

# Unilever bangladesh limited report essay sample



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Unilever Bangladesh Limited is a subsidiary of Unilever, world's one of the largest Household and Personnel Care and Foods Manufacturer with an annual turnover of 47 Billion Euro or approximately TK. 320000crore.

Unilever Bangladesh Limited is the leading Household and Personnel Care product in Bangladesh with brands and a number of sub-brands. UBL is around here in Bangladesh for more than four decades. The company has a huge manufacturing facility in Kalurghat, Chittagong ; it also has 4(four)third party production facilities located in Gazipur. The HQ of UBL is in Gulshan- 1, Dhaka. In the 1890s, William Hesketh Lever, founder of Lever Bros, wrote down his ideas for Sunlight Soap - his revolutionary new product that helped popularize cleanliness and hygiene in Victorian England. It was ' to make cleanliness commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products'. This was long before the phrase ' Corporate Mission' had been invented, but these ideas have stayed at the heart of our business.

Even if their language - and the notion of only women doing housework - has become outdated. In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day - economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout we've created products that help people get more out of life - cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves. Over the last four decades, Unilever Bangladesh has been constantly bringing new and world-class products for the Bangladeshi

people to remove the daily drudgery of life. Over 90% of the country's households use one or more of our products. When Bangladesh became an independent country in 1971, Lever Brothers Bangladesh Ltd was constituted with Unilever owing 60.75% shares and the Government of Bangladesh owning the remaining 39.25% shares. In 2004, Lever Brothers was renamed, "Unilever Bangladesh Limited" in order to align its corporate identity and logo with that of the global Unilever.

Problems facing the company:

Not a problem, rather a challenge to meet the increasing demand with sufficient supply. The company has a tea packaging operation in Chittagong and four manufacturing units in Dhaka, which are owned and run by third parties but exclusively dedicated to Unilever Bangladesh. This type of manufacturing arrangement involves huge logistic problems, both upstream and downstream.

Strategies and Tactics used to cope with them:

People involved in human resources are strategic business partners to all functions facilitating, guiding, and helping in implementing the people's process for growth. They play both a tactical and a strategic role within every aspect of business partners, talent management, recruiting, management development, training, remuneration, communications, employee relations, and welfare. They also act as architects, of the organizations and facilitate and expedite the development of individual potential. Planning

Resource

Storing

To do this UBL increase their strategies.

An assessment of the company's current state of operations: In line with targets set for the year is an assessment of the company's current state of operation. Future Directions:

In many respects, they think of Unilever Bangladesh as a community, rather than an organization. This community is shaped and led by its people, who operate creatively within a framework of shared values and business goals. Because their people are fundamental to the way they do business, they're at the centre of everything they do. Their professional fulfillment, their work/life balance, their ability to contribute equally as part of a diverse workforce these is all issues to which we give priority. They grow as a company by growing their people. This insight is behind all their efforts to keep their people fulfilled and committed. It's also why they stay connected with – and connect together their employees around the world, conducting surveys and ' pulse checks' which then feed into the future direction of their business.

#### PROBLEMS IDENTIFIED, RECOMMENDATION & CONCLUSION

Problems Identified:

UBL follow centralized decision making process, which is not a good strategy for UBL because lots of qualified employees are not getting chance to participate in decision making process. Lack of basic understanding of internal communication among the employees for which promptness of internal communication often hampered. There is no opportunity for “

Workforce Diversity” in UBL. That’s why sometimes it has been seriously observed that the efficiency level of the employees is not satisfactory. Sometimes monotony takes place among the employees. Thus lack of participation in the internal meeting occurs. Technology of internal communication of UBL is not up to the mark. That’s why sometimes internal communication becomes very complex & meaningless. Recommendation UBL should follow decentralized decision making process.

The process of internal communication should be clear & concise to the employees. There should be a wide opportunity of “ Workforce Diversity”. Then employees will be able to work in different fields & will be able to show their efficiency. Employees should be encouraged highly to participate in the meeting. That will induce the promptness of the internal communication system. Modern & updated technology should be used as far as UBL’s image is concerned. Conclusions:

Communication is a key to any business success. Unless potential clients and customers are aware of your business, they will not have the information to contact you or to purchase your products. When they are aware of your business, they must be able to contact it easily. Internal communication is essential for every organization, but very few are able to manage it efficiently. Internal communication is considered a vital tool for binding an organization, enhancing employee morale, promoting transparency and reducing attrition. Ironically, while everybody understands and talks about the significance of internal communication, very few are able to manage it efficiently. In a history that now crosses three centuries, Unilever’s success has been influenced by the major events of the day - economic boom,

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depression, world wars, changing consumer lifestyles and advances in technology.

And throughout we've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves. Over the last four decades, Unilever Bangladesh has been constantly bringing new and world-class products for the Bangladeshi people to remove the daily drudgery of life. Over 90% of the country's households use one or more of their products. When Bangladesh became an independent country in 1971, Lever Brothers Bangladesh Ltd was constituted with Unilever owing 60.75% shares and the Government of Bangladesh owning the remaining 39.25% shares. In 2004, Lever Brothers was renamed, "Unilever Bangladesh Limited" in order to align its corporate identity and logo with that of the global Unilever.

#### Executive Summary:

Project report was my first step in practical life, through which I learnt a lot and it has aided me in being well equipped with valuable experience that would help me once I enter the professional life after the completion of my studies. It was a great experience for me and it helped me in realizing where my potential lies. What I learnt at Unilever was how to get along with the people that I have to work with everyday, building relationships with people, building confidence and improving my communication skills. This project has also prepared me for my future career in Human Resource so this project has helped me a great deal. The experience has taught me responsibility, teamwork and how to handle people in tough social situations.

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Even though the nature of work was quite basic as a student nevertheless I got to see what practical life is. This project overall has been a great experience. This report gives a profile of Unilever and an insight into the Unilever HR Department where I was assigned to work. This report also reflects my learning and experiences at Unilever along with my responsibilities and the tasks that I performed. Last part of the report consists of some recommendations and suggestions that I have given. My proposal would be of great use to Unilever and if followed properly, it can increase the performance of employees and finally the performance of the organization itself.

In the following pages, we have presented the fall 2011 MKT 242 project, which you have authorized us to prepare and submit by 06 April 2011 as MKT 242 course requirement.

This particular report has given us the opportunity to get hands on experience regarding different entry modes of mobile sectors. We are tremendously thankful to you for giving us the opportunity to learn the practical skills during the course.

We have enjoyed preparing the research paper though it was challenging to finish within the give time. In preparing this research paper, we have tried our level best to include all the relevant information.