


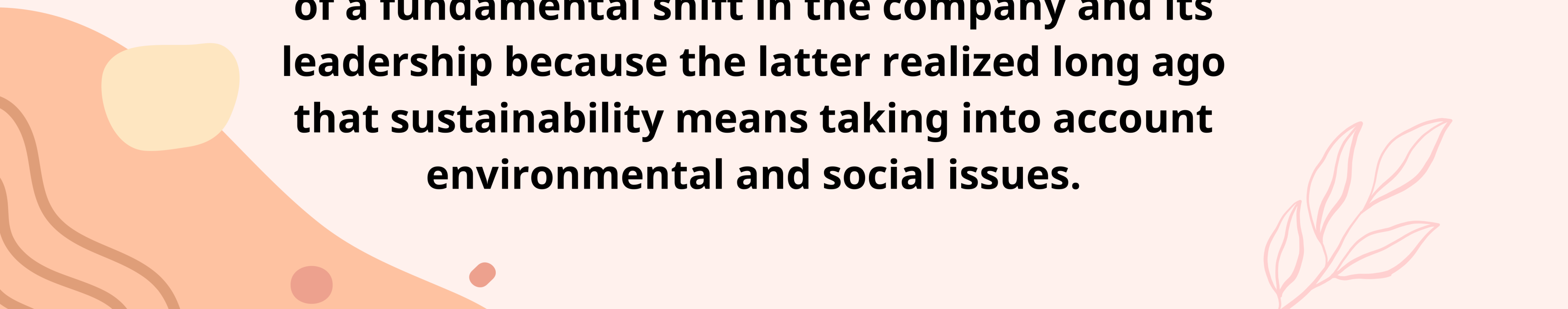


SUSTAINABLE BUSINESS STRATEGY FOR UNILEVER



INTRODUCTION

The Anglo-Dutch company Unilever is one of the leaders in the field of fast-moving consumer goods and has made ecological responsibility a fundamental strategy. It is part of a fundamental shift in the company and its leadership because the latter realized long ago that sustainability means taking into account environmental and social issues.



LONG-TERM VISION:

IN A BID TO ENHANCE THE SUSTAINABLE SOURCING OF RAW MATERIAL AND THE COMPANY'S OVERALL SUSTAINABILITY, THE UNILEVER ORGANISATION DEVELOPED SUSTAINABLE LIVING PLAN TARGETS TO BE MET IN 2030. SUCH TARGETS ARE INCLUSIVE OF PHYSIOLOGICAL, PHYSICAL, SOCIAL, AND ECONOMIC WELFARE, ENVIRONMENTAL SUSTAINABILITY, AND ECONOMIC SUPPORT.

SUSTAINABLE SOURCING:

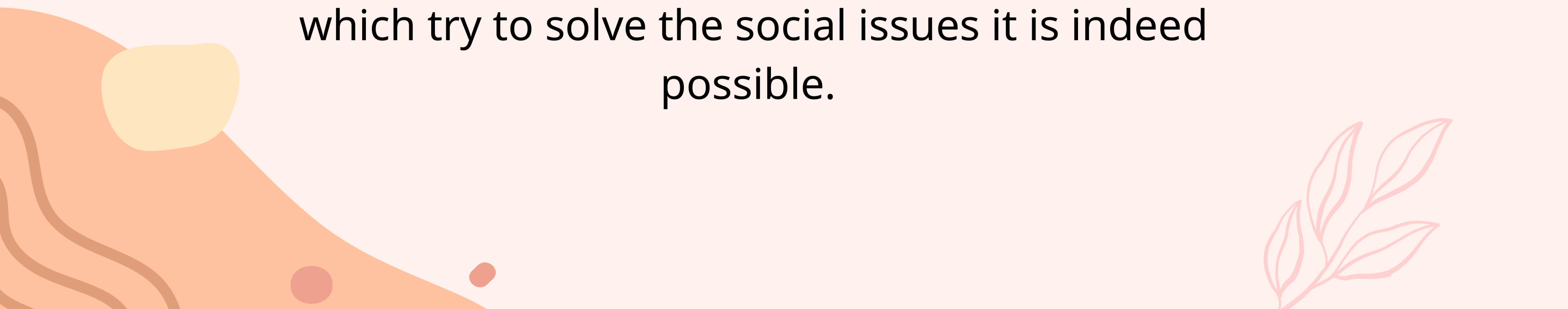
Unilever main concerns the sustainability of supply chain, especially the company's ability to get materials for production while have the least possible negative effects to the environment or unfair to some people.





CONCLUSION

Unilever is an example of sustainable business practices because it can be seen that focussing on forming business practices that will be lucrative but are also environment friendly and which try to solve the social issues it is indeed possible.



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