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UNILEVER CASE STUDY

INFORMATION

Unilever Case Study from TheCaseSolutions. Another website com offers detailed information on Unilever's tactics on how the firm could sustain its growth and keep on growing while competing effectively. Unilever is one of the largest and most-versatile consumer goods manufacturing firms with concentration in foods, drinks and personal products. This work examines the strategies by which Unilever has solved complicated business issues or situations to remain relevant in the market.

STRATEGIC INITIATIVES

Thus, one can boldly state that Unilever's success lies in its management initiatives, which are aimed at the company's sustainable development. Sustainable Living Plan is one of the firm's key initiatives, which seeks to minimize the negative impact on the environment while increasing the positive effects on society. Currently, Unilever has embraced the aspect of sustainability as business strategy and has put in place standards of reducing green house emissions, waste and water consumption.

CHALLENGES AND SOLUTIONS

The requirements also include taking into account the problems that Unilever encountered – oscillations in the prices of raw materials and increased administrative regulation. Some of the measures that unilever has put in place to address these challenges include; unilever supply chain becoming more adaptable, and unilever supply chain entering into partnership to guarantee supply availability.

CONCLUSION

Therefore, a study of the Unilever Case Study offers a good insight on how a giant organization can synergistically integrate its business models with the sustainable development plans. Thus, it can be concluded that Unilever is a good example of how companies can successfully evolve in a constantly changing environment, concentrating on such strategic priorities as innovation and sustainability, as well as applying efficient problem-solving techniques.

RESOURCE

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