

Analysis of unilever name



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INTRODUCTION

Chapter 1

1. 1 Company history

Unilever NAME represents the entire North Africa and Middle East region.

Unilever's corporate mission is to add vitality to life everywhere.

Unilever has been present in North Africa and the Middle East since 1933, the year that saw the family Binzagar appointment as an agent for the company in Saudi Arabia, while Unilever is also in the same year entered in the Egyptian market. In 1954 Unilever made its first foray into the market, "Maghreb" with the launch of Omo in Algeria, from France, through a local partner, followed by access to Morocco in 1960 and Tunisia in 1961.

In 1992, Unilever came on the beach in the Arabian Peninsula with the establishment of an office in Dubai in the same year Lever Egypt was formed as a joint venture with Fine Foods Inc., a member of the group in Rashid. In 1999 it merged to flee Egypt and Fine Food Group to form a company Unilever Egypt.

A leading FMCG in the region

Unilever is amongst the leading FMCG companies of the region and also the regions single largest TV advertiser.

In 2007, with the aim of driving the harmonization of operations as well as to take advantage of a concerted effort on the scale and achieve cost-benefit balance, the three groups of Arab, East and the West, which until then had

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been working independently, were combined to create the Unilever North Africa and the Middle East (NAME). Unilever name is today operates through four business units. Maghreb (Morocco, Tunisia, Algeria, Libya), Mashreq (Egypt and the Levant countries: Lebanon, Palestine, Jordan, Iraq, Sudan, Syria), Saudi Arabia (Kingdom of Saudi Arabia and Yemen) and the Gulf (United Arab Emirates, Oman, Bahrain , Kuwait and Qatar) with headquarters areas located in Dubai, Jebel Ali.

Unilever is the market leader, holding the leading position, in most of the categories within which it operates in the region.

With many factories dotted across the landscape Unilever North Africa and the Middle East, and thus produces almost all products sold locally in the region. Located production for household care in Algeria, Morocco, Tunisia, Egypt and Saudi Arabia facilities; Food in Morocco, Egypt, tea factories in - Jebel Ali, Dubai, Egypt, and production facilities Personal Care in Saudi Arabia, Tunisia, Algeria and Egypt.

Unilever has the name of a unified leadership team whose role is to harmonize and coordinate and take advantage of the companies' operations across the four business units. All the main functions required to run a business competitive and located in the four business units in the region; brand building and brand development, human resources, supply chain, finance and information technology market research and communications.

1. 2 Mission

“ Our mission is to be the major brands to the people, and to allow for always be at the advanced target and we aim to make a positive impact in many ways: through our brands, business processes and relationships we have, through voluntary contributions, and through various other ways in which we engage with community. “

1. 3 Vision

Our vision is to help people feel good, look good and get more from 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 big difference to the world. We will develop new ways of doing business that will allow us to double the size of the company while reducing our environmental impact.

Our purpose of the company that to succeed requires “ the highest corporate behavior towards everyone standards and we are working with communities and touch, and the environment in which we have an impact.”

1. 4 Corporate goals (Strategic objectives)

We always conduct our operations with integrity and respect for the integrity of many people, organizations and environments our business touches has always been at the heart of our corporate responsibility.

Continuous commitment We're also committed to improving constantly the way we manage our environmental impacts and are working towards our long-term development of a sustainable business.

Define our aspirations determines our corporate purpose of our ambitions in our business management. We reinforced by our Business Principles which describes the operational standards that everyone at Unilever follows, wherever they are in the world. Code also supports our approach to governance and corporate responsibility.

Working with others and we want to work with suppliers who have values similar to our own and work to the same standards we do. Our business partner code, in line with the principles of the law of our own work, and includes ten principles covering business integrity and responsibilities relating to personnel, the environment and consumers.

1. 5 HR goals

Our demand growth ambitions which our organization has a culture and structure that make us fit to win in a rapidly changing environment. Above all, they require us to find and develop the best talent and world leaders.

We know that the organization is working is one effective. Employees can have a passionate advocates for our brands and products. HR professionals play a leading role in helping us to attract, develop and retain the right talent, and the development of our leaders and the leaders of the future, and create a performance culture that respects our values and more diversity within our organization.

1. 6 HR policies

All the human resources rules and policies is included in the “ Employee Rights and Discipline list” which will going to be discussed in chapter 5

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CHAPTER 2

1. Human Resource Planning

Human Resources Planning (HRP) “ is the process of identifying, planning and needs and requirements of the quality and quantity of human resources in the organization to meet the needs of long-term and short-term” (Prashanthi, 2013).

The application of Human resource planning in Unilever

Annually plan is used.

1. 2 Job design, scope, importance

Job design is the unification of functional tasks and responsibilities of the process to achieve certain goals. A technique which can be performed in different ways such as: rearrange, expand and enrich the work tasks and responsibilities, job rotation, and the removal of red tape and do the work outside the workplace.

1. 3 The application of job design in Unilever

Job design is to unite the functions and responsibilities of the functional process to achieve certain goals. A technique that can be done in various ways such as: rearrange and expand and enrich the work tasks and responsibilities, job rotation, and the removal of red tape and do the work outside the workplace.

CHAPTER 3

3. 1 Recruitment and Selection Process

Employment is a process to discover the sources of the workforce to meet the recruitment of manpower resources to meet the requirements of the Employee table and employ effective measures to attract the requirements of the labor force in sufficient numbers to facilitate the effective selection of the active labor force

Selection Once the identification of potential applicants, the next step is to assess its

Rehabilitation, qualities and experience and capabilities, and so on .. and make a choice.

He put the functions of the desired process for applicants.

3. 2 Analysis of the recruitment practices in Unilever

The employment of young graduates “ is actually the main and the main employment of the Unilever case.

From across the country are getting people to recruit them. Universities in the country and provide for the people that have the knowledge worker in large organizations such as Unilever and such. That is why they are commensurate with a high degree of business graduates passed from the Faculty of Business Administration prestigious institutes or both of the country or from abroad. The discussion is now designed as to the following four terms:

1. Personnel planning and vacancy announcement

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2. Nature of Application form
3. Recruiters qualification
4. Channels of recruitment
5. Recruitment- Constraints and challenges

Human Resources Department, headed by the Department of Human Resources, receives data about the need for staff, then the information is vacancy HRM analysis in cooperation with the Ministry of Finance with the financial viability of the recruitment. After judging the feasibility and he informed a number of vacant posts approved for the labor market through strong media. It also means the media they use• The internet,

- Online based job portals
- English and bangla news paper
- On campus recruitment
- From Intern inventory.

CHAPTER 4

4. 4 Managing employee performance, importance and methods

Performance evaluation is to assess the performance of the individual in a systematic way. It is a comprehensive development tool used for the employee and organization development for all. Performance is measured on the basis of factors such as job knowledge, quality and quantity of production, initiative, leadership and oversight capabilities, reliability, and participated in the process, governance, and the versatility and health. The assessment should the past as well as the potential performance is limited

as well. The second definition is more focused on the behaviors as part of the assessment of behaviors do affect the important results.

Checklist:: Under this method, the preparation of a list of data attributes of the employee in the form of yes or no questions on the grounds. Here classifications not only reporting or verification and management of human resources is not the actual evaluation. Advantages - the economy and ease of management and limited training required, and uniformity. Defects - Residents of bias, and the use of improper weighing of human resources before, to give the resident does not allow the relative assessments

Forced Choice Method: Are given a series of data are arranged in blocks of two or more classifications which refers statement is true or false. Resident is forced to make a choice. Human Resources Management is doing the actual assessment. Advantages - the lack of personal biases because of the forced choice. Defects - lists may be framed error.

4. 5 Managing employee retention, importance and methods

Employee retention refers to the ability of the organization to retain employees

10 best tactics and programs that work to retain employees:

1. employee salary over the labor market.
2. Provide more incentives / reward opportunities
3. key staff let us know they are essential to business
4. Create a flexible / employment opportunities for after working hours
5. Put the succession plan to replace key individuals

6. Discuss with key personnel and future opportunities within the organization
7. Provide cash bonuses to retain key personnel
8. provide meaningful designs and enriching the work of key personnel
9. Create and extensive benefits package

4. 6 Analysis of the employee performance and retention methods used in Unilever

In Unilever we use:

1. Put the succession plan to replace key individuals. This reliance on staff to act as the organization and delivery of services and achieving the goals of our organization.
2. Discuss with key personnel and future opportunities within the organization

The reference to the performance of the employee in the organization annually. Which encourages staff to provide more within the organization.

CHAPTER 5

5. 1 Employee Training and Development importance and methods

Training is an organizational effort to help employees acquire the necessary basic skills for effective implementation of the tasks that are contracted with them. Development, on the other hand, deals with the activities carried out to expose the staff to perform additional duties and assume important positions in the organizational hierarchy.

5. 2 Analysis of the Employee Training and Development methods used in Unilever

In Unilever, the way certain training provided by the managers and the supervisor. Where they all are provided with more training programs

Always ready on the way of progress when it enters the new employee and he / she must take into account work by people in the organization to help them.

And job rotation always given to workers in many circles where they get knowledge and understanding of the task complete.

5. 3 Employee Rights and Discipline.

Standard behavior

We conduct our operations with honesty, integrity, openness, and respect for human rights and the interests of our employees. Similarly, we must respect the legitimate interests of those whom we have relationships.

Obey the law

And companies have to Unilever and staff to comply with the laws and regulations applicable in the countries in which we operate. Employees

Unilever is committed to work in an environment that promotes diversity and equal opportunities and where there is mutual trust, and respect for human rights and non-discrimination.

We will recruit, employ and promote employees on the sole of the necessary qualifications for the work to be performed and the basis of capacity.

We are committed to a safe and healthy working conditions for all workers.

We will provide employees with a total remuneration package that meets or exceeds the legal minimum standards or appropriate prevailing industry standards.

We will not use any form of forced and compulsory forms, or children trafficked labor.

We are committed to working with employees to develop and enhance the skills and abilities of each individual.

We respect the dignity of the individual and support the right of employees to freedom of association and collective bargaining.

We will maintain good communications with employees through information and consultation procedures based company.

We will ensure a transparent, fair and secret procedures for employees to raise concerns.

Consumers

Unilever is committed to providing products and services that consistently provide value in terms of price and quality, which is safe for its intended use branded. Will be accurately and properly labeled products and services, which have been announced and communicated.

Shareholders

Unilever will conduct its operations in accordance with generally accepted international principles of good corporate governance.

We will provide information in a timely, regular and reliable time for our activities, structure, financial situation-Fi and performance to all shareholders

5. 4 Managing Cultural Diversity within HR in Unilever

The 42% of managers and 58% of males at the end of 2013.

Women are the primary consumers Unilever, controlling nearly two-thirds of consumer spending, so it's important that we are represented in our workforce. Since calls between the sexes as a key priority in 2009, we have seen significant progress. As of December 31 2013. 119139 (68%) of the global workforce we have 174 381 employees were male and 55 242 (32%) were female. Our ambition is 50% of the managers have to have women. By the end of 2013, it was 42% for females and 58% males.

5. 5 A short development which occurred in Unilever between 2012-2014? -

We entered 100 brands into the market, we are reaching our consumers faster every year. 2012: kick-start growth and to 2014 we have reached sustainable levels. We have got 60% in emerging markets, 20 investment in IT/Maintain in 2012