Sustainability Research

Student’s Name

Institutional Affiliation

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**Introduction of the business**

There are multiple global companies within the world that have gained their popularity and sustainable business practices due to their strategies and proper management. The following research will focus on Unilever, which is a British facility that has managed to remain globally productive over time.

**History**

Unilever was formed about 90 years ago in September 2, 1929, at a time when industrialization was an abstract idea. The formation of this company was perpetrated by various people who became its founders including. William Lever, James Darcy Lever, George Schicht Singrose, Samuel van den Berg and Viscount Leverhulme. At the time of formation, the company would operate under the consumer goods industry, whose growth continually evolved over the years as they formed new branches in other nations. Initially, their headquarters was located at London, England in the United Kingdom, with another registered head office in Rotterdam, Netherlands. Over the timeline of their growth, according to Ahmed, (2019), Unilever expanded their business from products made up of oils and fats within the second half of the 20th Century, and this allowed for their diversification to worldwide operations. This has led to the growth of the number of their employees to about 161,000 in 2019, operating in over 190 countries and over 400 brands.

**Operations of the company**

Unilever operates through the provision of products such as food, energy drinks, beverages and ice cream, which makes up about forty percent of their overall revenue. However, the rest of their revenue is generated with the beauty products, cleaning agents and personal care products that it provides to the customers in the countries where it operates. The firms have continued to operate in more than 190 countries and over 400 brands over the course of their business. In this process, they have ensured to maintain a good environmental record on alliances that help maintain the forests, preventing plastic pollution, and proper use of paper, among others. Their financial standing is relatively stable with their total assets averaging at €64.806 billion, the total equity of Unilever being €13.886 billion and their revenue in general averaging to €51.980 billion as at December 2019 Hindustan Unilever Limited website. (2020). Therefore, operations carried out by the company are evidently essential to ensuring the firm’s operation within the global market remains productive and effective.

**Future business plans of the company**

The future business plan of the country is purposed to help the company remain productive while meeting their corporate social responsibility while in operation. According to Jain, & Sharma, (2018), Unilever aims to improve on the health and well-being of the people through the provision of quality personal care products from natural sources. The company also purposes to enhance live hoods of people in the process of their growth through provision of a fair working model and opportunities for employment for all genders.

**Sustainability profile**

**Country of operation**

The selected country in which to profile Unilever is India. Unilever in India is under the brand Hindustan Unilever Limited, that has its headquarters in Mumbai, India. The primary products it provides include personal care products, water purifiers, beverages, cleaning agents, foods, and other consumer goods. The brand has been in operation since 1933 within the Indian market and this has helped their growth and development to match the competition in the market industry.

**Factors motivating sustainable approaches**

***Social Corporate Responsibility***

Due to the rising concerns over the CO2 emissions, one of the major factors that has seen Unilever remain sustainable is their approach towards the reduction of their emission of this gas. Since the brand in India is quite large, the firm has a social responsibility of ensuring not to pollute the environment and this has been achieved through their strategy to eliminate their CO2 emissions by 59 percent in recent years Hindustan Unilever Limited website. (2020). As a result, the company has gained popularity and positive interest by the prospective customers within the Indian market, which ensures that it has a sustainable approach to remaining productive and profitable within the coming years.

***Sustainable sourcing***

One of the sustainable approaches that Unilever has adapted in India to ensure they are more sustainable is to have a broad number of suppliers of the raw materials that are used in the production process. According to Lawrence, Rasche, & Kenny, (2019), Unilever collaborates with the local farmers in India through contracts that help the company obtain these raw materials fresh from the farms. Furthermore, the company has ensured to check on the health and well-being of their collaborating farmers, which is crucial to ensuring their supply is not interrupted. Also, the company has multiple suppliers from different parts of the country, and this ensures that there is a stable supply of the raw materials in large numbers, hence improved sustainability of the company.

***Focus on the quality of their products***

While other companies within the same industry have continued to improve on quantity, Unilever’s focus has been on ensuring the customers get the best diets for improved health status. According to Hindustan Unilever Limited website. (2020), Unilever’s quality assurance team evaluates and checks on any potential tweaks that can be made to help their products have more nutrients for improved health of the customers. It checks on whether the products are in line with the World Health Organization requirements and this has helped the company to set standards on the quality of their products, which attracts the customers from multiple dimension of the country. I has further allowed the firm to remain sustainable as they can retain a large share of their market by the quality of their products.

**Rules and regulations that affect the operations of the country**

One regulation in the Indian market that has affected the operations of Unilever is the Ethical Tea Partnership program, which has identified the lack of transparency on Unilever when it comes to their monitoring and verification process of their products. The lack of observation of this regulation has impaired various stakeholders from investing in the firm, which is catastrophic as it can hinder proper sustainability practices for the company and thus have significant demerits in the future.

**Programs and policies adapted by the company compared to the HQ**

***People***

One program initiated by Unilever in India to help people lead better lifestyles is focused on the health and hygiene of the people. The program works by ensuring that there is proper safety for drinking water through the improved sanitation practices by the company. The proper sanitation and water safety practice has ensured that people are at less risk of diseases while improving their overall hygiene practices.

***Profile***

One approach that the business has initiated is the development of their workforce strategies to help provide employment opportunities to growing talents that can be instrumental in the future of the organization. The approach is essential as it will ensure the company remains productive over time and thus better sustainability in future.

***Planet***

Unilever in India has designed practices that have allowed the company to reduce their emission of CO2 gases within the country. Their reduction of CO2 emission is helpful to meeting the standards and requirements on global practices purposed to prevent global warming, and this shows the commitment of Unilever from India.

**Future sustainability plans**

One of the future plans for improved sustainability of Unilever in India is to reduce the water wastage by about 60 percent. The approach is purposed to ensure that the community will have enough water as a resource for other projects that is not wasted, and thus the firm’s corporate social responsibility will play a role in their sustainability in the future. Another future sustainability plan is to help the locals and small farmers to have a wider market of their products and services through Unilever. The company opts to purchase from these farmers and is planning to enhance the small-scale distribution channels that will allow more sales from these farmers while ensuring there is stability in their supply chain, hence sustainable practices.

References

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