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# Swot Analysis Of Hindustan Unilever Limited

## MEANING OF SWOT ANALYSIS

A SWOT Examination could be a vital arrangement method utilized to decide and state your Strengths, Weakness, Opportunities, and Threats – SWOT. SWOT investigation can be useful to a whole company or organization, or Person ventures inside a single subdivision. SWOT examination are utilized to control how closely a commerce is related with its development target and victory guidelines, but they can moreover be utilized to find how well a specific venture is going on.

“SWOT analysis entails a distillation of the findings of an internal and external audit that draws attention, from a strategic perspective, to the critical organisational strengths and weaknesses and the opportunities and threats facing the organisation.” - Kotler and Armstrong, 2011

## ELEMENTS OF SWOT ANALYSIS

Strengths, Weakness, Opportunities, and Threats are the main four elements of SWOT analysis.

### INTERNAL FACTORS:

Internal FACTORS: Strengths (S) and Weakness (W) are the inner variables that are connected or accessible to us. Here are a few common inside factors:

- Physical assets (hardware, offices and location)
- Financial assets (sources of salary, venture openings and funding)
- Right of passage to characteristic assets, licenses, trademarks and copyrights
- Human assets (volunteers, target gatherings of people and employees)
- Current preparation (volunteers, computer program frameworks and employees).

### EXTERNAL FACTORS:

Factors those impact or affect a company or a person or which in nit in your control are known as outside variables. They are straightforwardly connected or associated with Opportunities (O) and Threats (T). Here are a few external factors:

- Demographics (the statistic may be a key variable utilized to depict the showcase segments)
- Relationship with provider and partners
- Market patterns (innovation progressions, modern items and alter in audience's needs)
- Political, financial controls and natural rules
- Economic patterns (territorial, national and worldwide budgetary trends)
- Funding (assembly, gifts and other sources).

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## Advantages of SWOT Analysis

- SWOT Examination is compelling in procedure definition and choice
- It may be a tough apparatus, be that as it may it contains an extraordinary subjective part.
- It is best once utilized as a direct, and not as a prescription
- Successful businesses shape on their qualities, rectify their weakness and guard against inside weaknesses and outside threats
- They conjointly keep observe on their in general trade encompassing and decide and abuse modern openings quicker than its opponents.

SWOT Analysis helps in strategic coming with in following manner-

1. It serves as a basis of material for strategic planning.
2. Shapes organization's strengths.
3. Reverse its weaknesses.
4. Make best use of the opportunities.
5. Overcome organization's threats.
6. It helps in recognizing core aptitudes of the firm.
7. It helps in setting up of objectives for strategic planning.
8. It helps in knowing past, present and future so that by using past and current data, future plans can be marked out.

## Disadvantages of SWOT Analysis:

SWOT Analysis is one of the most broadly used method of the strategic management process. The criticism is directed to SWOT Analysis in spite of its wide usage as an analysis tool. In this regard, the criticisms include that it is not in effect enough as a part of structural strategy, it cannot go beyond making a definition regarding the present situation, and for this reason, its recognized as an analysis technique.

1. It is only one phase of business planning
2. A lack of poor hierarchy leads to problems
3. Too much plot or policies leads to poor decision making
4. It becomes unbelievably subjective without the right material
5. Information burdened disturbs the result

## STRENGTHS:

- sturdy brand equity
- strong universal presence
- dominant supply chain all over the world
- concentrates on research, development and innovation
- vast product portfolio
- strong spot in U.K market

## WEAKNESS:

- 
- decrease in net income
  - extremely reliant on on US market
  - declining sales in China
  - Limited international choice of production network
  - Higher costs associated to competitors
  - Slow innovation procedures

## **OPPORTUNITIES:**

- digital marketing
- independent driving
- emphases on Asian markets
- partnerships for development
- World-wide growth through market penetration
- Progress through product development
- Cost decline through strategic supply chain organization

## **THREATS:**

- competitive pressures
- variations in key market's
- rising costs of raw materials
- regulatory pressures
- Hostile competitive competition
- New entrance of high-tech companies
- Changing oil prices

# **SWOT ANALYSIS OF HINDUSTAN UNLIVER LIMITED**

## **Introduction**

Hindustan Unilever Limited (HUL) is India's biggest Fast Moving Consumer Goods Firm. On any given day, nine out of ten Indian households use products of them to feel good, look good and get more out of life – giving us a unique chance to shape a brighter future. With over 35 brands straddling 20 distinct groups such as shampoos, cosmetics, tea, coffee, soaps, skin care, toothpastes, detergents, water purifiers, packaged foods, deodorants, ice cream, the Firm is a part of the everyday life of millions of customers from corner to corner in India.

## **STRENGTHS:**

- global tracks with operations in more than 190 countries
- top of the mind memory Brand Recall among customers
- intense portfolio with expanded product range
- heavily financed research and development initiatives
- expertise in distribution channels
- the accurate combination of global and local strategies

## **WEAKNESS:**

- 
- imitable products
  - huge dependency on retailers
  - limited business modification
  - availability of substitutes and low switching cost
  - Inadequate management of brands
  - Fall in profits
  - No direct linking with client

## **OPPORTUNITIES:**

- developing economies demand more
- increasing demand for health conscious products
- millennial generation and their lifestyle requirements
- put social media to use for advertising

## **THREATS:**

- growing popularity of private label brands
- hard competitors like Nestle
- products are imitable
- rising popularity of Ayurveda products

## **CONCLUSION**

A truthful acknowledgement of the weaknesses and threats that exist for your determination is the first step to contradicting them with a healthy and creative set of strengths and opportunities. A SWOT analysis recognizes your strengths, weaknesses, opportunities and threats to support you in making strategic plans and decisions.

SWOT is a simple yet complete way of evaluating the positive and negative forces within and without your society, so you can be better organised to act efficiently. The more investors you comprise in preparing the SWOT, the more appreciated your analysis will be.

It reminds you to:

- construct on your strengths
- minimize your weaknesses
- grab opportunities
- counter threats

A SWOT analysis will be most useful if you use it to support the vision, mission, and objectives you have already defined. The SWOT will at least provide viewpoint, and at best will reveal contacts and areas for action.