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Unilever – SWOT Framework Analysis

https://marketpublishers.com/r/UA2969615A2EN.html
Date: May 2016
Pages: 20
Price: US$ 110.00 (Single User License)
ID: UA2969615A2EN

Abstracts

Unilever is a globally known consumer goods company. Headquartered in Netherlands and London, the company's major products include food and beverages, personal care products, cleaning products, etc. It is the biggest producer of food spreads in the world such as margarine and it is also the third biggest consumer goods company in the world as of 2012.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes Unilever in a SWOT analysis and also provides a brief profile of the company in the report Unilever – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Unilever in the present-day business scenario.

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