



Unilever

COMPANY ANALYSIS

Unilever

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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**PROJECT TITLE : HYGIENIC TRAVEL FRIENDLY ANTIMICROBIAL
HAND WASH**
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In the name of Allah, The Most Gracious, The Most Merciful

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2. EXECUTIVE SUMMARY

This case study was assigned in order to recognize the problems in a real life situation and express the complexities would be encounter in business. The practice of applying knowledge are required on analysing the problems, reasoning and drawing conclusions. The company that I chose in this case study is Unilever. Unilever either Unilever PLC (based in London) or Unilever NV (based in Rotterdam) which is twin companies is an Anglo-Dutch transnational consumer goods company. On 2 September 1929, merger of Dutch margarine producer Margarine Unie and Lever Brothers who is the maker of British soap sign an agreement to create Unilever and Unilever official established on 1 January 1930. Its products are categorized in varieties including beauty and personal care, foods and refreshments and home care. Unilever has become a successful brands for over 120 years with targets 2.5 billion people use its products daily, over 400 Unilever brands are used by consumers worldwide including famous one right now such Dove and Lifebuoy, its products sold in 190 countries with 155, 000 employees in more than 190 countries are key to Unilever's success as well as large turnover of €52 billion profits obtained in 2019 (About Unilever, 2020). The purpose of Unilever is to make sustainable living commonplace. Meanwhile, the vision of Unilever is to be the global leader in sustainable business (Our Strategy, 2020). Unilever stated that seven out of every ten households around the world contain at least one Unilever product from huge range of Unilever's products such Lipton, Knorr, and Dove which will focus on its hand wash's problems in this case study.

The problems of Dove hand wash which named as "Care & Protect" owns by Unilever is antiseptic agent to kill germs from viruses and bacteria is not included in the formulations. Besides that, the hand wash dispenser recognized as less hygienic specifically the actuator part. Furthermore, the actuator is not a travel friendly with spillage and leakage easily occur because clashes with other belongings in the luggage. Finally, the hand wash solutions lack of fragrances and colours.

	<ul style="list-style-type: none"> • Sir Thomas Lipton Decaffeinated • Lipton A100 Yellow Label Teabag Sachets • Sir Thomas Lipton Forest Berries • Sir Thomas Lipton Green Tea Sencha • Lipton Ekstra Kaw Catering Potbag.
Lux	<ul style="list-style-type: none"> • Soft Touch Bar Soap • Magical Spell Body Wash • Velvet Touch Bar Soap • Fresh Splash Bar Soap • Hypnotic Rose Bar Soap
Breeze	<ul style="list-style-type: none"> • Breeze Fragrance Of Comfort Powder Detergent. • Breeze Goodbye Musty Powder Detergent. • Breeze Long Lasting Perfume Concentrated Liquid Detergent. • Breeze Power Clean Concentrated Liquid Detergent. • Breeze Gentle on Skin Liquid Detergent.
Lifebuoy	<ul style="list-style-type: none"> • Vita Protect Bodywash. • Cool Fresh Bodywash. Betel Leaf Bodywash. Lemon Fresh Bodywash. • Moisture Plus Bodywash. • Total 10 Germ Protection Bodywash. • Mild Care Bodywash. • Lemon Fresh Handwash.

Table 2: Part of products offer by Unilever.