

*Hindustan
Unilever Limited*



Introduction

Hindustan Unilever Limited (HUL) is a major Fast Moving Consumer Goods (FMCG) company running its operations in Indian context. This paper discusses some of the measures that have been implemented by the company, some of the challenges that was faced, and some of the achievements made by the company in a competitive industry.



Company Overview

HUL is a joint stock company of the UK based multinational Unilever and it functions in many sectors which are personal products, home products, and Foods & Personal Care Products. The broad product base and excellent distribution channel have accorded HUL the opportunity to go down the urban and rural markets.



Strategic Analysis

According to the assessment conducted in the thecasesolutions.com, major strategies in the HUL are in the aspect of innovation and brand strategy. HUL undertakes heavy capital expenditure in research and development with a view of coming up with new products for the market.



Conclusion

The case solution prepared by thecasesolutions.com gives useful information about the strategic development and operating performance of Hindustan Unilever Limited. The strong brand management and cope with innovations, creating new products, and concentration of sustainable development helps HUL grow and be competitive in the sector of FMCG.

Resource

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: visit thecasesolution.com for detailed analysis and more case studies.

