



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

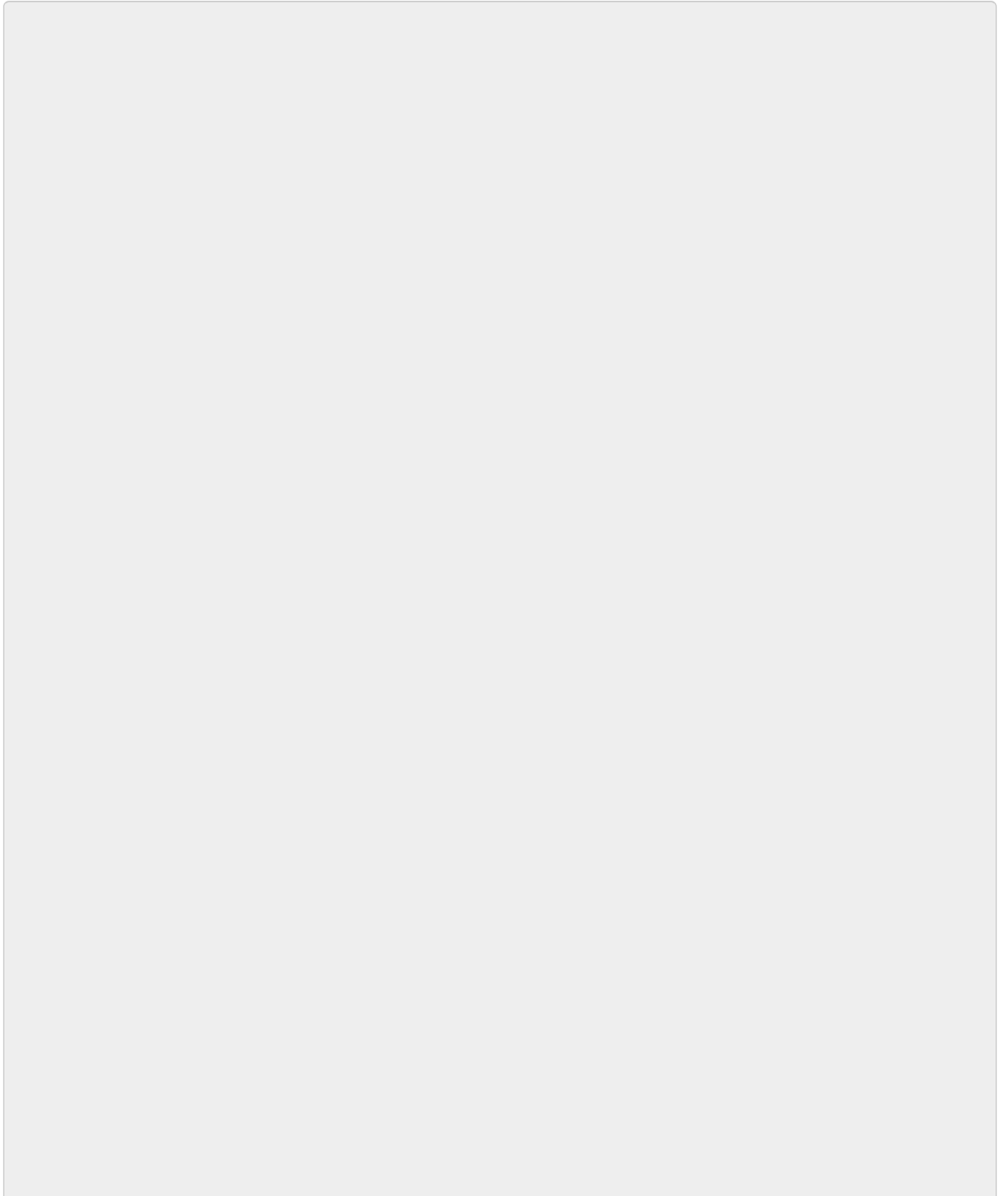
### Abstract

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.

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author = {Uhomhoabhi Fredrick Albert },  
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{http://publications.codewit.com/wp-content/uploads/2018/10/PESTE  
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