Comparative Competitive Analysis



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Aim of this Analysis:

This report gives an overview of their Sustainability in the future and can act as a source to investors for their investment decision depending upon their Risk Taking Capability:

* To study the market.
* To predict and forecast organization’s demand and supply.
* To formulate strategy.
* To increase the market share.
* To study the market trend and pattern.
* To develop strategy for organizational growth when the organization is planning for the diversification and expansion plan.
* To study forthcoming trends in the industry.

Introduction

# Company Overview:

##### X (Twitter)

Twitter is a social networking and microblogging service that allows users to post and interact with short messages called “tweets”. Twitter was created in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and has become one of the largest social media platforms in the world.Twitter just recently changed its name and branding to “X”, under Elon Musk leadership.

It is a microblogging service which is a combination of blogging and instant messaging , for registered users to post, share, like and reply to tweets with short messages. Nonregistered users can only read tweets.

**Hindustan Unilever Limited (HUL):**

HUL is a subsidiary of Unilever, one of the world's leading suppliers of food, home care, personal care, and refreshment products. HUL has presence in more than 20 consumer categories, including soaps, tea, detergents, and shampoos.

Hindustan Unilever Limited (HUL) is India's largest FMCG company with a wide range of products including soaps, detergents, personal care products, and beverages.

Competitive Advantages:

# X(Twitter):

### Advantages By Brand Image:

* Twitter occupies a unique niche for real-time public conversation and news commentary.
* Revenue is growing steadily with constant user growth, pointing out their product innovation and UX improvements
* Major opportunities exist in subscriptions, enterprise services, combating abuse, and adding creators tools

### Advantages By Strategies:

* Providing a platform for Real-time updates and breaking news available to every user.
* Influential user base including celebrities, politicians, journalists.
* Public conversations around events and topics creating a quick transmission system.

# Hindustan Unilever Limited (HUL):

### Advantage by Brand Image:

* Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods company with a heritage of over 80 years in India.
* On any given day, two billion people use Unilever products to look good, feel good and get more out of life.(26% of the World Population)

**Advantage By CSR:**

* Project Shakti is HUL’s initiative to financially empower rural women and create livelihood opportunities for them
* In 2010, HUL extended Project Shakti to include ‘Shaktimaans’. Shaktimaans are typically the husbands or brothers of Shakti Ammas
* This model has been the growth driver for HUL and presently about 50% of HUL's FMCG sales come from rural markets

## **Financial Performance Analysis:**

# X(Twitter):

### Revenue Growth:

* **$3 billion** total revenue in FY 2023.
* **$212 million** net income in 2023.
* Twitter's revenue has increased by **32% in Indian Market** crossing 200 crores.
* Over **90% of revenue comes from advertising**.

### 

### Profit Margins:

For fiscal year 2022-23, Twitter generated $3 billion in total global revenue.The majority of Twitter’s revenue comes from advertising.

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### Market share:

Twitter has a 10.6% market share of social media worldwide as of February 2023–2024. Twitter's top competitor which is Instagram is with 4.86% market share

# Hindustan Unilever Limited (HUL):

### Revenue Growth:

* Hindustan Unilever Limited reported net revenue of ₹58,154 crores for the fiscal Year 2022-2023, compared to 47,028 crores for the previous year.
* HUL posted 11% sales growth led by 4% volume uptick.Sales were up 11% YoY driven by strong growth in home care segment
* EBITDA was at ₹ 3471 crores, with margins at 23.7%.Consequently, PAT was at ₹ 2552 crore.

### Profit Margin:

* The total net profit of HUL in the year 2022-23 Is ₹10,144 Crore which is an increase by 14% than the previous year.
* EBITDA is ₹ 13,632 Crore Which has increased by 9% compared to previous year.
* The Actual profit after tax Is ₹ 9,962 crore which is a 13% increase.
* Cash From operations has increased by 9% reaching ₹12,694 Crore

### Revenue Sources:

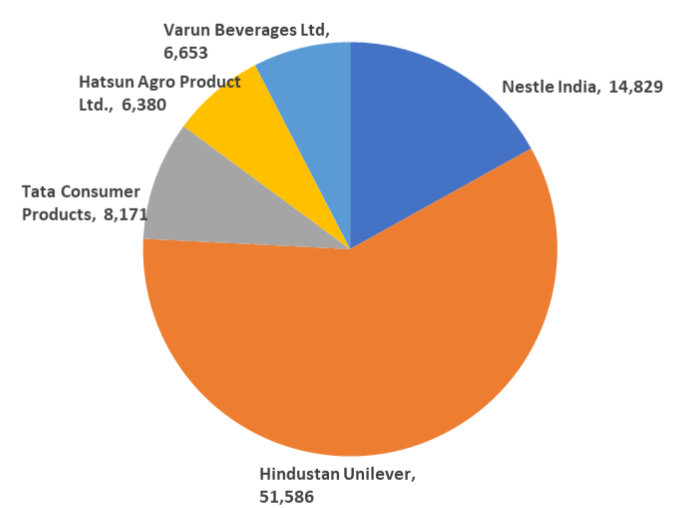
##### Home Care. ₹21,230 Cr. Revenue. 28% Home Care. Making people's homes a better world, and our world a better home.

##### Beauty and Personal Care. ₹21,831 Cr. Revenue. 12% Beauty and Personal Care. Building brands that deliver positive beauty and healthy lifestyles. ...

##### Foods and Refreshment. ₹14,876 Cr. Revenue. 5% Foods and Refreshment.

### Market Share:

Hindustan Unilever Ltd (HUL) recorded an increase in market share across more than 51.5% of its businesses in FY23 in value and volume terms.



Swot Analysis:

# X(Twitter):

### Twitter Strengths:

* Reaching a large range of customers with Influencer Marketing.
* Twitter highlights the Trending Topics on the platform a great way to stay up to date
* The microblogging platform is great for real-time communication and news sharing.

### Twitter Weaknesses:

* Twitter's biggest weakness is the concern for Data Safety
* Twitter faces competition from other social media platforms, such as Facebook, Instagram, and TikTok.
* Twitter has been criticized for its management

### Twitter Opportunities:

* Twitter could improve its monetization strategies by expanding its advertising offerings and partnering with other businesses.
* Twitter is responsible for addressing the issue of misinformation and abuse on its platform
* Investing in research and development (R&D) is essential for any company that wants to stay ahead of the competition.

### Twitter Threats:

* Twitter's user base has been shrinking in recent years, and this trend is likely to continue because Twitter is facing increasing competition from other social media platforms
* Security breaches are a major threat to Twitter’s business

# Hindustan Unilever Limited (HUL):

### Strengths:

* HUL boasts an Strong Brand Portfolio of well-known and trusted brands that cater to a wide range of consumer needs, fostering brand loyalty and recognition
* HUL’s robust distribution network ensures its products are accessible across urban and rural areas, capitalizing on the vast Indian market.
* HUL’s focus on sustainability, responsible sourcing, and community development aligns with evolving consumer values and strengthens its corporate reputation.

### Weaknesses:

* Some HUL products are priced at a premium, potentially limiting their appeal among price-sensitive consumers, especially in price-conscious markets.
* The Indian market is home to numerous local and regional FMCG brands that offer competitive products, posing a challenge to HUL’s market share.
* As a major player in the FMCG industry, HUL must adhere to strict regulatory guidelines and compliance standards that can impact its operations.

### Opportunities:

* The growing emphasis on health and wellness presents an opportunity for HUL to expand its product lines with offerings that cater to these trends.
* Leveraging digital platforms for e-commerce, marketing, and customer engagement can enhance HUL’s reach and interaction with tech-savvy consumers.
* Further penetrating rural markets with tailored products and marketing strategies can unlock untapped growth potential.

### Threats:

* The FMCG market in India is highly competitive, with both global and local brands vying for market share and consumer attention.
* Economic downturns and changes in consumer spending patterns can impact demand for discretionary FMCG products.
* HUL’s strong brand recognition may make it susceptible to counterfeit products, which can damage brand reputation and consumer trust.
* Changing consumer preferences may impact demand for certain product categories.

Comparative Swot Analysis:

# Twitter:

### The main competitors to Twitter is

* **Facebook – Largest social network overall with metaverse ambitions.**

### TikTok’s competitive strengths and weaknesses versus Twitter:

### TikTok Strengths

* Tiktok offers a range of Video creation tools and effects
* It has a Powerful recommendation algorithm (“For You” feed) than Twitter
* Tiktok is Popular with younger demographics
* In the recent years it gained Rapid international growth.

### TikTok Weaknesses

* Very limited advertising capabilities so far compared to Twitter
* Concerns around data privacy and censorship
* Struggles to attract older users 35+.

# Hindustan Unilever Limited (HUL):

### The major Competitors of HUL is:

* Godrej Consumer Products Ltd. (GCPL).

### Godrej Competitive strengths and weaknesses versus HUL:

### GCPL Strenghts:

* Godrej has a strong Brand image and Portfolio that gives fierce competition to HUL
* Godrej Consumer Products has a strong market position in the market with it's loyal customer base
* The GCPL is a very innovative company and always search for a broad portfolio by spreading globally.
* The Godrej consumer products limited company has a big geographical reach all over the world.

### GCPL Weaknesses:

* The weakness of Godrej consumer product company is lack of market share and scale because of large competitors.
* Godrej Consumer Products has excessive competition from huge private players and other international brands.
* The Godrej consumer company business has experienced a leave of financial and technical capital, which the company has limited its capability to expand its service domestically location and worldwide era.

Sustainability Analysis:

# Twitter:

X formerly known as Twitter is a massive social media platform that offers a wide range benefits like quick mass communication, Advertising , building relationships,etc .

**The following points highlight the long term viability of Twitter:**

* Every tweet goes to your followers,. On Twitter, unless you tweet directly to someone, each and every tweet goes to all of your followers.
* Tweets are easy to create. While many brands share links to longer content, a simple tweet takes less than a minute to write and send, but can still be very effective.
* You can get to the point. Since you are limited to 140 characters, you need to get to the point.

# Hindustan Unilever Limited(HUL):

With over 85 years of heritage in India, HUL is India’s largest fast-moving consumer goods company, touching the lives of nine out of ten Indian households with 44 brands it is viable in the market for a long time with it's business policies, strategies and employee treatment :

* HUL is based on Unilever Future Leadership Programme (UFLP) that has trained manager who have later occupied leadership position across Unilever globally.
* HUL has very strong R&D base with R&D labs in Mumbai and Bangalore.The R&D programmes of the company are focused on development of breakthrough and proprietary technologies with innovative consumer propositions.
* The company has recently formed joint marketing plans with Walmart, Metro and Tesco enabling distribution arrangement is aimed at accelerating rural growth

Conclusion:

In conclusion, the competitive analysis has shown that Twitter's main competitor is Facebook Twitter is the market leader, with a strong brand and a wide range of products while Facebook is a niche player, but it has a loyal customer base.

While the Hindustan Unilever Limited HUL main competitor is Godrej. HUL is leading the market with it's wide range of brands. Godrej is increasing its market share with innovation and R&D and Nestle has a loyal customer base.

Both the companies though they are different industries have the strengths including their strong reputation, experienced team, and innovative products. However, the companies also has some weaknesses, such as its limited marketing budget and its reliance on a few key customers for premium products.

The opportunities for both the companies include the growing market for its products, the increasing demand for new and innovative products, and the expansion of the company's target market.

However, the companies also faces some threats, such as the increasing competition from new entrants, the changing needs of customers, and the economic downturn.

In order to improve its competitive position, both companies should focus on the following recommendations:

* Increasing their marketing budget to raise awareness of products and services.
* Develop new and innovative products to meet the changing needs of customers.
* Expanding their target market to reach new customers.
* Improve its customer service to retain existing customers.

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# *Thank*

# *you*