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# *Unilever in Brazil case*

# Introduction

Unilever personal care, one of the world's biggest fast-moving consumer goods company, experienced several difficulties when the company started its business in Brazil. Brazil offered a highly competitive and massive market that had its own challenges that could deter the growth and profitability of organisations in the long-run. This paper focuses on the solution to the case in Unilever in Brazil, managing to detail the measures taken so as to overcome market obstacles to obtain viability. For details, go to [thecasesolutions.com](http://thecasesolutions.com).

# *Analysis of Problems*

The research establish that Unilever faced several challenges in the Brazil market, majorly because of the economic imbalance and difference across the regions. The prominent challenges included Market Segmentation: The people in Brazil had different income levels, which meant that it was always challenging to serve those markets at once notably the B class consumers who formed the largest market in the country. Distribution Difficulties This had the added misfortune of occurring in a country of territorial Cua-Large which is not well-equipped and therefore faced difficulties in distributing products to various areas in the country.



# *Outcomes and Lessons Learned*

The strategies pointed out above scaled up Unilever's market positioning and overall profitability in Brazil. Above all, management's ability to bring changes to geographical market and customer requirements contributed most to the company's success. Some of the insights which can be drawn from this case are the relevance of market segmentation, cultural adaptation, innovative distribution and cost control in the analysis of emerging markets.

# Conclusion

The episode of Unilever in Brazil explains that multinational corporations have to be prepared to have a more adaptive differentiated approach when seeking business in different markets. Therefore Unilever's strategy and successful execution is a fine test of how a MNC can unlock the Brazil markets and look at issues pertaining not only to Executive Management but also provide a good benchmark to future prospective entrants into the same market.

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