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# INTRODUCTION

Unilever is one of the product manufacturing companies in the world, which recently came forward as an innovative organization with the readiness to embrace novel ways of solving problems by reaching out solutions unbiased of the origin of these solution, and not caring about who provided them (whether partners or rivals).

## SWOT ANALYSIS

**Strength(S):** For example, strategic alliance and external collaboration is done by Unilever through academic and research partnerships and this has been formed over the years. A typical case is the partnership Unilever has with the University of Liverpool Centre for Materials Discovery. Furthermore, this partnership resulted to Unilever sharing the same facilities with the University of Liverpool, thereby forming a suitable team, which is vital for its entrepreneur and innovation strategies (StudyCorgi, 2021).

**Weakness(W):**One important point to note here is that most Unilever solutions to its business problems are often offered by its suppliers, with whom the company is strongly managing entrepreneur and innovative relationships and suppliers collaborations with. This might cause shortage and uncertainty due to over dependence where there is no Early Supplier Interaction

**Opportunity(O):** However, Unilever considers this very critically (StudyCorgi, 2021). There are several alliances such as academic and research partners Unilever has formed over the years, with the University of Liverpool Centre for Materials Discovery a major alliance. For innovation, Unilver shares mutual facilities with the University of Liverpool, thereby forming a suitable team, and this is crucial for its entrepreneur and innovation strategy (StudyCorgi, 2021).

**Threat (T):** Effort and time is required in creating and maintaining mutual relationship with suppliers that is founded on the basis of trust. As a market leader in almost every aspect of the major product activities, Unilever aims to become the leader in the market by acquisition of national and local organizations, through regional investment which is attainable, meritorious and cost effective (Unilever, 2011). In recent years, Unilever has acquired up to two thousand (2000) different international brands. This is an illustration of organization’s history of innovative and entrepreneur strategies. Over the last ten years alone, Unilever has bought several local companies as well as national firms each with their unique brand (StudyCorgi, 2021).