**INDIVIDUAL REPORT ON CHANGE MANAGEMENT PLAN**

**Executive summary**

This content will shed light on certain areas of a certain UK-based company and its development after the post-pandemic era. This will also reflect on the development any organisation needs to make after being hit by the pandemic violations. A certain level of appreciation that an organisation makes to build a solid structure for future generations is also discussed here. This also includes the recommendations that a company needs to ensure to grow more from a sustainable point of view.

This study primarily focuses on the major change management models to develop business strategies for leveraging profit. Additionally, the study is also based on allocating the right kind of change management models with an aim to develop a proper work culture and increase the work efficiency. The study has proposed a future development plan by analysing change management strategies. The proper leadership method of Unilever has been discussed and an effective leadership process for the future has also been mentioned. Step by step development plan has been discussed in this report. At last, the both positive and negative impacts of the future development plan of Unilever have been analysed in this study to identify its effectiveness.

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# Introduction

The main purpose of writing this report is to evaluate and understand the basic concept of changes that happened after the post covid era in Unilever which is headquartered in the UK. The changes that accumulated after the post-pandemic era in Unilever, UK were briefly accumulated here. The changes that happened after the post-pandemic era of Unilever are prominent enough to briefly elaborate. Unilever in recent times has gone through several changes that helped the company to achieve the highest goals after the post-pandemic time. The discussion here is mainly elaborated with the help of three business modules i.e “Lewin’s model”, “Kotter’s model” and focusing on the “Pettigrew model”.

These three models will help to understand the changes Unilever made after the post-pandemic time to change the company's structure and future targets. The below article will cover certain topics regarding the company's management procedure, an overview of the company's history, leadership, organisational culture and the areas that have been changed after the post-pandemic era. The article will also include the expectations one individual or a third-party organisation will expect from Unilever after applying certain changes that the company made after the pandemic days. This will also include the future needs of the company that needs to be achieved, which will help the company to uplift the company workers morale and push them to achieve more.

# Section 1: Critically evaluating adoption of the change management procedure and recognising appropriate strategic change option

## Overview of the chosen company and history of change management

The above-chosen company Unilever is a British-Dutch company that has been dealing with consumer goods and beverages since 1929. Headquartered in London, Unilever has a brief history regarding changes and growth. Based in over 190 countries, the organisation is one of the world's largest consumer goods companies with a huge marketing revenue of €50 billion (Unilever, 2023). The organisation has also been ensuring sustainability and social responsibility. Therefore in recent days, Unilever has launched the “Unilever Sustainable Living Plan” which ensures the company protects its environmental strategies more.

There are some external factors that lead the organisation to change the company's module as well as future approaches for the company in general. As opined by Saddler and Sundin , (2020, p. 333), any company that followed certain changes with time will eventually gain some futuristic approach. Unilever after the post-pandemic time changed their organisational as well as the basic structure of the company to ensure the customers a simpler and category-focused business. This helped the company to change and rebuild the structure around some distinct business departments such as “Beauty and well-being of its products”, “Personal Care”, “Home care”, ” Nutrition-based ingredients”, and “Ice cream”. This led the company to separate its sub-brands to organise separately and work with their own full potential. This decision helped the company provide separate global changes, supply chains, technological advancement and systems regarding the five different groups (Unilever, 2023). The organisation also changed the leadership approach and separated the leadership team into five different categories to calculate more risk and advance methodology regarding the business.

# Considering external factors and the way organisation managed change process

**Applying PESTLE**

| **Factors** | **Outcomes** | **Impact** |
| --- | --- | --- |
| **Political** | * There is no notable trade as well as investment barriers in the UK * BREXIT has affected connection with partner organisations in the UK | Positive and Negative |
| **Economic** | * The corporation tax (19%) * The inflation rate is 10.4% (Ons Gov Uk, 2023 ) * GDP increased by 0.3% last year (2022) | Positive and Negative |
| **Social** | * The employment rate of the UK is 75.7%, 0.01% higher than last year (2022) (Unaorguk, 2022) * The literacy rate was (99)% in 2022 | Positive |
| **Technological** | * £441 billion Euros invested in the technology in the retail sector * Online E-commerce marketing | Positive |
| **Legal** | * Presence of the “ “Employment Act, 2002” * The Consumers Rights Act 2015 | Positive and Negative |
| **Environmental** | * Eco-friendly substance. * Human-made air pollution causes 28,000 to 36,000 deaths per year (2022) (Ukairdefra, 2022) | Positive and Negative |

**Table 1: PESTLE analysis**

(Source: Onsgovuk, 2023)

# Analysis

The main analysis of Unilever's organisational change depends on some of the major resources that somewhere benefited the company on a large scale. For instance, the UK generally has no major trade and investment barriers. This enlarged the company's investors to invest in the company more and to help increase the revenue in general and as a whole, this also generalised on an external level also. A certain amount of situational and time-consuming change helped the company to move forward in a brief manner. As quoted by Wu *et al.* (2019, p. 46), organisation investment heavily relies on trade regulations as well as the trade regulations the country receives from the government itself. From the regulation point of view, Unilever also managed to capture more international funding to rebuild the condition of the post-pandemic era. The introduction of “BREXIT” also calculated some risks throughout the retail chain of the UK (Marketingweek, 2022). The organisation is now failing to meet certain promises made by them which include trade security and strong supply chain management throughout Europe.

The corporation tax of the UK is significantly moderate. The 19% corporate tax is only for limited companies, therefore giant retail chains like Unilever are benefiting from the tax relaxation made by the government (Unilever, 2023). The upward changing inflation rate, which clocked as high as 10.4% last year (2022) is also affecting the company to regulate its business module to be spared as the organisation would think it would be. The high inflation rate causes the company to gather attention from international investors as the funding will gather more taxation. By the views of Jallow *et al* (2021, p. 597), a significant company needs to check and moderate the specific GDP of a country to ensure certain changes at the organisational level. A certain hike in the GDP rate (0.03%) also infected the company in a grand manner. A strong literacy rate and an employment rate of around 75% helped the company grow more. This also helped the organisation to gather more intelligent talented workers to work with.

Changing consumer preferences is the main change that leads the company to grow more after the pandemic. For instance, after the pandemic as consumers started to use more eco-friendly substances, the organisation had to alternate its packaging department to a more sustainable way (Unilever, 2023). The introduction of “Dove refillable Deodorant” and “ Omo EcoActive” laundry detergent reduced the company's plastic usage for the future plan. “Waste Management” is also being checked properly to ensure the future generation has a better and healthy life.

The UK is a technologically gifted and supportive country with a government that tries to invest more in the technology that helped Unilever to grow more in the e-commerce department. During the post-pandemic time, consumers from the retail industry moved to shop online as the restrictions were instigated all over the UK. Therefore the customers moved to the online market and as a result, Unilever had to make a strong e-commerce chain to regulate and maintain the business. As opined by Hopwood (2019, p. 362), the technologically forwarder country will always benefit from the “IT” site that helps a company to grow in the e-commerce department. This ensured the company moved forward and created “Unilever Digital”, where the company's products were listed. This led to the creation of Unilever as a strong online base market, achieving the company the latest growth after the post-pandemic.

**Selected leadership style**

The post-pandemic time delivered a major organisational change in the form of leadership change in Unilever. The CEO of the company “Alan Jope” delivered a certain number of leadership change modules to incorporate, which will certainly change the business structure of the company (Unilever, 2022). The main subordinate changes of the company are the two very significant objectives i.e “Inner Game” and “Outer Game’. As stated by Beauchamp *et al.* (2021, p. 390), a company needs to change its inner organisational potential to collaborate with time. The company believes that the inner game that can be changed depends on the worker's personal growth and the outer game depends on the organisational business performances and the capturing of the talents from the market.

**Impact on organisational culture**

The post-pandemic era has seen an effect of organisational cultural change on Unilever as a company. This major organisational change shades light on the employee's work life and the social output of a company. Focusing on performance, Quality and inefficiency were the major tools that have been the main highlighted points for the company. Individual performance and a good working culture remained the main focus of the organisation after the post-pandemic era. According to Bardgett *et al.* (2021, p. 333), an organisation that carries the norm of good corporate life will carry the justifiable corporate life throughout the year. A competitive corporate life, result-based management, and important mergers with third-party organisations remained the main cultural and organisational growth the company met after the pandemic.

# Areas to achieve growth

Unilever has done some remarkable job after the post-pandemic time achieving certain goals the organisation made. Certain conditions have been achieved through climate action strategies, waste-free world manoeuvre, equity and diversity throughout the company that helped the overall real sector to grow more. There are some other things that the company needs to manage where the organisation may improve. In the views of Shi *et al.* (2021, p. 244), substantial growth of a company needs to fulfil at a certain level that needs to make a company sustain in the long run. Unilever as a company needs to build a highly valued portfolio that will ensure the company and its stakeholders benefit. Advanced scientific implementation in the business module and in the SC “Supply Chain” is lacking in the company's strategies. Unilever in the pandemic era did not deliver as much creativity as the other small and large business entities have made. And lastly, the organisation did not invest in the allover potential of the key growth market. Therefore lacked the investment as well as the target that the company made earlier in the pandemic time.

# Recognising appropriate areas for changes

The organisation needs to change certain areas to grow more on the organisational level as well as the business point of view as well. The five main portfolio groups the company have to need some basic and major appropriate changes that will ensure the company achieves growth after the post-pandemic era. A high-growth portfolio will ensure the stakeholders as well as the business group build a solid statement in the UK's top five retail chain groups. Advanced scientific innovation in all the top five innovative as well as business models will solve environmental issues (Unilever, 2023). Investment in the key growth market will initiate the future growth of the company and will strengthen the ballooning across the market.

# Section 2: Evaluating change management models

Change Management Models are most often referred to as the methodologies, concepts and theories, which deliver a detail oriented approach with an objective to put a change in the business organisation. As opined by Awuor *et al.* (2020, p. 32), the change management model primarily focuses on creating necessary changes, directing the process of transformation and ensuring that the required changes are accepted and put into action. The change management models help to undergo the required transitions in the organisational change, so as to successfully achieve the organisational objective. There are three key models of the change management models of the change management process, namely Lewin's Change Management model, Pettigrews Change Management model and Kotter's Change Management model.

# Critically evaluating 3 models of change management

**Applying Lewin’s model**

The “Lewin's Change management model” tends to be the most simple model in comparison to the other two change management models. According to Tang *et al* (2019, p. 49), hence, this helps to make the planning process relatively easier, priorly when an organisation is not regularised with the technical mathematical models. This model is widely accepted and serves as various change models in modern times. The major elements of this change management plan are denoted as - “Unfreeze”, “Change”, “Refreeze” and others

Unfreeze identifies the necessity to make changes, considering the factors that need to be changed. As stated by Harrison *et al* (2021, p. 90), unfreeze also encourages the replacement of old attitudes, behaviours and assures strong support from management. Since the outbreak of the Covid 19 pandemic, there was a significant impact on the climatic changes leading towards disruption and damages in “Unilever”. As per some of the reports, it has been found out that 10 of the climate-related disasters caused over $3 billion damage to the company (Unilever, 2023). Hence, there was a need to seek for the required changes to reframe serious changes in the business organisation.

“Change” in this Change Management model refers to the planning and implementation of the necessary changes in the business organisation. “Unilever” declared the transformation of the workplace with a plan for the next two years to cope up with recovering the damages and developing potential strategies to contribute towards business growth (Unilever, 2023). Transformation in the workplace will help to find out the gap for potential growth and fill it.

“Refreeze” is denoted as the assurance of making the necessary changes as well as stabilising it. As per the views of Tang *et al* (2019, p. 49), the element also helps to develop various ways to embrace the change. “Unilever” reached nearly 647 million individuals on account of the powerful TV commercials, which aimed at improving hand hygiene behaviour (Unilever, 2023). The TV commercials for “Lifebuoy” were developed in such a way that it reaches mothers and children on large scales in over 30 countries. This created a brand awareness showcasing about the health concerns post Covid 19. Lifebuoy is targeting Asian consumers with free medical consultations with the help of telehealth apps through android phones (Unilever, 2023). Therefore, creating an impact on its branding and inducing more audience engagement.

**Considering Kotter’s model**

The “Kottlers ”change management model has 8 elements, that are “Create”, “Build”, “Form”, “Enlist”, “Enable”, “Generate”, “Sustain” and “Institute”. As per the views of Haas *et al.* (2020, p.65), “Create” refers to the necessity of making change as fast as possible. Unilever had come across experiencing huge amounts of losses and therefore it was essential to reframe the organisation structure.

“Build” refers to formulating ideas to encourage group activities. As opined by Galli (2019, p. 615), the business structure of the Compass organisation was designed to make the work efficiency much more efficient and simple. “Form” is referred to as developing the necessary strategies to bring a necessary change in the business organisation. According to Haas *et al.* (2020, p.65), this can help to ascertain the potential resources to a business organisation and how can a business organisation strive to sustain the competitive business environment. “Enlist” is identified as communicating the vision or the procedures to make the change. As stated by Galli (2019, p. 615), proper communication within the business organisation ensures that the transparency is maintained and the communication process is undertaken effectively to attain group goals. Change in the organisation culture of Unilever will help to include flexibility leading towards business growth.

“Enable” is recognised as motivating the workers for incorporating necessary changes. Empowering the workers with the help of changes in the managerial procedures help to build trust, faith and loyalty.

“Generate” is considered as formulating and building short term goals. As per the views of Haas *et al.* (2020, p.65), formulating short term goals can be helpful as you delegate the overall goal into small fragments which makes the working process much more simple and enhances the communication. Organisation culture change in Unilever will primarily focus on the employee output.

“Sustain” refers to prioritising the advantages in order to seek higher results. According to Haas *et al.* (2020, p.65), prioritising the advantages helps to make sure that all the potential resources available to the business organisation are efficiently utilised along with minimising the cost incurred by a business enterprise. The change in the organisational culture of Unilever has to be changed prioritising the benefits of change in the work culture so as to leverage the working process of the business organisation.

“Institute” is recognised as implementing necessary changes to be applied in the culture of the workplace. Implementing necessary changes helps to ensure that the group goals are attained in an efficient manner. Unilever has adopted a significant change in its work culture, which can also include a feedback process to identify whether the change in the organisational culture is the right fit for Unilever.

**Focusing on Pettigrew’s model**

The Pettigrews model of change primarily focuses on three varied change management models namely, “Content of change”, “Context of change”, “Process of change”. As per the views of Hurtt *et al.* (2020, p. 5450), “Content of change” majorly focuses on organising the goals, objectives and purposes to make a business strategy. This element indicates thorough assessment of the products and services that the company provides. The objective of Unilever is to deliver affordable products in an innovative way with an aim to positively impact the lives of people. Hence, the products are supposed to be developed while considering the lower class or developing the budget effective products.

“Context of change” is considered as the internal as well as external factors affecting the business strategies of an organisation. Influenced by the ideas Phillips *et al.* Awuor *et al.* (2020, p. 32), the internal factors include resources, capabilities, culture and politics. The external factor contains political, social and economic factors affecting the business organisation. As opined by Nummi *et al.* (2023, p. 50), “Process of change” is identified as implementation of business strategy in the business organisation. The external factors affecting Unilever are increased wages, economic stability and higher growth opportunities in the developing country. This can be considered as an opportunity for the growth of Unilever.

As per the views of Hurtt *et al.* (2020, p. 5450), process of change defines the change in the management procedures, change in the management models, ideation and implementation of the business strategy, assessing the pattern of the business strategy with respect to time. The management officials of Unilever must engage in the survey to assess how effective the current management procedure and look out for revamping the management procedures.

# Recognizing the suitable model of change management

The ideal change management model for Unilever is Pettigrews change management model, as the model identifies and points out the major key factors that are efficient to manage a business organisation effectively. As per the views of Hurtt *et al.* (2020, p. 5450), recognising the “Content of change” element, the management official has to focus on identifying the organisational objective of Unilever in order to ascertain business strategies for sustainability. Recognising the “Context of change” element the effective business strategies for Unilever has to be developed based on the internal factors and external factors. According to Hurtt *et al.* (2020, p. 5450), the internal factors like change in the workplace culture, strong brand, strong global market, broad product mix can help in leveraging the work efficiency as well as profits. The external factors include economic stability, and increased wages can contribute towards the business success. Recognising the “Process of change” element, the business strategies have to be planned after assessing the current managerial proceedings.

# Appropriate strategic change for organisation

The current strategic planning for Unilever is focusing on the superior products on account of purpose and innovation. As per the views of Hanelt *et al.* (2021 p. 1210), recognising the strategic change for organisation, the business strategies can involve Restructuring and Reengineering. The company may need to undergo reorganisation of the various aspects of the company in order to be sustainable in the competitive environment. According to Warner *et al.* (2019, p. 3235), restructuring the business organisation involves remodifying the departments as well as hierarchy levels on account of changing the relationships between each of the departments or by reducing the number of departments. Additionally, the business organisation may also go for Reengineering, which is modifying the business processes with an aim to reduce complexity.

# Section 3

## Proposing and implementing a change strategy

Unilever has recently faced the issue of a lack of sustainable development, which has decreased its competitive advantage. Focusing on the sustainability challenge, this study has proposed a sustainable development plan by applying sustainable strategies. According to the opinion of Laosirihongthong *et al.* (2020, p. 1207), the ***triple bottom line theory*** suggests focusing on three main factors, such as ***“people”, “planet” and “profit”***. The present organisational culture has maintained an ethical manner, with which, the ***sustainable organisational culture*** has been added to improve organisational value. Sustainability marketing is a big challenge for Unilever, which can be replaced by ***using sustainable raw materials.***

Sustainable development is an essential factor to achieve a good position in the global market. According to the view of Kim *et al.* (2020, p. 101963), implementing a sustainable development plan needs setting a goal first, making a plan and then implementing the plan with proper resource and budget management. Unilever's sustainable development plan has to include ***sustainable resource management and 3R strategies*** in the organisational work process. Decreasing ***waste management*** is another process of continuing the work process in a sustainable way. In addition, ***net zero carbon emission*** is another sustainable development strategy, which can assist to improve organisational sustainability.

## Proposing a plan for managing change

An effective sustainable development plan with a proper implementation strategy can improve the present work culture of Unilever. Applying some sustainable strategies, such as the 3R strategy, net zero emission, customer management and others, Unilever can implement a sustainable organisational culture. The plan needs to follow a systematic process to develop future work quality, which can be followed by Unilever.

**Building a team**

Unilever has to focus on its future team-building process with efficient employees, who can accept change management efficiently. According to the words of Tam *et al.* (2020, p. 165), an efficient team can manage the risk factors of a future project, for which, the availability of every type of worker is needed in a team. In implementing a sustainable development plan in Unilever’s work process, ***technical experts, project planners, efficient workers and risk mitigation managers*** have to be included in the team-building process.

**Setting a goal**

Present issues of lack of sustainability will be the main focus of the change management planner at the time of setting a future goal. The project can set its goal ***“to include sustainable strategies in work management”.*** A change management strategy with sustainability can be implemented in the new planning of Unilever.

**Creating a plan**

***Resources***

Natural energies, such as solar energies and other renewable sources are used most in the sustainable planning process. Unilever’s sustainable work process can include ***solar panels*** to decrease overall energy consumption. In addition, ***efficient employees*** are essential to managing present change management. Based on the opinion of Gurtu and Johny (2021, p. 16), efficient leaders can decrease risk factors from the new work process by applying a risk mitigation plan. Unilever can continue the packaging system with ***renewable materials,*** which can increase corporate social responsibility (CSR) strategies as well as business stability.

***Budget plan***

| **Tasks** | **Costs** |
| --- | --- |
| Solar panel implementation | £46,020 |
| Waste management | £65,478 |
| Inventory management | £75,342 |
| Workers’ wages | £62,485 |
| Risk management | £71,287 |
| R & D (Research and Development) | £84,523 |
| Others | £24,965 |
| Total | £4,30,100 |

**Table 2: Budget plan**

(Source: Created by author)

***Timeline***

| **Tasks** | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **Week 5** | **Week 6** | **Week 7** | **Week 8** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Setting aims and objectives for the project** |  |  |  |  |  |  |  |  |
| **Selecting appropriate sustainable development strategies** |  |  |  |  |  |  |  |  |
| **Designing a sustainable development plan** |  |  |  |  |  |  |  |  |
| **Conducting a basic analysis of the probable impact** |  |  |  |  |  |  |  |  |
| **Identifying stakeholders** |  |  |  |  |  |  |  |  |
| **Managing resources** |  |  |  |  |  |  |  |  |
| **Controlling** |  |  |  |  |  |  |  |  |
| **Implementation of the plan** |  |  |  |  |  |  |  |  |
| **Continuous evaluation** |  |  |  |  |  |  |  |  |
| **Closure** |  |  |  |  |  |  |  |  |

**Table 3: Timeline for the sustainable development plan of Unilever**

(Source: Created by author)

**Doing the work**

After developing a suitable plan, Unilever can implement the plan with proper risk management. In the view of Zhou and Yang (2020, p. 616), continuous analysis of the risk factors is important as it can minimise future risks from the project. Every stakeholder in the change management process has to deliver their best to implement sustainable development. In this section, the management department can deliver efficient leadership management, ***regular training to the workers about sustainable strategies*** and effective communication management. In addition, maintaining a good bonding among all team members to develop new ideas about sustainable strategies is essential strategies for appropriate implementation.

**Supporting the change**

The organisational work process has changed from the “traditional with ethical” to a sustainable method. Every stakeholder of the organisation has faced the change, which has to be supported by the employees at first. In the view of AlTaweel and Al-Hawary (2021, p. 7564), supporting the new changes in the organisational work process assists the change manager to include more change strategies and develop the present work process. Unilever’s change management strategies for sustainable organisational culture need to focus on positive factors, such as ***health service, decreasing costs*** by applying an effective cost management strategy and others.

**Expecting resistance**

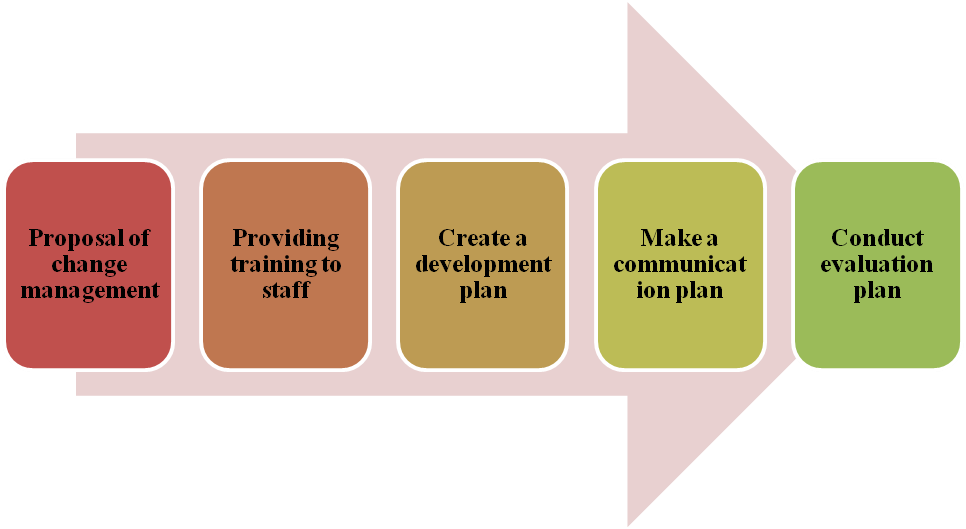
Continuous evaluation of the applicable work process can assist to identify both the positive and negative sides of the project. The stakeholders of change management, such as project planners, risk mitigation managers, workers and others can make regular analyses of regular change focusing on the expected resistance.

## Suitable leadership approaches, as well as styles

Unilever has used ***commitment leadership*** in the present context to maintain ethical values. This change in management has suggested including some factors in the leadership strategy to make it more effective. Based on the opinion of Leal Filho *et al.* (2019, p. 2285), ***resource management and concentrating on long-term goals*** are two important responsibilities of the leader to manage sustainable development. Future change management of Unilever can include these factors in its ethical work process and ***situational leadership*** can be implemented in change management. The present leadership approach of Unilever is not too bad for future change management; however, the leaders can focus on sustainability strategies more for proper change management. On the other hand, the implementation of change management can demotivate many employees to excessive workload. It is the responsibility of the leader to ***motivate employees*** by identifying and meeting their demands and applying problem-solving and positive behaviour.

## Step-by-step procedure for implementing a change process

Adopt and implement the change process needs to make a proposal for change management first. Unilever’s change management strategy has mainly focused on the sustainable development process, in which, the use of solar panels for reducing energy consumption and net zero carbon emissions to reduce environmental degradation is essential. According to the opinion of Gawusu *et al.* (2022, p. 711), without efficient, energetic and optimistic staff, a change management process cannot be implemented successfully. The next step of Unilever’s change management is to provide regular training to the employees to make them more efficient to accept and implement present sustainable development change management strategies.



**Figure 1: Step-by-step planning of change management**

(Source: Created by author)

Business development plan with change management needs a strong financial background as a sustainable development system has to add some costly work processes. On the other hand, successful implementation of this system can make the organisation financially stable (Srivastava and Agrawal, 2020, p. 1431). Focusing on Unilever, the future development plan with a sustainable development strategy can be successful by implementing net zero carbon emission strategies. Apart from this, the communication plan with ***regular meetings and sharing own experiences*** can be included in this planning to reduce the risk factors. At last, Unilever’s change management planning department will make a continuous evaluation of previous work and the present situation of the existing market to identify the actual effectiveness of change management.

## Recognise the probable impact

Change management in a sustainable method can make a positive impact on the future development of the organisation. At present, Unilever has faced issues to implement sustainable development, for which, a new plan with change management has been delivered in this study. Based on the opinion of Cruz-Morato *et al.* (2021, p. 10710), an effective change management process can improve work management by ***developing CSR strategies, improving product and service quality*** and eliminating disadvantageous factors. After the Covid-19 pandemic situation, the overall supply chain management of Unilever has been hampered, which has decreased its competitive advantage. A present sustainable strategy can increase organisational capabilities to compete with its present competitors.

Workers’ efficiency at Unilever has also been developed after implementing change management as the capability to adopt a new work process has improved. According to the words of Chan *et al.* (2022, p. 2127), the future impact of sustainable development strategies can develop a company’s position in the global market. The proposed sustainable plan with change management can improve the future stability of Unilever. On the other hand, Unilever can face employee management, time management and financial management issues in the initial stage, which is a negative impact of this change management. At last, by providing proper training on change management, conducting continuous evaluation and eliminating risk factors, Unilever can adopt the future sustainable development plan by implementing change management successfully. A certain investment in the right genre will also develop the company's internal as well as external growth as well.

# Conclusion and recommendation

**Conclusion**

It can be concluded that Unilever has grown in a substantial way over the years, following the breakthroughs of the pandemic situation. The post-pandemic era has drastically changed the company's main structure and the overall fundamental and ethical views of the company. The company's main focus has shifted from a sector of commodities to an ethical and environmentally friendly business sector in a way that needs to be incorporated with. After Covid 19, each and every business organisation suffered from economic crisis and therefore had to face the necessity to overcome it. Change in the work culture of Unilever will help to allocate those resources that are underutilized and help to look out for new business strategies, in order to sustain after the post Covid 19 pandemic. The changes in the business module as well as sustainable growth, empowering the difficult situation and ensuring the company’s workers and co-workers a sustainable and healthy life was a challenging task. The six main points of external factors have helped the entity as well as the business sector of the UK to ensure the corporate sector and the business class live a healthy life and develop a business culture throughout the company.

# Recommendations

It is highly recommended that Unilever hire professional experts to make sure that all the activities within the organisation are monitored constantly. Conducting training sessions can also be effective in this context. Additionally, this business organisation was also structured while taking into account to be detail oriented and to be relatively accountable. This can help to encourage more group efforts as a team and achieve the organisational objective effectively. Unilever has declared the change in the work culture to put a change in the communication process as well as the working process in the business organisation. This can help to enhance and work on marketing and business strategies. This would enable the authority to gather relevant information about the loopholes in the organisational culture.

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