

Business Plan-Unilever

[Name of the Student]

[Name of the Institute]

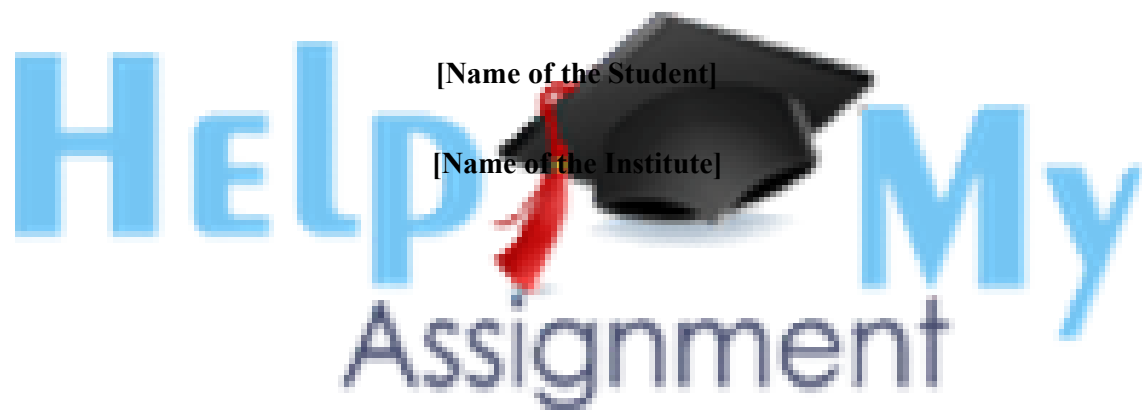


Table of Contents

Introduction.....	3
WHY?	4
TASK 1:.....	5
1. Strategic plan.	5
2. SWOT Analysis	6
Strength.....	6
Statement of the organization's vision.....	7
Mission.....	7
Objectives	8
3. Unilever IS-related projects	8
Privacy	8
1. Brainstorm.....	9
1. Perform a risk assessment for this project.	11
2&3. Identify various risks and potential impact.....	11
TASK 4:.....	12
1. Brief description of how the individual can start a business	12
References.....	14

Introduction

Unilever is a global organization founded by Anglo-Dutch parents that claim to have clients from many global brands in food, beverage, cleaning experts, and selected products to consider (Reza 2020). The Unilever Vital Arrangement is a future achievement that builds on the ability to grow out of our natural experience as well as the dissemination of our positive social effects.



Figure 1

What?

In 2022 we set our four strategic goals to be:

- Grow the Business: By 2022 our goal is to double sales by the business compared to 2020
- Improve Health and Wellbeing: By 2021 we will help more than a billion people take action to improve their health and wellbeing
- Reduce Environmental Impact: By 2030 our goal is to halve the environmental footprint from making and using our products as we grow our business
- Enhance Livelihoods: By 2021 we will enhance the livelihoods of millions of people as we grow our business

HOW?

- Customer and consumer trust
- A strong business for shareholders
- A better, healthier, and more confident future for children
- A better future for the planet
- A better future for farming and farmers

The purpose of the report is to advance our goals as a means of realizing our vision, bringing these needs together through an effective win-win path for governments, intergovernmental organizations, oversight bodies, clients, service providers, sponsors, civil society organizations, academics, and our clients. Our plan consists of three:

- This goes beyond our entire portfolio of brands and all the countries in which we sell our products.
- It has social and monetary aspects: our articles influence well-being and prosperity, and our business supports the callings of many people.
- Considering the climate, we work across the entire value chain, from raw material sources to our processors and how our customers use our products.

WHY?

Unilever has one fundamental but clear goal: to create a decent life. We agree that this is the best way to grow our business. Our focus and professional skills will help us understand our vision of accelerating development, reducing our environmental impact, and expanding our positive social impact.

- Greater customer confidence; and
- A reliable business for investors with fewer dangers and reliable, serious, and useful long-term development.

TASK 1:

1. Strategic plan.

The strategic plan is to increase the sales by compared with previous years. To accomplish the plan it needs to create sustainable profitable growth and value for shareholders by increasing the profits by 5%. To boost the sales and the margins through a growth strategy by 7.5%. To increase spending on advertising 300 out of 400 core products by allocating a marketing budget of 5000 million pounds (Pandey et al. 2021). The company products touch the lives of many people throughout the world. In nutrition themes, Unilever has of late been recognized for helping their shoppers make a strong choice by enhancing the dietary quality of their products, through intensifying the consumer choice and offering vivid information to their customers (Cunningham et al. 2015). The efforts have been witnessed in the past such as the introduction of the Nutrition Enhancement Program introduced which has enhanced the company achieve the internationally accepted guidelines for nutrition content such as fats, salts and sugar content .



Figure 2

2. SWOT Analysis

Strength

- Largest organizations
- Advanced technology
- Well skilled professionals
- Good distribution network all over the world
- Unilever provided creative strategies
- Strong marketing and good image creation
- Wide distribution channels in both national and internal markets
- Decentralized decision-making



Weaknesses

- Competitors offered a better alternative product
- The dual co-chair approach and dual company structure create problems
- Lack of high volume brands
- Slow sales growth compared with the competitors.
- Low cash flow
- Focus on short term strategy
- High cost of restructuring
- Hard to manage and control company structure
- High-cost limit promotions in the company

Opportunity

- Rural areas are a large prospective market
- Employing external job applicants
- Gain high market share
- Introducing new distribution channel =>
- Advertising through e-commerce
- Promote its products in new geographic areas
- The customer base is increasing with effective marketing
- Take advantage of the changes in technology

Threats

- Product innovation is ineffective
- The high competition for market share increases rapidly
- Changes in people's lifestyle
- Political and Economic factors
- Increasing social awareness in society
- Unfavourable conditions
- The company's image destroyed
- Acquisition decision

Statement of the organization's vision

Assignment

Unilever's vision statement is, to be the global leader in sustainable business. We will demonstrate how our purpose-led, future-fit business model drives superior performance, consistently delivering financial results in the top third of our industry .

Mission

On any given day, two billion people use Unilever products to look good, feel good and get more out of life. We believe that as a business we have a responsibility to our consumers and to the communities in which we have a presence. Around the world, we invest in local economies and develop people's skills inside and outside of Unilever. And through our

business and brands, we run a range of programs to promote hygiene, nutrition, empowerment, and environmental awareness .

Objectives

To boost the sales and the margins through a growth strategy by 7.5%. To increase spending on advertising 300 out of 400 core products by allocating a marketing budget of 5000 million pounds. To increase the market share and maintain leadership in the company's core product by ensuring and creating customer loyalty and producing products that meet specific customers in the market (Grayson, Coulter, and Lee 2019). To improve society's perception of our products. To provide more healthy products to maintain our loyal customers .

3. Unilever IS-related projects

The second innovation presents new moral difficulties. Computer innovation is used in public events by deleting, controlling information, and distributing prepared information, which is data. The data framework uses neighbouring and global organizations, datasets, data preparation programs. Data is the key to self-realization and a source of strength. This is vital to consider the moral considerations of how data will be used in data based on the inclusion of social and political issues (unilever.com 2020). There are serious social problems today because *the* government and professional associations fail to maintain the highest moral standards in the use of management information systems.

Privacy

Two forces threaten the right to security. One is to increase the power of the computer used for observation, and the other is to increase the dynamic value of information. At some point, the leader attacks someone's defines to get information. Unilever needs to conduct an

abandoned statistical survey to understand what products customers need to be safe to use. Given the UK Data Protection Act 1998, a moral issue arises. It is praised that the control information system provides an imaginary degree of precision that is possible in a manual system. Errors often require much more attention.

TASK 2:

1. Brainstorm

Overall, given the fact that the development pipe is continually being taken over by new companies, organizations such as Unilever are pursuing scientific projects of creative methods to continually take care of the pipe from the beginning with revolutionary thoughts. Since 1998, programs have been sent to work with the ingenuity and technique of Synectic to encourage innovative speculation by creating associations between parts of the problem and parameters outside the scope of inference. In organizations of this type, innovation is critical and is tracked as a feature of a development measure formalized with strict discipline (Marketline 2020). To assess the achievements of creative teams and analyse their learning of ingenuity, they concluded that innovation meetings are important for two reasons: and the other is learning to innovate. Ingenuity brings more creative methodology. (number of thoughts) from colleagues. In any case, these creative meetings should not be limited to the use of strategies, for example, Synectic, however, organized reflection meetings that combine these new methods of the invention. Following the Unilever mindset, the creators hope to show that thoughts that emerge in brainstorming meetings through experiential learning increasingly pass through the “continuation” test. Through experiential learning that helps formalize the business

to realize that thought, as opposed to thought created by traditional methods, training, or dynamic ingenuity with any kind of training.

The facilitator/facilitator of the brainstorming meeting should remotely and simultaneously supervise the working methods, including providing important frameworks for participants, tracking the time spent on each activity, sharing thought-provoking stimuli and exploring technological issues, and maintaining energy gain. Customer ratings for COVID 19 are constantly evolving (Unilever 2015). At Consumer Marketing Insights, Unilever specializes in understanding customer behaviour. The coronavirus is affecting how customers buy, think, perceive and view brands. They provide the transfer of this data to each of the studies. To stay consistent with any progress in customer understanding, they increasingly conduct subjective research, connect with customers online, and use phrases like StreetBees Research to track changes from week to week.

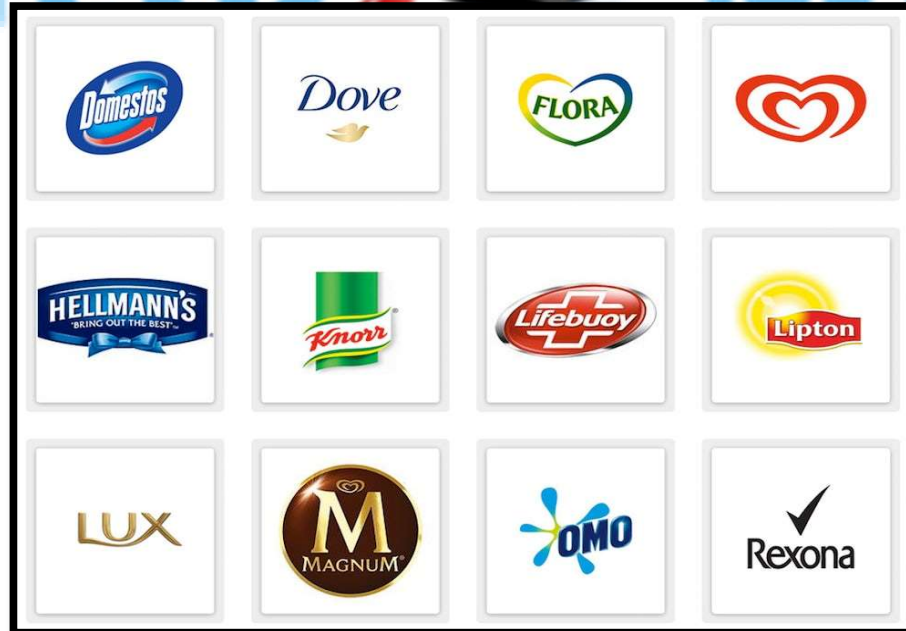


Figure 3

TASK 3:

1. Perform a risk assessment for this project.

Australia is an ideal location like Sydney, which has multiple and diverse cultural influences which makes the program more relevant and fascinating to the customers. The risk assessment of the program would be in the following steps.

- Identify the hazards
- Decide who might be harmed and how
- Evaluate the risks and decide on precautions
- Record your findings and implement them
- Review your risk assessment and update if necessary
- Sustainability
- Supply chain risk

2&3. Identify various risks and potential impact

Risk assessment of a Project					
	Insignificant	Minor	Moderate	Major	Catastrophic
Very Likely	Low-Medium	Medium	Medium-High	High	High
Likely	Low-Medium	Low-Medium	Medium	Medium-High	High
Possible	Low	Low-Medium	Medium	Medium-High	Medium-High
Unlikely	Low	Low-Medium	Low-Medium	Medium	Medium-High
Very Unlikely	Low	Low	Low-Medium	Medium	Medium

Figure 4

TASK 4:

1. Brief description of how the individual can start a business

An extraordinary independent company consistently begins as a thought, yet you need to change that thought right into it. That is the place where numerous people can begin to feel overpowered. It's reasonable to freeze up at the downpour of things that are needed to kick a business off, yet getting rolling is simpler than you may suspect.

- Define your vision. What will be the final product of the business?
- Define your mission. Distinctive to a vision, your mission ought to clarify the explanation of organization exists.
- Define your objectives. What are you going to do - what are your objectives - that will prompt the achievement of your mission and your vision?
- Outline essential methodologies. How are you going to accomplish the objectives you just bulleted?
- Write a straightforward activity plan. Slug out the more modest undertaking focused activities needed to accomplish the expressed objectives

2. What challenges had to be overcome?

- Financing
- Teambuilding
- Rule-making
- Decision-making
- Manufacturing and distribution

3. Individual encounter failure before becoming a success?

Several examples of individuals who encountered failure before becoming successful are mentioned below:

- Bill gates
- Colonel sanders

- Walt Disney
- Steve Jobs

TASK 5:

1. View a new product or idea

The people view the product by its quality, brand image, price, and promotion to aware the customers about the product or idea. The product attributes are also the factor of people view a new product or idea.

2. Design a set of focus group

Focus groups are a unique type of meeting used to gather information. people from a well-defined target group. Unfortunately, many people are confused. focus groups with various other information gathering methods such as municipal rallies, public hearings, so-called groups, warning signs, hearings, and study circles. These are not newsgroups anyway. No administration, no team accused of performing a certain task. Maybe a lot of concentration.

- consisting of from six to twelve people,
- which are comparable, at least in other respects, and
- are guided by work with a conversation,
- at a marked point,
- Collect information about the assessments of the people gathered.
- The purpose of the focus group is to improve self-disclosure among participants.
- Since the whole, not the individual, is meant to answer the questions,
- Usually interprets a unique type of energy. Participants "return" to other people's comments
- Also, add to the exchange an extravagance that cannot be achieved one-on-one meet.

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