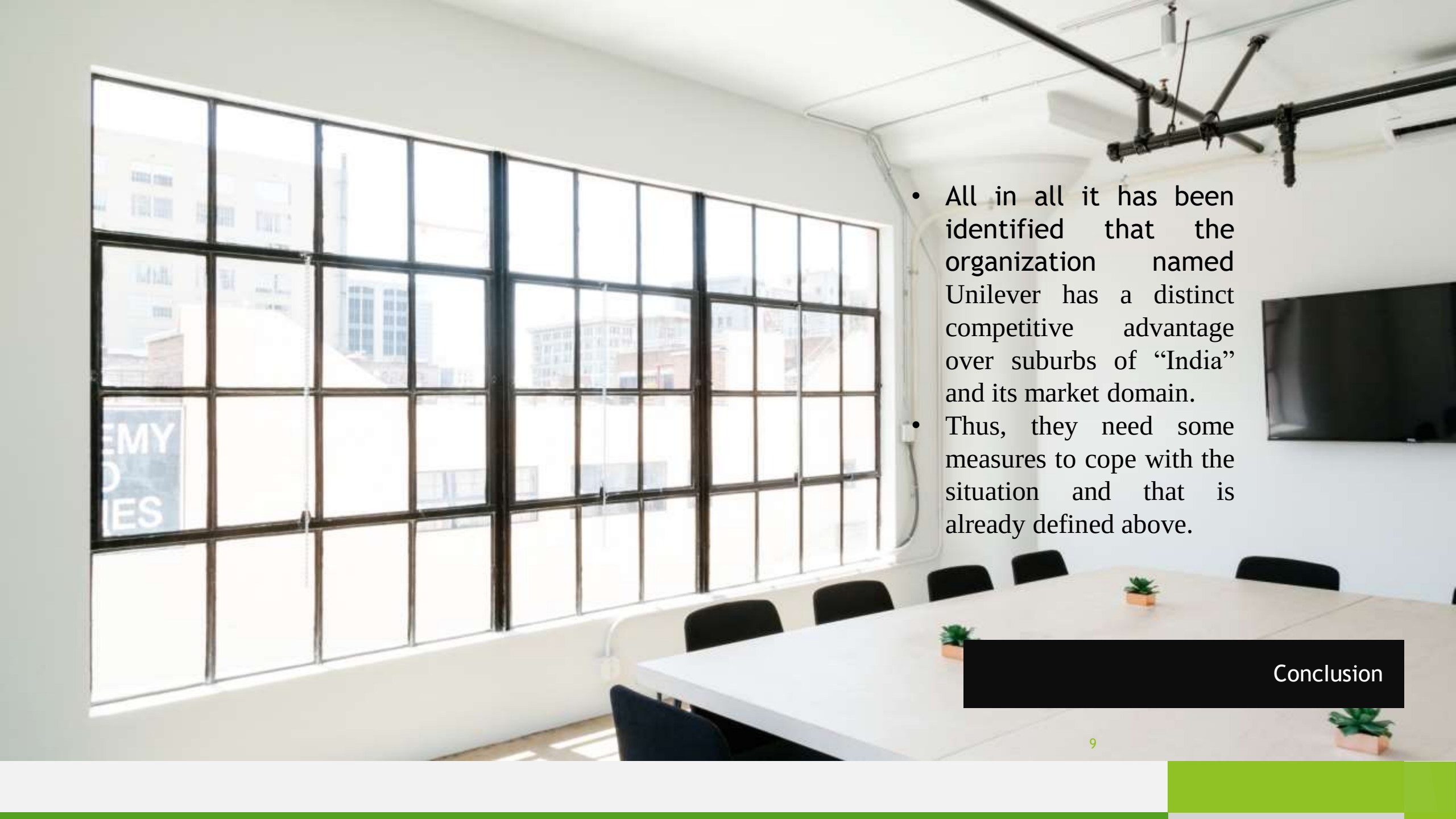
- Economic crisis of India market can bring down Unilever there and this is one of the biggest threats to the organization as of now.
- Also, there is a threat of New entrants such as Asian multinationals can lead the organization named Unilever to face major threats of going slow down due to this reason.

Threats

Re



Following measures can help: -
Widening the business routes.
Use of diversifying Market decision.
Joint venturing etc.

- 
- All in all it has been identified that the organization named Unilever has a distinct competitive advantage over suburbs of “India” and its market domain.
 - Thus, they need some measures to cope with the situation and that is already defined above.

Conclusion

- As per Unilever's global strategy (predicated on Michael Porter's model), the company gains competitive advantage by accommodating the distinctive requirements and preferences of each customer.
- Generic tactics are employed in Porter's five forces to assure workforce productivity, and that is essential for corporate growth as well as resilience.



Recommendations

References

Eiselé, J., Wong, T. and Carlile, M., 2014. Celebrating 10 years of partnership between FDI and Unilever. *International Dental Journal*, 64, pp.35-37.

Focus on Surfactants, 2017. Unilever presents Persil Powergems. 2017(10), p.4.

Focus on Surfactants, 2018. Solid performance for Unilever's home and personal care businesses in 1H 2018. 2018(11), pp.6-7.

Focus on Surfactants, 2019. Nouryon partners Unilever to develop sustainable high-tech chemical solutions. 2019(3), pp.6-7.

Focus on Surfactants, 2019. Unilever offers fragrance ingredients transparency for personal care products. 2019(3), p.4.

Focus on Surfactants, 2019. Unilever to launch 'detectable' black pigments for leading brands' packaging. 2019(7), pp.5-6.



Thank
You