



Uhomhoabhi Fredrick Albert : PESTEL Analysis: A Report on UNILEVER. *Codewit Online Publications 2008.*

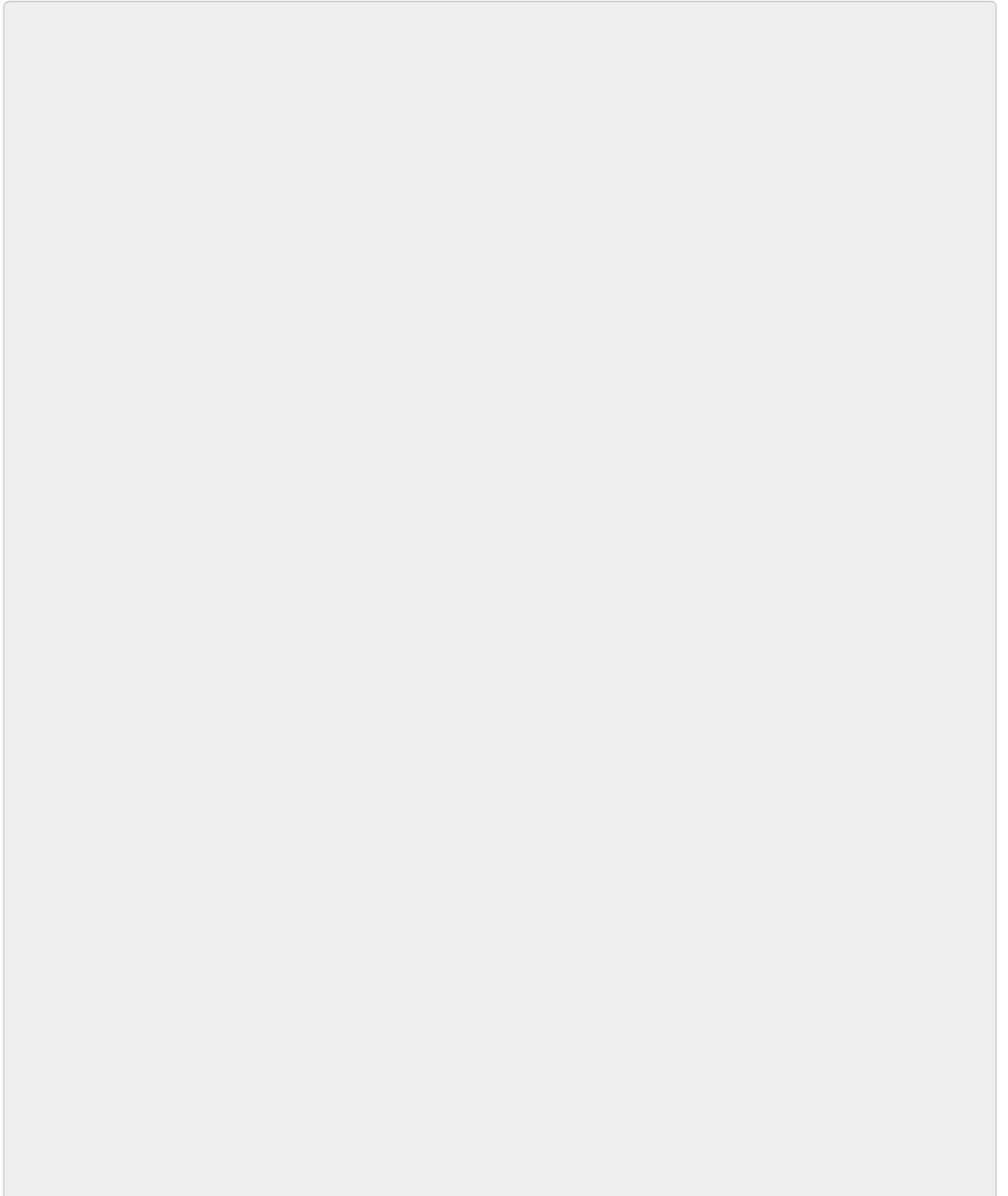
Abstract

The Fast Moving Consumer Goods (FMCG) environment is rapidly changing. Especially, the increasing popularity of line extensions seems to depend on advantages inherent in brand leveraging. FMCG manufacturers go into R&D in order to come up with the product that best satisfy consumers because customers become more critical about attaching themselves to a particular brand. They will also like to buy less expensive product due to current economic tide. Unilever is one of the biggest Fast Moving Consumer Good (FMCG) companies in the world. I have always been inquisitive about Unilever's operations because I use some of its products, even right from childhood. This together with the current environmental challenges being faced by FMCG manufacturers motivated me to find out about Unilever's operations and the current challenges it faces in the volatile business environment.

Links

[http://publications.codewit.com/wp-content/uploads/2018/10/PESTEL_ANALYSIS_A_REP\[...\]](http://publications.codewit.com/wp-content/uploads/2018/10/PESTEL_ANALYSIS_A_REP[...])

BibTeX (Download)





```
@online{Albert2008,  
title = {PESTEL Analysis: A Report on UNILEVER},  
author = {Uhomhoabhi Fredrick Albert },  
url =  
{http://publications.codewit.com/wp-content/uploads/2018/10/PESTE  
L_ANALYSIS_A_REPORT_ON_UNILEVER.pdf},  
year = {2008},  
date = {2008-05-14},  
organization = {Codewit Online Publications },  
abstract = {The Fast Moving Consumer Goods (FMCG) environment is  
rapidly changing.  
Especially, the increasing popularity of line extensions seems to  
depend on advantages  
inherent in brand leveraging. FMCG manufacturers go into R&D in  
order to come up  
with the product that best satisfy consumers because customers  
become more critical  
about attaching themselves to a particular brand. They will also  
like to buy less  
expensive product due to current economic tide. Unilever is one  
of the biggest Fast  
Moving Consumer Good (FMCG) companies in the world. I have always  
been  
inquisitive about Unilever's operations because I use some of its  
products, even right  
from childhood. This together with the current environmental  
challenges being faced by  
FMCG manufacturers motivated me to find out about Unilever's  
operations and the  
current challenges it faces in the volatile business environment.  
},  
keywords = {PESTEL Analysis, UNILEVER},
```



```
pubstate = {published},  
tppubtype = {online}  
}
```





Author

Recent Posts



Uhomhoabhi Fredrick Albert
