

Research Article

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Unilever Company Work Model

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Abstract: *Working capital is the amount of cash and current assets available to cover the day-to-day operating expenses of a company. In the context of Unilever, working capital includes inventories, receivables and debts used to maintain smooth operations, meet financial obligations and maintain adequate liquidity. Unilever uses working capital to finance the purchase of raw materials, manage inventory, and fulfill payment obligations from customers. Good working capital management enables Unilever to control liquidity risk, improve operational efficiency, and maintain adequate funds available to carry out daily activities. In practice, Unilever must carry out efficient inventory management, manage receivables properly, and use debt wisely to meet working capital needs. With good working capital management, Unilever can maintain healthy financial performance, minimize liquidity risk, and take advantage of growth opportunities. Effective working capital plays an important role in maintaining the smooth operation of the company and achieving short- and long-term goals. In Unilever's case, well-managed working capital enables the company to meet market demands, maintain high levels of service, and gain a competitive advantage in the consumer product industry. In order to maintain sustainability and growth, Unilever must continue to carefully monitor and manage working capital, optimize its use, and take appropriate measures to ensure adequate liquidity in carrying out its business operations in Indonesia and around the world. Overall, Unilever generates significant profits from its businesses around the world. Despite a decline in net profit in 2020, the company has recorded strong profit growth in recent years, particularly from markets in Asia, Africa, the Middle East and Latin America. Unilever's well-known brands also remain important contributors to the company's revenue and profit growth.*

Keywords: *working, capital, unilever company.*

Introduction

Capital is a critical element in corporate activities, including multinational companies such as Unilever. This paper aims to analyze the role of capital in Unilever's corporate activities in Indonesia. The main focus of this paper is on aspects such as capital development, capital allocation, and the effect of capital on business strategy and company growth. This research will describe how Unilever uses capital to achieve company goals and maintain the sustainability of its operations in the Indonesian market.

One company that operates in many countries is PT Unilever, which is now established in Indonesia. This company is the object to be analyzed. PT Unilever Indonesia is a multinational company involved in various businesses including food and beverages and this company is also a global company engaged in manufacturing, producing food, beverages, cleaning equipment and body care (Hanggarjita & Paksi, 2022). As a well-known food and beverage producer, Unilever continues to strive to meet today's consumer food needs. One of Unilever's efforts is to offer food products that are healthier and environmentally friendly.

This Unilever company is also expanding its product range by adapting its products to local preferences and the nutritional needs of the people in various countries where this company operates. There are several brands produced by this Unilever company where these brands have spread very rapidly among the public, such as Rinso, Molto, Sunlight, Wipol, Vaseline, Pepsodent, Lifebuoy, Clear, and so on. The Unilever company was founded on September 2, 1929 in the United Kingdom and became operational in

1933. Unilever is headquartered in London, England. Unilever was founded by Antonius Johannes Jurgens, Samuel van den Bergh, and Georg Schicht. This company is among the three largest in the world in producing household goods. PT Unilever has a Vision and Mission so that this company is able to maintain the goals of their company. PT Unilever's vision is to create a better future, and help consumers feel comfortable using their products. While the mission of this company is to be the company of choice, always to be the first and the best to meet consumer needs.



Image: Unilever Product

Unilever, a company engaged in all fields, certainly makes various kinds of efforts to establish relationships with the surrounding environment. Unilever has done many things, such as providing assistance to the people of Indonesia, providing counseling in various areas of life, be it social, health, economic, and many others. All kinds of efforts made by Unilever for the surrounding community to establish good relations are included in the corporate social responsibility program or commonly known as the abbreviation CSR. CSR is something that must be done by every company, both local companies and international companies. That way, of course, Unilever also has the awareness that Unilever must also think about the lives of the community and the surrounding environment, after getting kindness and profit, it must provide reciprocity to the country or region where PT. Unilever. Unilever also has a slogan that is always spread to the community, namely the spirit of let's share roles. The slogan has the meaning of complementing each other and giving support to each other in order to create a common prosperity. Unilever has always made many contributions to Indonesia in various fields of life. Unilever has provided quite a lot of assistance to Indonesia in all aspects of life. Unilever will certainly not forget to always contribute to Indonesia, which is one of the countries chosen by Unilever to be a place to build companies and production sites to expand Unilever's reach. Until now Unilever has always contributed to Indonesia, as in 2020 when the world was being hit by an outbreak of a viral disease known as the Covid-19 pandemic. When the epidemic spread to Indonesia, Unilever remained consistent in contributing to Indonesia being able to get through difficult times when it was hit by the Covid-19 Pandemic some time ago. The Covid-19 pandemic has had quite a severe impact on various areas of life throughout the world, including Indonesia. To inhibit the spread and stop the Covid-19 pandemic, the Indonesian government made a policy which required it to reduce face-to-face activities so that many people lost their jobs due to a reduction in workers that occurred due to the small amount of income earned from their respective jobs due to policies from the Indonesian government. Apart from that, markets and places of economic activity have also been affected due to restrictions on social activities which disrupted buying and selling activities, causing the Indonesian people's economy to suffer quite a bit. With that in mind, my research aims to find out how Unilever's Profits and Developments in Post-Pandemic International Business are.

Result and Discussion

Unilever history

Unilever was founded in 1929 through a merger between Lever Brothers and Margarine Unie, two large companies based in England and the Netherlands. Lever Brothers was originally founded by William

Hesketh Lever in 1885 in England, and manufactured soap and other cleaning products. Meanwhile, Margarine Unie was founded in 1927 in the Netherlands and was the largest margarine producer in Europe at that time. Upon joining, Unilever became one of the world's largest consumer companies, with a broad portfolio of brands spanning products from food and beverages to personal care and home care. Unilever has expanded its business globally, with operations in more than 190 countries around the world.

Since its inception, Unilever has always focused on product innovation and strong marketing. The company has developed iconic brands such as Dove, Lipton, Magnum and Ben & Jerry's, which are well known around the world. In addition, Unilever has also adopted various strategies in its business expansion, including through the acquisition of local companies and strategic partnerships with business partners. Unilever is also known for its commitment to social and environmental responsibility. The company has taken steps to reduce the environmental impact of its operations and improve social welfare through initiatives such as the Sustainable Living Plan and the Unilever Foundation.

Throughout its history, Unilever has been a pioneer in many aspects of business, from product innovation to social and environmental responsibility. The company continuously strives to expand its business reach globally and become a leader in the consumer industry worldwide. Unilever is a multinational company engaged in everyday consumer products. The company was founded in 1930 and is headquartered in London, England and Rotterdam, Netherlands. Unilever has operations in more than 190 countries and employs more than 150,000 people worldwide. In this paper, we will discuss Unilever's profit and company development.

Definition of working capital

Working capital is the amount of cash and current assets available to cover the day-to-day operating expenses of a company. This includes assets that can be quickly converted into cash, such as inventory, accounts receivable and cash. Working capital is important in maintaining the smooth operation of a company, meeting financial obligations, and maintaining adequate liquidity.

In general, working capital consists of three main components:

- a) Inventory: This includes all raw materials, semi-finished products, and finished products owned by the company. Inventory plays a role in meeting customer demand and maintaining the smooth production process. Working capital is used to finance the purchase and management of the company's inventory.
- b) Accounts Receivable: This is the money that a company has to receive from selling products or services to customers. Working capital is used to overcome late payments from customers and ensure a stable cash flow. Good accounts receivable management helps companies control the risk of bad debts and increase liquidity.
- c) Debt: This includes short-term debt, such as bank loans or trade payables, which the company uses to finance its operations. Debt can help companies meet their daily working capital needs and manage liquidity. However, prudent debt management is important to ensure that financial burdens are under control.

Sufficient and well-managed working capital enables the company to meet financial obligations, pay operational costs, and take advantage of growth opportunities. Effective working capital management involves efficient inventory management, control of accounts receivable, good cash management, and the proper use of debt.

It is important to note that optimal working capital can differ for each company, depending on their industry, size, and business model. Good working capital management is an integral part of the company's financial management.

Unilever working capital

Working capital is the amount of cash and other current assets available to cover a company's day-to-day operating expenses, including purchasing raw materials, paying employees and paying bills. Working capital is important for companies like Unilever to maintain smooth operations and maintain adequate liquidity. The following are some aspects of working capital that are relevant to Unilever:

- a) **Inventory:** Unilever uses working capital to finance the inventory of raw materials and finished products. Adequate supplies ensure smooth production processes and meet fluctuating market demands. Effective inventory management is key in managing Unilever's working capital.
- b) **Receivables:** Unilever sells products to customers and receives payments in the form of receivables. Working capital is used to overcome late payments or the risk of bad debts. Unilever needs to monitor and manage receivables carefully to ensure a stable cash flow.
- c) **Debt:** Unilever also uses working capital in the form of debt to finance its operational activities. Short-term debt, such as bank loans or trade payables, can help Unilever manage its day-to-day working capital needs. However, prudent debt management is important to ensure that financial burdens are under control.
- d) **Cash flow:** Unilever must closely monitor the company's cash inflows and outflows to maintain adequate liquidity. Negative cash flow can disrupt smooth operations and cause difficulties in meeting financial obligations. Efficient cash management and good working capital management are very important to Unilever.
- e) **Operational efficiency:** Unilever can optimize working capital by increasing operational efficiency. This includes reducing production cycles, managing inventory well, and increasing efficiency in the supply chain. In this way, Unilever can minimize the use of working capital without sacrificing product or service quality.

Working capital plays an important role in maintaining the smooth operation and financial stability of Unilever companies. Effective working capital management helps Unilever overcome liquidity risk, increase operational efficiency, and ensure the availability of adequate funds to finance daily activities. With good working capital management, Unilever can maintain healthy and sustainable financial performance.

Unilever companies are always trying to improve their performance and expand their business worldwide. The following are some of the latest developments from Unilever companies: Focus on environmentally friendly products Unilever demonstrates its commitment to being an environmentally responsible company by developing environmentally friendly products. For example, Unilever has released a detergent product Surf Excel Easy Wash which contains ingredients that are more environmentally friendly and does not produce toxic waste. Expansion into new markets Unilever is also trying to expand its business into new markets around the world.

In 2020, Unilever expanded its business in India by acquiring ayurvedic cosmetics brand, Indulekha. Digitalization Unilever is also increasing its presence in the digital space by launching an online shopping application called UShop. This app allows customers to buy Unilever products online and have them delivered to their door. Product innovation Unilever continues to innovate by developing new products according to market needs. For example, Unilever launched the Love Beauty and Planet beauty product which uses natural and environmentally friendly ingredients.

Unilever is one of the world's largest consumer companies and has grown rapidly over the years. Here are some points about Unilever's development:

1. Strong brand portfolio: Unilever has a strong and diverse brand portfolio, which includes iconic brands such as Dove, Lipton, Magnum and Ben & Jerry's. These brands are recognized worldwide and continue to grow.
2. Global business expansion: Unilever has operations in more than 190 countries around the world. The company continuously strives to expand its business reach and become a leader in the consumer industry worldwide.
3. Focus on product innovation: Unilever always focuses on product innovation and continues to develop new and innovative products to meet consumer needs.
4. Commitment to social and environmental responsibility: Unilever has taken steps to reduce the environmental impact of its operations and improve social welfare through initiatives such as the Sustainable Living Plan and the Unilever Foundation.
5. Acquisitions and strategic partnerships: Unilever has taken strategic steps to expand its business, including through acquisitions of local companies and strategic partnerships with business partners.

Overall, Unilever has experienced rapid development over the years and continues to strive to expand its business globally, increase product innovation and take steps for social and environmental responsibility.

Unilever profits

Unilever is a very successful company that generates huge profits. In 2020, the company recorded revenue of €50.7 billion or around IDR 830 trillion with a net profit of €6.1 billion or around IDR 100 trillion. This shows that Unilever is able to survive amidst the difficult market conditions due to the COVID-19 pandemic. Unilever's main source of revenue comes from sales of everyday consumer products such as food and beverages, personal care products and household care products. Some well-known brands owned by Unilever include Knorr, Lipton, Dove, Lifebuoy, Sunsilk, Rexona and Surf.

Unilever is a multinational corporation that generates significant profits from its business worldwide. Here are some facts about profits from Unilever companies:

1. Annual revenue: In 2020, Unilever generated revenue of €50.7 billion, representing an increase of 1.9% over the previous year.
2. Net profit: In 2020, Unilever reported a net profit of €6.1 billion, a decrease of 4.2% compared to the previous year.
3. Profit growth: Despite a decline in net profit in 2020, Unilever has recorded strong profit growth in recent years. In the 2015-2019 period, Unilever's net profit increased by an average of 6.6% annually.
4. Geographic contribution: Unilever generates most of its revenue from markets in Asia, Africa, the Middle East and Latin America. In 2020, Unilever's business in Asia recorded strong growth, with revenue increasing by 5.7% compared to the previous year.
5. Contribution of brands: Unilever has a number of well-known brands around the world, such as Dove, Knorr, Lipton and Ax. In 2020, Unilever's well-known brands will remain important contributors to the company's revenue and profit growth.

Overall, Unilever generates significant profits from its businesses around the world. Despite a decline in net profit in 2020, the company has recorded strong profit growth in recent years, particularly from markets in Asia, Africa, the Middle East and Latin America. Unilever's well-known brands also remain important contributors to the company's revenue and profit growth.

Unilever In Multinational Companies

As a multinational company, Unilever has a very large international business. Unilever has operations in more than 190 countries worldwide and has more than 400 brands across various product categories such as food and beverages, beauty and personal care products, household products, and health products. Unilever has been expanding its business into various global markets over the last few decades. The company has successfully adapted to local markets in various countries and introduced popular brands worldwide.

Unilever uses different marketing and distribution strategies to market its products in different countries, depending on market conditions and consumer preferences. Unilever has also built strategic partnerships with local companies and made investments to expand its business worldwide. For example, Unilever invests in Asia, especially in the potential Chinese and Indian markets. The company is also expanding its operations in Africa and Latin America, which are emerging markets.

However, Unilever also faces various challenges in international business, such as changing international trade policies, increasingly fierce competition, and regulations and barriers that differ in each country. To overcome these challenges, Unilever continues to strive to adapt its business strategy to local market conditions and optimize its strengths as a large multinational company.

Unilever has a global business strategy that combines globalization with localization. Unilever concentrates on profitable products and brands and pays great attention to combining globalization with localization. Unilever integrates its global strategy with local communities to attract consumers interested in products that are well known around the world, while adhering to their local essence.

Unilever's organizational structure has evolved through trial and error, but the company has a consistent and enduring policy when it comes to managing people, not just analyzing problems. Unilever invests heavily in research and development to adapt to changing consumer needs and has R&D operations in China, India, UK, US and Netherlands. Unilever's strategy is to focus on research and development as well as marketing on its superior brands, which consumers are most interested in.

Conclusion

Working capital is the amount of cash and current assets available to cover the day-to-day operating expenses of a company. In the context of Unilever, working capital includes inventories, receivables and debts used to maintain smooth operations, meet financial obligations and maintain adequate liquidity.

Unilever uses working capital to finance the purchase of raw materials, manage inventory, and fulfill payment obligations from customers. Good working capital management enables Unilever to control liquidity risk, improve operational efficiency, and maintain adequate funds available to carry out daily activities.

In practice, Unilever must carry out efficient inventory management, manage receivables properly, and use debt wisely to meet working capital needs. With good working capital management, Unilever can maintain healthy financial performance, minimize liquidity risk, and take advantage of growth opportunities.

Effective working capital plays an important role in maintaining the smooth operation of the company and achieving short- and long-term goals. In Unilever's case, well-managed working capital enables the company to meet market demands, maintain high levels of service, and gain a competitive advantage in the consumer product industry.

In order to maintain sustainability and growth, Unilever must continue to carefully monitor and manage working capital, optimize its use, and take appropriate measures to ensure adequate liquidity in carrying out its business operations in Indonesia and around the world.

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