



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

Assignment MGT321

Unilever Company

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Introduction

As a top maker of packaged consumer goods worldwide, Unilever operates in many countries, such as Asia, Africa, North America, the Middle East, Western Europe, and Latin America. The company's products cover several categories, including savory, dressings and spreads; ice cream and beverages; personal care; and home care. Unilever's brands include popular names Axe, Dove, Pond's, Suave, Vaseline, Signal, Snuggle, Surf, Slim Fast, Lipton, Knorr, Ben & Jerry's, Breyers, and Country Crock, among others. Unilever is part of the Unilever Group owned by the Netherlands-based Unilever N.V. and UK-based Unilever PLC.

With 400 brands spanning 14 categories of home, personal care and foods products, no other company touches so many people's lives in so many different ways. Their brand portfolio has made them leaders in every field in which they work. From comforting soups to warm a winter's day, to sensuous soaps that make us feel fabulous, their products help people get more out of life. They constantly enhance their brands to deliver more intense, rewarding product experiences. They invest €1 billion every year in cutting edge research and development, and have five laboratories around the world that explore new thinking and techniques to help develop their products.

Continuous development

Consumer research plays a vital role in their brands' development. They constantly develop new products and develop tried and tested brands to meet changing tastes, lifestyles and expectations. And their strong roots in local markets also mean they can respond to consumers at a local level. By helping improve people's diets and daily lives, they can help us keep healthier for longer, look good and give our children the best start in life. They also believe that the very business of conducting business in a responsible way has a positive social impact. They create and share wealth, invest in local economies and develop people's skills – both inside their organization and in the communities around us.

Today Unilever employs 179 000 people in 100 countries worldwide, and supports the jobs of many thousands of distributors, contractors and suppliers.

Health & personal care

- First launched in France in 1983, their leading male grooming brand, Axe, now gives guys the edge in the mating game in over 60 countries
- Their oral care brands Mentadent, Peptosodent and Signal have teamed up with the world's largest dental federation, the FDI, which represents over 750 000 dentists around the world
- Lux became the first mass-marketed soap when it launched in 1924. Today it achieves annual global sales of over €1 billion
- Domestos is a best-selling brand in nine of the 35 countries in which it's sold
- Hindustan Lever in India has launched a hand-wash product, Surf Excel Quick Wash, with a low foaming formulation, reducing the amount of water needed for rinsing by up to two buckets per wash
- Recent breakthroughs at Rexona include Rexona Crystal, a deodorant that eliminates unsightly white deposits on dark garments

Foods

- Knorr is their biggest food brand with a strong presence in over 80 countries and a product range including soups, sauces, bouillons, noodles and complete meals
- They are the world's largest ice cream manufacturer, thanks to the success of their Heartbrand which includes Magnum, Cornetto, Carte d'Or and Solero, and Ben & Jerry's and Breyers in the US
- Lipton's tea-based drinks include the international Lipton Iced Tea range, the Lipton range in North America and Lipton Yellow Label, the world's favourite tea brand
- Becel/Flora pro.activ products have been recognised as the most significant advancement in the dietary management of cholesterol in 40 years
- In the mid 1990s they led the industry with their programme to eliminate almost all trans fat from their margarine
- AdEs, their soy-based fruit drink, has been growing at the impressive rate of 35% since its launch in 1997 in Latin America