



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...



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