

# TITLE:ANALYZING COMPETITIVE ADVANTAGE IN REAL COMPANIES.

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*1.INTRODUCTION:Here,we take 2 companies,1 is from consumer goods and another is technology sector.*

*CONSUMER GOODS SECTOR:UNILEVER*

*TECHNOLOGY SECTOR:AMAZON*

*2.OVERVIEW OF COMPANIES:*

*UNILEVER:PLC is a british multinational fast moving consumer goods company founded on 2 september 1929.*

*AMAZON:Amazon is an American multinational company technology company engaged in e-commerce,online advertising ,digital streaming.*

*3.RESEARCH COMPETITIVE ADVANTAGE:*

## *STRENGTHS OF THE UNILEVER COMPANY:*

*Business diversification.*

*Product diversification.*

*Innovation.*

## *STRENGTHS OF THE AMAZON COMPANY:*

*Brand power*

*Competitive pricing*

*Loyal customer*

## *FINANCIAL PERFORMANCE CALCULATION:*

### *AMAZON:*

*GROSS MARGIN TTM:2.14%*

*OPERATING MARGIN TTM:1.15%*

*NET PROFIT MARGIN TTM:4.48%*

*RETURN ON INVESTMENT:14.80%*

## *UNILEVER:*

*GROSS MARGIN TTM:43.5%*

*OPERATING MARGIN TTM:17.20%*

*NET PROFIT MARGIN TTM:15.84%*

*RETURN ON INVESTMENT:15.13%*

## *5.COMPARATIVE ANALYSIS:*

## *AMAZON:*

*MARKET SHARE -32%*

*GRO WTH PROSPECTS-11.7%*

*COMPETITVE THREATS-CYBER CRIME*

*TAX CONTROVERSSIES*

*WORK PLACE*

*CONDITION*

*BARRIER TO ENTRY – STRONG BRAND  
IDENTITY*

*o CUSTOMER LOYALTY*

*o PATENT PROTECTIONS*

## *UNILIVER:*

*MARKET SHARE:75%*

*GROWTH PROSPECTS : 3-5%*

*COMPETITIVE THREATS –Anti trust legisalation*

*Criticism of mnc*

*Expropriations*

*BARRIERS TO ENTRY:Threat of new entrance*

*Bargaining power of buyer*

*Bargaining power of supply.*

## *6.ASSES SUSTAINABILITY:*

*LONG-TERM VIABILITY OF AMAZON: The sell –off in tech and specifically in amazon has created opportuntites for long term investors.*

*LONG-TERM VIABLITY OF UNILIVER:It is our ambition to be the global leader in sustainability business . we will demonstrate the our purpose left future fit business.*

## *Conclusion:*

*Uniliver NV engages in the production and marketing of consumer goods in the nutrition, hygiene, and personal care categories. It operates*

*through the following segments: Beauty and Personal Care, Foods and Refreshment, and Home Care. The Beauty and Personal Care segment covers the sales of skin and hair care products, deodorants and oral care products. We expect everyone at Unilever to be an ambassador for our high ethical standards. They want to create an environment where employees not only live our values in their own work – integrity, respect, responsibility and pioneering – but are vigilant in identifying potential concerns, and confident about speaking up in such situations.*

*Amazon Originally started as an online bookselling company, Amazon has morphed into an internet-based business enterprise that is largely focused on providing e-commerce, cloud computing, digital streaming and artificial intelligence (AI) services.*

*According to a news release posted on Amazon's investor relations website, Amazon experienced a significant increase in net sales but a decrease in operating income in the first quarter of 2022.*

*Following are some notable statistics from the release:*

*Net sales increased 7% to \$116.4 billion in the first quarter, compared with \$108.5 billion in the first quarter of 2021. Excluding the \$1.8 billion unfavorable impacts from year-over-year changes in foreign exchange rates throughout the quarter, net sales increased 9% compared with the first quarter of 2021.*

***Operating income*** decreased to \$3.7 billion in the first quarter, compared with \$8.9 billion in the first quarter of 2021.