

Marketing mix (Product)

INTRODUCTION

Businesses involves marketing mix strategies so that they can increase their brand awareness in large market area. It includes seven P's which are price, product, place, promotion, packaging, people and positioning. This poster will include Unilever which offers various products to their customers in order to satisfy their daily needs.

Marketing mix

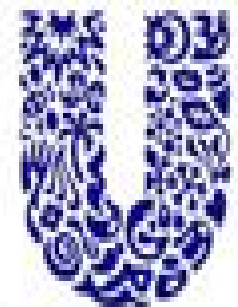
Marketing mix can be said as a tactics, actions and methods of which organisations use in order to advertise their brands and products in the market area. All the factors and elements of marketing mix are interdependent on each other which helps organisations in increasing their sales and profitability in effective manner (Ndoforpi, Farinloye and Mogaji, 2020)

Product

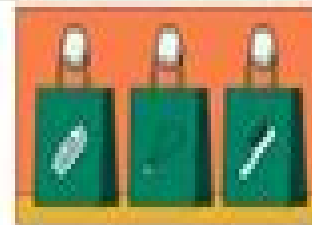
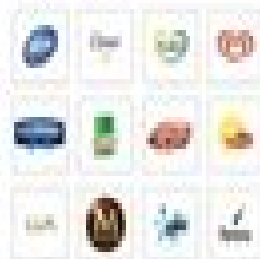
It refers to the item which is manufactured or produced by organisation in order to satisfy the requirements of their customers. Product life cycle should be analysed by the organisation so that they can generate higher revenue. Product life cycle involves three elements which are maturity phase, growth phase and sales decline phase which need to be analysed by an organisation.



Unilever offer various products and services to their customers including beauty products, food, personal care, cleaning agent, hygiene products and many more. Unilever have acquired various brands such as Lux, Dove, Magnum, Sun silk and Rexona. It is important to analyse the market area so that organisation can understand the requirements of their customers (Ndoforpi, Farinloye and Mogaji, 2020)



Unilever



It is the responsibility of Unilever that they have to invest huge capital in research and development so that they can maintain the correct standard of the product. Unilever try to add unique values in their products which make them different from their competitors so that they can cover large market share.

CONCLUSION

It is concluded that marketing mix is essential function for organisations so that they can increase the demand of their products and services in market. Organisations can use social media platforms so that they can cover large market area in cost-effective manner.

REFERENCES

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- Lim, W.M., 2021. A marketing mix typology for integrated care: the 10 Ps. *Journal of Strategic Marketing*, 29(5), pp.453-469.

Unilever Marketing Mix Ppt

F.A.J. van den Bosch,A.P. De Man

Unilever Marketing Mix Ppt:

Perspectives on Strategy F.A.J. van den Bosch, A.P. De Man, 1997-03-31 The purpose of this book is to focus on the contribution of one of the most prominent scholars in the strategy field Michael Porter from both a practitioner that is Chief Executive Officer CEO perspective and from a research perspective Using such a dual perspective may improve the relevance of strategy research for the business community Four leading chief executives two from European multinationals Royal Dutch Shell Group and Unilever N V and two from important Dutch public organizations the Port of Rotterdam and the Ministry of Economic Affairs were invited to reflect on Porter s contributions to four levels of analysis 1 business level strategy 2 corporate level strategy 3 regional competitiveness and finally 4 national competitiveness Against this background the book is structured as follows Chapters 2 to 8 deal with the four mentioned levels of analysis from a dual perspective theoretical and managerial The two final chapters aim to find out how Porter s theories are related to each other and whether and how the different levels of analysis can be connected Operative Transportation Planning Thorben Seiler, 2012-01-05

Transportation management in today s consumer goods industry can be characterized by a high proportion of outsourced transportation services Due to rising freight costs consumer goods manufacturers are seeking opportunities to increase the efficiency of their transportation network This book presents an operational transportation planning problem typical of the consumer goods industry focusing on a network of suppliers production facilities and warehouses With respect to the large share of outsourcing in these networks a detailed analysis of freight costs based on contractual agreements is provided From this analysis a number of opportunities for efficiency gains are identified and consolidated in an operative transportation planning problem that is numerically investigated Furthermore an overview of processes and organizational requirements in transportation management is given with special focus on the integration of existing commercial Transportation Management Systems TMS

British Chemical and Physiological Abstracts, 1939 *Journal of the Society of Chemical Industry* Society of Chemical Industry (Great Britain), 1939 Includes list of members 1882 1902 and proceedings of the annual meetings and various supplements **Who Owns Whom**, 2007 **Unilever. A Strategic Analysis** Richards

Macdonald, 2013-07-10 Seminar paper from the year 2012 in the subject Business economics Offline Marketing and Online Marketing grade A University of Cambridge language English abstract Unilever is a London based fast moving consumer goods company that sells its products in nearly 200 countries However it is neither the largest packaged consumer goods or food company as it has fiercely competitive rivals In recent years new corporate leadership has instituted changes including a new mission and a new vision These have resulted in a more positive relationship with consumers a better public image and an increasing presence in developing countries Still our strategic analysis of the company shows impending threats that can damage Unilever s margin of profit and global stake in the fast moving consumer goods industry New brands mounting competition and an increase in taxation and regulations are mounting obstacles to Unilever s continued success In order to

overcome these and other future vulnerabilities Unilever needs to continue its product and information technologies developments introspection campaigns and external monitoring Company Profile Unilever is an Anglo Dutch company that consists of over 400 brands focused on health and wellbeing Unilever 2013a Unilever sells its products to more than 190 countries and belongs to the fast moving consumer goods FMCG industry Specifically it is the second largest packaged consumer goods firm after Procter Gamble P G and it is the third largest food company after Nestle and Kraft Foods While Unilever is based in London England it sells food home and personal care products over all major continents Unilever was formed when the Dutch margarine company Margarine Unie merged with the British soapmaker Lever Brothers in 1930 The two companies decide to combine since they were often competing for the same raw materials oils and fats to make their products Today Unilever has adopted a new mission to **Marketing 3.0 Values Driven Marketing , Unilever's Mission for Vitality** David Austen-Smith,2017 Dove and Axe were two highly successful brands owned by Unilever a portfolio company Dove was a female oriented beauty product brand that exhorted real beauty and not the unachievable standards that the media portrayed In contrast Axe was a brand that purportedly gives men the edge in the mating game Their risqu commercials always portrayed the supermodel type beauty ideal that Dove was trying to change Unilever had always been a company of brands where the consumer knew the brands but not the company but recently there had been the idea to unify the company with an umbrella mission for all of its brands This would turn Unilever into a company with brands potentially increasing consumer awareness and encourage cross purchases between the different brands However this raised questions about the conflicting messages between the brands marketing campaigns most notably between Unilever s two powerhouse brands Dove and Axe The case begins with COO Alan Jope anticipating an upcoming press meeting in New York City to discuss Unilever s current i e 2005 performance and announce Unilever s decision to create an umbrella mission statement for the company This case focuses on the central question of whether or not consistency between brand messages is necessary or inherently problematic The Unilever s Mission for Vitality case was created to help students and managers develop an appreciation for how the values underlying a marketing campaign can affect and alter an organization s culture The case focuses on how two products and marketing campaigns that express conflicting underlying values as reflected in the Dove Real Beauty and the Axe Effect campaigns within the same corporation can give rise to a number of unintended organizational and marketing complications Strategic Analysis Of Unilever Harry Mwololo,2018-06-26 Essay from the year 2018 in the subject Business economics Miscellaneous grade 2 Stanford University language English abstract Unilever headquartered in London United Kingdom and Rotterdam Netherlands is a Dutch British transnational consumer products business organization Unilever is currently the third biggest consumer products company around the world behind the leaders Procter and Gamble at position one and Nestle at position two It is the global producer of food spreads like margarine The company s products include cleaning agents food products beverages and personal care products

The Top Books of the Year Unilever Marketing Mix Ppt The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous engrossing novels captivating the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the engaging narratives that have charmed audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Unilever Marketing Mix Ppt : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Unilever Marketing Mix Ppt : Delia Owens' "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens weaves a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and gripping novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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