

An analysis of Unilever's legal form, financial performance and business strategy



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Reviews

It is one of my personal favorite books. It is written in easy terms and never hard to understand. It has been designed in an exceedingly easy way and it is only after I finished reading this publication that I changed the way I think.
(Lucinda Stiedemann)

AN ANALYSIS OF UNILEVER'S LEGAL FORM, FINANCIAL PERFORMANCE AND BUSINESS STRATEGY

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GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 211x149x3 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: 1,7, Leeds Metropolitan University, language: English, abstract: Unilever Group PLC Unilever is one of the world s leading suppliers of fast moving consumer goods. We aim to meet everyday consumer needs for nutrition, hygiene and personal care with brands and services that help people to feel good, look good and get more out of life (Unilever, Director's Report, p. 17). It generates revenues through four main business segments: savoury, dressings and spreads, personal care, ice cream and beverages and home care.Vision & Mission StatementA company s mission can be defined as the overriding purpose in line with the values or expectations of stakeholders (Johnson & Scholes, 2005, p.13). We work to create a better future every day. We help people feel good, look good and get more out of life with brands and services that are good for them and good for others. We will inspire people to take small everyday actions that can add up to a big difference for the world. We will develop new ways of doing business with the aim of doubling the size of our company while reducing our environmental impact .Unilever's legal business formCommonly, there are three types of business organisations; sole traders, partnerships, limited companies. Unilever is a Public Limited Company (PLC) which means that it is permitted to advertise its shares to the public on the stock exchange market and which is registered as a public limited company (Companies Act 2006, 58 (1)). Public companies are aimed at securing investment from the general public (Lowry et al., 2006, p.9). A...



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