

LARGER THAN LIFE
A CELEBRATION OF GREATNESS

The FMCG CZAR

Unilever is a multi-national corporation, formed of Anglo-Dutch parentage that owns many of the world's consumer product brands in foods, beverages, cleaning agents and personal care products. With 400 brands spanning 14 categories of home, personal care and foods products, the company today prides itself in touching so many people's lives in so many different ways. The company's product ranges from much-loved world favourites including Lipton, Knorr, Dove and Omo, to trusted local brands such as Blue Band and Suave.

Unilever constantly enhances its brands to deliver more intense, rewarding product experiences, for e.g, the company invests €1 billion every year in cutting edge research and development, and have five laboratories around the world that explore new thinking and techniques to help develop our products.

Founded in 1930



Unilever



Key Facts:

Type	: Public
Founded	: Merger of Lever Brothers and Margarine Unie in 1930
Headquarters	: London, Rotterdam
Area served	: Worldwide
Key people	: Michael Treschow (Chairman); Lord Simon of Highbury (Vice Chairman) Patrick Cescau (CEO)
Industry	: Conglomerate
Revenue	: 40.187 Billion (2007)
Employees	: 174 000 (2008)

Popular Products



Historical Moments:

- 19th century Although Unilever wasn't formed until 1930, the companies that joined forces-British soapmaker Lever Brothers and Dutch margarine producer Margarine Unie, were already well established before the start of the 20th century.
- 1920s -With businesses expanding fast, the two aforesaid companies decided to merge - so Unilever is created.
- 1930s - Starts with the Great Depression and ends with the Second World War. But while the business rationalises operations, it also continues to diversify.
- 1940s - Business continues to expand further into the foods market and increase investment in research and development.
- 1980s - Unilever is now one of the world's biggest companies, but takes the decision to focus its portfolio, and rationalise its businesses to focus on core products and brands.
- 1990s - The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories.
- The 21st century The decade starts with the launch of Path to Growth, a five-year strategic plan, and in 2004 further sharpens its focus on the needs of 21st century consumers with its Vitality mission.



Turning the Food Industry around:

- Knorr is our biggest food brand with a strong presence in over 80 countries and a product range including soups, sauces, bouillons, noodles and complete meals
- World's largest ice cream manufacturer, thanks to the success of its Heartbrand which includes Magnum, Cornetto, Carte d'Or and Solero, and Ben & Jerry's and Breyers in the US.
- Lipton's tea-based drinks include the international Lipton Iced Tea range, the Lipton range in North America and Lipton Yellow Label, the world's favourite tea brand
- AdEs, the company's soy-based fruit drink, has been growing at the impressive rate of 35% since its launch in 1997 in Latin America.

Turning Health & Personal care Industry around:

- First launched in France in 1983, the leading male grooming brand, Axe, which is now sold in over 60 countries.
- Oral care brands Mentadent, Peptosodent and Signal have teamed up with the world's largest dental federation, the FDI, which represents over 750 000 dentists around the world
- Lux became the first mass-marketed soap when it launched in 1924. Today it achieves annual global sales of over €1 billion
- Hindustan Lever in India has launched a hand-wash product, Surf Excel Quick Wash, with a low foaming formulation, reducing the amount of water needed for rinsing by up to two buckets per wash

Quiz:

- 1) Unilever was founded in...
- 2) The company is headquartered in...
- 3) Which two companies came together to form Unilever?