Chapter Four

Appraisal of Relationship Marketing in HUL

This is important because if we’re considering stakeholder relationships we need to know where the boundaries are. According to Freeman & Reed (1983) the term stakeholder was first used by the Stanford research institute in 1963 to jointly describe customers, shareholders, suppliers, employees, financial lenders, and society in general. Since then the term ‘stakeholder’ has generated much debate about just how wide a group an organization should consider its stakeholders to be. In (1994) Gummesson suggests that organizations need to work out which stakeholder relationships are most important and develop a mix of relationship strategies accordingly. For instance, relationships with the government will be important for company because all legal power in hand of government people.

The acknowledgement that a wide group of stakeholder relationships needs to be addressed opens up a debate about who the organization is there to serve. Issues of corporate social responsibility (CSR) come to mind in the way in which the organization treats groups such as local communities, or environmentalists for instance. The first is winning state by state. Each state presents a different nature of competition and a different growth challenge whether it is increasing penetration or driving consumption through deployment of the relevant portfolio. The state led distribution strategy will give the Anglo Dutch Unilever Indian unit an opportunity
to play out its full portfolio of brands to arrest its falling market share and volumes as consumers were down-trading to smaller regional brands.
4.1 HUL - HISTORICAL PERSPECTIVES

Hindustan unilever limited (HUL) is India’s largest fast moving consumer goods company, and estimates that two out of three Indians use its products. It has over 35 factories across India. HUL is also one of the country’s largest exporters; it has been recognized as a GOLDEN SUPER STAR trading house by the government of India.

In the summer of 1888, visitors to the Kolkata harbour noticed crates full of sunlight soap bars, embossed with the words “Made in England by lever brothers”. With it began an era of marketing branded fast manufacture consumer goods (FMCG). Soon after followed lifebuoy in 1895 and other famous DALDA brand come to the market in 1937. In 1931, Uniliver set up its first Indian subsidiary, Hindustan vanaspati manufacturing company, followed by Lever brothers India limited (1933) and United traders limited (1935). These three companies merged to form Hul in November 1956; Hul offered 10% of its equity to the Indian public, being the first among the foreign subsidiaries to do so. Uniliver now holds 52.10% equity in the company. The rest of the shareholding is distributed among about 360,675 individuals shareholders and financial institutions.

The erstwhile Brooke Bond’s presence in India dates back to 1900. By 1903, the company had launched RED LABEL TEA in the country. In 1912, Brooke Bond &
co India limited was formed. Brooke Bond joined the unilever fold in 1984 through an international acquisition. The erstwhile Lipton’s links with India were forged in 1898. Unilever acquired Lipton in 1972, and in 1977 Lipton Tea India limited was in corporate. POND’S (India) limited has been present in India since 1947. It joined the unilever fold through an international acquisition of Chesebrough POND’S USA in 1986. Since the very early years, HUL has Vigorously responded to the stimulus of economic growth. The growth process has been accompanied by judicious diversification, always in line with Indian opinions and aspiration.

An interview of director KEKI DADISETH:-

Keki dadiseth was old UK trained chartered accountant has been chosen as chairman to lead HUL in to that present millennium. KEKI DADISETH (born December 20, 1945) is a corporate director, retired unilever business executive, and fellow of the institute of chartered accountants in England and Wales. He grew up in pune, India. He did his schooling from bishop’s school, pune and studied at Sydenham colledge in Bombay (now known as Mumbai) before receiving his designation as a charted accountant in London.

DIRECTORSHIP AND ADVISORY APPOINTMENTS

prudential plc, independent non-executive director since April 2005

○ marsh & mclennan companies inc., member of international advisory board

○ Goldman sachs, international advisor
Nicholas Piramal India Limited, board of directors

○ The Indian Hotels Company Limited, board of directors

○ Indian School of Business, board of directors

He held a variety of accounting and commercial positions with Hindustan Lever Limited (HLL) and Unilever, HLL's parent company, in India and London, starting in 1973. He became Executive Director and Head of Detergents for HLL in 1991, vice-chairman and managing director of HLL in 1995, and chairman of HLL in August 1996. He became director, home and personal care of Unilever in January 2001. He is the non-technical professional after four successive technocrats to lead HUL. There have been many merger and acquisition by HUL since the last decade namely, TOMCO, BBLIL (BROKE BOND LIPTON INDIA LIMITED), KISSAN, DIPY’S and DOLLOPS etc. He retired from Unilever in May 2005. Lessen a story about brand Dalda people afford that brand because there reputation is down if some body see to buy it and retailer is also store it brand in side. When salesmen is go to the shop and ask for brand order the retailer is said no that time salesmen says after some time you ask me for order for that brand that time we says no. Today HUL brand have a reputation in relationship marketing. Unilever is a large consumer product firm headquartered historically in two locations the Netherlands and the United Kingdom. Unilever is adopting a structure similar to the reorganization
adopted by procter&gambel (p&g), with global managers overseeing areas such as sales, media buying, and trade marketing. The new organizational structure, which has been shaped over the last six years and more dramatically by CEO Patrick cacao in 2005, is moving uniliver away from the location-specific dominance that is associated Hul has had great his historical success in implementing its strategy world wide in consumer goods. Their Hul products have been exem-plary in this regard. Any goods problems have been due to the same organizational structure that helped create it past successes. Hindustan unileaver limited decentralized product division have fostered innovation through an entrepreneurial sprit its separate division .the organizational structure encourages competition .the approach created “internet” that turned Hindustan unileaver limited in to on of the most success full global brands in consumer products over the past few decades. However Hul reputation as innovator has suffered recently because it has been not beaten by the competition with product like –lux, dove, lifeboy, etc. The division to be competitive at product efforts that require more coordination. Hindustan unileaver limited has used multidivisional structures, which allow strong decentralization to each product group or division this group compete for resources with each other but are highly autonomous business unit focused on a particular set of related business. Hul one of the world leader when it comes to global era recently launched its new product in India to highlight it’s new production innovation across product categories. At Mumbai --------- is a unique platform
designed by the Hul team to give its patrons an opportunity to experience the state-of-the-art technology of the company’s products soon after their global launches. This center will now make it possible for customers in India to see both current and futuristic products on display. The company will subsequently open its life escape centers at Mumbai followed by other metro cities. Consumer will experience a chronological journey of the brands past, present, future at life cycle in its philosophy eco sphere and welcome zone. the store will show case a wide variety of products indifferent sections ranging from food, health or personal care product etc. eco sphere will also have a specialized woman and kids, where children’s would be engaged with future education. Kids can participate and learn a kids and women zone will provide the visitors especially women to have hands-on experience about per parity their favorite brands in the presence of renowned chefs. Indian consumer market with our innovative and exciting product of firings. They are confident that our eco sphere zone will provide Indian consumer an opportunity to learn about the new products and technology. Its commitment top brings technological advance products for the Indian market. The Hindustan unilever research center (HURC) was set up in 1958, and now has facilities in Mumbai and Bangalore. HURC and the global technology centers in India have over 200 highly qualified scientists and technologists, many with post-doctoral experience acquired in the US and Europe.
4.2 GROUP COMPANIES AND PRODUCTS AND PRESENT MANAGEMENT OF HUL

Every organization has a mission, which sets the course of functioning for that organization. Researcher can conceive mission to be a broad statement of the purpose of the organization. For example, “to provide high quality consumer care product and convenient customer relation can be a mission of an organization dealing in consumer care product in Hindustan unilever limited. Based on the mission, organization set its objectives. Objective can be defined as, statement of measurable result to be achieved for example Hul may set its objective to relationship marketing and largest consumer goods in India. The liberalization of the Indian economy, stated in 1991, clearly marked an inflexion in HUL’s and group’s growth curve. Removal of the regulatory framework allowed the company to explore single product and opportunity segment, without any constraints in production capacity. Appropriate national markets are selected by quickly screening the full range of options without regard to any preconceived notions.

- Specific strategic approaches are devised for each country or group of countries, based on the company’s specific product technologies.
- Marketing plans for each country or group of countries are developed, reviewed, revised, and incorporated into the overall corporate concept without
regard to conventional wisdom or stereotypes. (42)

For meeting the objective, organization set its goals; goals are more specific statements. Relationship marketing based on reasons described in this research can increase strategic Competitiveness and help firm earn above average returns. However, ACQUISITION strategies are not risk free. Reason for the use of acquisition strategies and potential problem with such strategies, researcher suggest that perhaps total number of all merger and acquisition are not successful, approximately some give bed experience and other are totally failed.

BUSINESS PERSPECTIVE ON MERGERS AND ACQUISITIONS.

An acquisition is a part of relationship marketing strategy through which one firm buys a controlling, or 100% present interest. In another firm with the intent of making the acquired firm a subsidiary business with in its portfolio. In this case acquired firm reports to the management of the acquiring firm. While most merger are friendly transactions acquisition can be friendly or unfriendly in relationship marketing primary reason for acquisition is to achieve greater market power. Market power exists when a firm is able to sell its goods or services above competitive levels or when the of its primary or support activities are below those of its competitors market. Market power usually is derived from size of the firm and its resource capabilities to compete in the relationship market place. (43)

(43) P. WRIGHT, M. KROLL, & D. ELENKOV, 2002. ACQUISITION RETURNS, INCREASE IN FIRM SIZE AND CHIEF EXECUTIVE OFFICER COMPENSATION: THE MODERATING ROLE OF MONITORING, ACADEMY OF.
It is also designed to achieving greater market power entail buying a competitor, a supplier, or a business in a highly related industry to allow the exercise of a core competence and to gain competitive advantage in the acquiring firm’s primary market. One goal in a relationship market to achieving market power is to become a king of market. For example, there have been many mergers and acquisition by HUL since the last decade namely, tomco, broke bond Lipton India limited, kissan, dipy’s and dollops etc. the company believes in giving the consumer value. It is a company that cares the real needs of consumer and believes in better relationship in the trust sense. The acquired firm may be lost and those who remain may resist the changes necessary to integrate the two firms. With effort, cultural clashes can be overcome in fewer key managers and employees will become discouraged and leave. Additionally, effective due diligence processes involving the deliberate and careful selection of target firms and an evaluation of the relative health of those firm work together to find ways to integrate their operations to create synergy. 

The two top-management terms, a condition that in turn affects working relationship in the newly created firm as a result, more key personnel in the acquired firm may be lost, and those who remain may resist, more key personnel. The relationship process for organizations begins with recognition of a need and in values identifying and evaluating possible purchase alternatives. Relationship

market experts discovering the development of new product let’s look first at what is meant by this term product may be new to the firm or new to the market most new products developed by Hindustan Unilever Limited in present. Consumers while buying pre packed Hindustan Unilever Limited goods use the following guidelines to measure quality in relation to price.

TIPS FOR IMPROVEMENTS IN RELATIONSHIP MARKETING:

1. Tips from friends.
2. From advertising in newspaper, entertainment channel and internet also.
3. Slogans for example swine flew se bacho nahi lado.
4. Brands and trade marks, at the end of each and every advertisement on T.V Screen with trade mark Hindustan Unilever Limited.
5. Labels and
6. Comments from sales men.

Generally price is used as a measure of quality. There is HUL belief in the minds of many consumers that high price is an indication of quality. The seller fully capitalizes this consumer belief. Lack of confidence and lack of precise knowledge compel consumers to rely heavily on the familiar, heavily advertise and generally high-price goods. Repetitive advertisement tell consumers that advertised brands assure high quality but consumers are rarely given facts and figures or factual evidence to prove higher quality price is no indication of quality. Research on the
subject shows that foreign product design strategy varies with the nature of the product. More standardization is feasible in the case of industrial goods than for consumer goods. Among consumer goods, nondurables require greater customization than durables, these traits are unique to each country; therefore, adaptation becomes significant. (45)

BRANDS WITH MERGER AND ACQUISITIONS

Hul has a distribution channel of 6.3 million outlets and owns 35 major Indian brands. Some of its brands include KWALITY WALL’S ice cream, KNORR soups & meal makers, LIFEbuoy, LUX, BREEZE, LIRIL, REXONA, HAMAM and MOTI soaps, PUREIT water purifier, LIPTON tea, BROKE BOND tea, BRU coffee, PEPSODENT and CLOSE UP tooth paste and brushes, and SURF, RIN and WHEEL laundry detergents, KISSAN squashes and jams, ANNAPURNA SALT and Atta, POND’S talcs and creams, VASELINE lotions, FAIR AND LOVELY creams, LAKME beauty products, CLINIC PLUS, CLINIC ALL CLEAR, SUNSILK and DOVE shampoos, VIM dish wash, ALA bleach, DOMEX disinfectant, REXONA, MODERN BREAD, and AXE deosprays. Hul has Produced many business leaders for corporate India, one of these. SHRI MANVINDER SINGH BANGA has become a member of UNILIVER’S executive (UEx). HUL is referred to as a ‘CEO factory’ in Indian press for this reason. It’s

(45) SUSAN P. DOUGLAS AND CHRISTINE D. URBAN, “LIFESTYLE ANALYSIS TO PROFILE WOMEN IN INTERNATIONAL MARKETS,” Journal of Marketing, July 1977, pp. 53 and 54.

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leadership building potential was recognized when it was ranked 4th in the HEWITT global leadership survey 2007 with only GE, P&G and NOKIA ranking ahead of HUL in the ability to produce leaders with such regularity.

Simultaneously, deregulation permitted alliances, acquisitions and mergers. In one of the most visible and talked about events of India’s corporate history, the erstwhile TATA OIL MILLS COMPANY (TOMCO) merged with Hul, effective from APRIL 1, 1993 in 1996, HUL and yet another TATA company, LAKME Limited, formed a 50:50 joint venture, Lakme Unilever Limited, to market Lakme’s market-leading cosmetics and other appropriate products of both the companies. Subsequently in 1998, LAKME limited sold its brands to HUL and divested its 50% stake in the joint venture to the company. HUL formed a 50:50 joint venture with the US-based Kimberly Clark Corporation in 1994, Kimberly-Clark lever ltd, which markets huggies diapers and kotex sanitary pads. HUL has also set up a subsidiary in Nepal, unilever Nepal Limited (UNL), and its factory represents the largest manufacturing investment in the Himalayan kingdom. The UNL factory manufactures HUL’s products like soaps, detergents and personal products both for the domestic market and exports to India. The 1990s also witnessed a string of crucial mergers, acquisitions and alliances on the foods and beverages front. In 1992, the erstwhile Brooke Bond acquired Kothari General Foods, with significant interested in instant coffee. In 1993, it acquired the kissan
business from the UB Group and the Dollops ice-cream business from CADBURY INDIA. As a measure of backward integration, Tea Estates and Doom Dooma, two plantation companies of Unilever, were merged with Brooke Bond. Then in 1994, Brooke Bond India and Lipton India merged to from Brooke Bond Lipton India Limited (BBLIL), enabling greater focus and ensuring synergy in the traditional Beverages business. 1994 witnessed BBLIL launching the Wall’s range of Frozen Desserts. By the end of the year, the company entered into a strategic alliance with the Kwality Icecream Group families in 1995 the Milkfood 100% ice cream marketing and distribution rights too were acquired. In the INDIAN relationship marketing HUL have many competitor.

**NUMBER OF INDIAN COMPETITORS OF HUL**

DABUR INDIA

▷ COLGATE PALMOLIVE

MARICO

▷ PROCTER & GAMBLE

EMAMI

▷ GILLETTE INDIA

GODREJ INDUSTRYS

▷ NIRMA

▷ JYOTHY LABORATARIES
HENKEL INDIA
▷ REYBAN
FEM CARE PHARMA
▷ AMAR REMEDIES
JHS SVEND GAARD
▷ MARISON INDIA
PEE CEE CASMA
▷ CENTRON INDIA
MY FAIR LADY
▷ POLAR PHARMA
PARAM CASMETICS
▷ JYOTI CASMETICS
▷ VELVETT INTTIPHAR
4.3 SWOT ANALYSIS AND GAME PLAN

Strategy formulation is often referred to as strategic planning or long-range planning and is concerned with developing a corporation’s mission, strategies, and policies. It begins with situation analysis; the process of finding a strategic fit between external opportunities and internal strengths while working around external threats and internal weaknesses. Strategic factors in light of the current situation using SWOT analysis. SWOT is an acronym used to describe the particular strengths, weaknesses, opportunities, and threats that are strategic factors for a specific company. SWOT analysis should not only result in the identification of a corporation’s distinctive competencies—the particular capabilities and resources that HUL possesses and the superior way in which they are used—but also in the identification of opportunities that the HUL is not currently able to take advantage of due to a lack of appropriate resources. Over the years, SWOT analysis has proven to be the most enduring analytical technique used in strategic management.

STRATEGIC TOOLS OF COMPETITION:-

- SPREADSHEET “WHAT IF” ANALYSIS.
- ANALYSIS OF KEY OR CRITICAL SUCCESS FACTOR.
- FINANCIAL ANALYSIS OF COMPETITORS
- SWOT ANALYSIS, AND
CORE CAPABILITIES ANALYSIS

It is very likely that these have a similar rate of usage in the rest of the world. It can be said that the essence of strategy is opportunity divided by capacity. An Opportunity by Itself has no real value unless a company has the capacity to take Advantage of that opportunity. This approach, however, considers only opportunities And strengths when considering alternative strategies. By itself, a distinctive competency in a key resource or capability is no guarantee of competitive advantage. Weaknesses in Other resource areas can prevent a Strategy from being successful. SWOT can thus be used to take a broader view of strategy through the formula $SA = O/(S - W)$ (STRATEGIC ALTERNATIVE EQUALS OPPORTUNITY DIVIDED BY STRENGTHS MINUS WEAKNESSES). This reflects an important issue facing strategic managers: should we Invest more in our strengths to make them even stronger, or should we invest in our Weaknesses to at least make them competitive? One country may be absolutely more efficient in the production of every good than is the other country; and this means the other country has an absolute disadvantage in the production of every good. But so long as there are differences in the relative efficiencies of producing the different goods in the two countries, we can always be sure that even the poor country has a comparative advantage in the production of those commodities in which it is relatively most efficient; this same poor country will
have a comparative disadvantage in those other commodities in which its inefficiency is more than average. Similarly, the rich, efficient country will find that it should specialize in those fields of production where it has a comparative advantage, planning to import those commodities in which it has a comparative disadvantage. The key to the concept is in the word “comparative” —which implies that each and every country has both definite “advantage” in some goods and definite “disadvantage” in other goods. (46)

A multinational firm can serve a market across national boundaries either by exporting from a production facility located in the country of the parent company, or from a third country subsidiary or it can set up production facilities in the market itself. The sourcing policy of the firm is the result of the firm’s decisions as to which of its production facilities will service its various final markets. Thus, the firm establishes an international network linking production to markets. Such a network enables the firm to grow by eliminating external markets in intermediate goods and subsequently by internalizing those markets within the firm. When international markets are internalized, the internal transfers of goods and services are exports and imports for the nation’s states between which the goods and services are transferred. The incentives to internalized intermediate goods markets are strongest in areas where research input and proprietary

technology are an important part of the manufacturing process. The creating of an internal market permits the firm to transform an intangible price of research into a valuable property specific to the firm. The firm can exploit its advantage in all available markets and still keep the use of the information internal to the firm in order to recoup its initial expenditures on research and knowledge generation.

According to a Morgan Stanley report, HUL has been losing market share in some segments. Quoting Nielsen data, it said this was in categories such as soaps, laundry, oral care and skin care.

Swot analysis, by itself, is not a panacea. Some of the primary criticisms of swot by analysis are:

- It generates lengthy lists.
- It uses no weights to reflect priorities.
- It uses ambiguous words and phrases.
- The same factor can be placed in two categories.
- There is no obligation to verify opinions with data or analysis.
- It requires only a single level of analysis.
- There is no logical link strategy implementation.

(49) The Hindu Business Line.
HUL SWOT STRENGTHNES: - in Indian relationship marketing HUL have a Repudiated place people demand its product by name but it have so many strengths and weakness here we discuses some. Home and personal care brands can make a positive difference to people’s health and well being. But achieving lasting improvements demands on people changing their everyday habit. Preventable diseases, resulting from poor hygiene and sanitation, still pose a significant health challenge in india.

STRONG PROMOTION

1 Make effective products that deliver health benefits and promote well-being. Transform people’s everyday habit through effective behaviour change campaign. Work with partners to achieve wider improvements in health and wellbeing. Make effective products that deliver health benefits and promote well. Transform people’s everyday habits through effective behaviour change campaigns. Work with partners to achieve wider improvements in health and well being.

According to latest research its show the ‘fast life style’ in town to village in. Village people live in the standard of town people. People want to buy precious And healthy. They aware about self money spend on witch products. Rather ten according the marketing status quo and emphasizing other aspect of personal care products, such as healthiness landau embraced inclusive creating the campaign for real beauty then ordinary products.
They have been making a significant contribution to the health and hygiene of people in both the developed and developing world. More recently, the launch in India of Pureit for safe drinking water for their families.

- HUL have a global category organization that controls marketing, product mixes and strategy, although brand mixes and strategy.
- All brand managers and directors in global categories sign off on overall strategic plans for each business unit.
- Regional branches have the power to set marketing budgets and to buy actual media applications.
- They will build a regional team to manage brands across the region and thus only sales will remain an exclusively local function.
- This alignment may speed up decision-making processes.
- It improves cost management and provides stronger brand consistency in the Region.
- According to the regional conditions, regional managers can think with the products, packaging formulation, or advertising.
- The raw materials: over two-thirds of raw materials come from agriculture.
- They are working with governments and partners to meet the growing challenge around climate and environmentally change.
- Packaging is essential for the protection and hygiene of every product and
achieving truly sustainable packaging in a comfort way.

- The strong part of HUL product in Indian relationship marketing the research department play a vital role in brands developments and good quality relation to there consumer. they constantly developing new products and tested brands to meet changing testes, lifestyle and expectation.

- In relationship marketing the strong roots in local markets also mean they respond to consumer at a local level. they have touch every stage consumer like baby to old men/women teenager can not live HUL product.

**WEEKNESS OF HUL:-**

1 It is not exactly clear how a strategy advised in relationship marketing in Indian market.

2 On the global market multidomestic strategy developed in various part of world.

3 The Indian company can perform better in relationship market like DABUR in personal care products other company make more power full strategy in relationship marketing.
Finally, BBLIL merged with HUL, with effect from JANUARY 1, 1996. The internal restructuring culminated in the merger of Pond’s (India) Limited (PIL) with HUL in 1998. The two companies had significant overlaps in personal products, specialty chemicals and export businesses, besides a common distribution system since 1993 for personal products. The two also had a common management pool and technology base. The amalgamation was done to ensure for the group, benefits from scale economies both in domestic and export markets and enable it to fund investments required for aggressively building new categories. In January 2000, in a historic step, the government decided to AWARD 74% EQUITY in Modern Foods to HUL, thereby beginning the divestment of government equity in public sector undertakings (PSU) to private sector partners. HUL’s entry into bread is a strategic extension of the company’s wheat business. In 2002, HUL acquired the government’s remaining stake in modern foods. In 2003, HUL acquired the COOKED Shrimp and pasteurized Crabmeat business of The AMALGAM group of companies, a leader in value added marine product exports. HUL launched in 2001. It is a rural initiative that targets small villages Populated by less than 5000 individuals It is a unique win-win initiative that
Catalyses rural affluence even as it benefits business. Currently, there are over 45,000 Shakti entrepreneurs covering over 100,000 villages across 15 states and reaching to over 3 million homes. In 2002, HUL made its foray into ayurvedic health & beauty centre category with the ayush product range and AYUSH THERAPY Centres. HINDUSTAN UNILEVER network, direct to home Business was launched in 2003 and this was followed by the launch of ‘PURIT’ Water purifier in 2004. In 2007, the company name was formally changed to HINDUSTAN UNILEVER LIMITED after receiving the approval of share holders during the 74th AGM on 18 May 2007. Brooke Bond and surf excel breached the Rs 1,000 crore sales mark the same year followed by Wheel which crossed the Rs 2,000 crore sales milestone in 2008. On 17th October 2008, HUL completed 75 years of corporate existence in INDIA. Brand management has become a fixture in most consumer packaged goods companies. Brand managers plan brand strategy and watch over their brand’s profits. Working closely with advertising agencies, they create national advertising campaigns to build marketing share and consumer brand loyalty. The brand management system made sense in its earlier days, when the food companies where all-powerful, consumers were brand loyal and national media could reach mass market effectively.

Two major environmental forces are causing companies to rethink brand

(50) PHILIP KOTLER & GARY ARMSTRONG 5th EDITION PP.60.
management. First, consumers, markets and marketing strategies have changed dramatically. Today’s consumers face an ever-growing set of acceptable brands and are apposed to never-ending price promotions. As a result, they are becoming fewer brands loyal. Also, whereas brand managers have traditionally focused on longer-term, national brand-building strategies targeting mass audiences, today’s marketplace realities demand shorter-term, sales-building strategies designed for local markets.\(^{(51)}\)

**THE PRESENT ORGANIZATIONAL STRUCTURE OF UNILEVER**

**EXECUTIVE DIRECTORS:**

The executive directors are those member of the unilever executive (UXE), including the group chief executive, who are also director of unilever.

**NAME:** --- **PAUL POLMAN**

**CHIEF EXECUTIVE OFFICER**

Paul Polman chief executive officer was appointed an executive director to the board of unilever PLC and unilever N.V. in October 2008, the first time an external candidate was chosen for this job.

**NAME:** --- **JAMES A LAURENCE**

**CHIEF FINANCIAL OFFICE**

Jim Lawrence joined unileaver in September 2007 as chief financial officer. He was elected to the boards of unilever NV and PLC in MAY 2008.

**NAME:** --- **DOUGLAS ANDERSON BAILLIE**

PRESIDENT OF WESTERN EUROPE.

NAME: --- MANVINDER SINGH (VINDI) BANGA –

PRESIDENT FOODS, HOME AND PERSONAL CARE

Manvinder Singh banga has held a verity of positions in unilever since he joined in 1977.

NAME: --- PROFESSOR GENE VIEVE BERGER-

CHIEF R&D OFFICER

Gene vieve Berger was born in France in 1955. Educated in physics and medicine, she holds three doctorates: a PHD in physics, a PHD in human biology and a medical doctorate.

NAME: --- HARISH MANWANI PRESEDENT—

ASIA, AFRICA CENTRAL &EASTERN EUROPE

Harish manwani is an honors graduate from Mumbai University and has a master Degree in management studies. He also attended the advanced management program at the harvard business school.

NAME: --- SANDY OGG -

CHIEF –HR OFFICER

Sandy was born in nor folk, Virginia, USA in 1954 and was educated at George Washington university in was hington D.CC.where he graduated with a master’s degree in organizational behavior in 1983.

NAME: --- MICHAEL B POLK –

PRESEDENT, AMERICAS

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Mike Polk joined Unilever in 2003 following 16 years at Kraft where he held a variety of leadership position. He is a graduate of Cornell University and has an MBA from Harvard Business School.

**SENIOR CORPORATE OFFICERS**

Unilever’s senior corporate officers are responsible for ensuring that board meeting and board committee meetings are supplied with the information they need.

**NAME:** --- **ALAN JOHNSON**

CHIEF AUDITOR

Alan Johnson was born in London in 1955. He joined Unilever in 1975 as finance Trainee. He is a chartered certified accountant and a member of the British Institute of Management.

**NAME:** --- **HOWARD GREEN**

CONTROLLER AND SVP FINANCE CATEGORIES

After graduation in 1973 Howard Green joined Unilever in its corporate audit department and has since held a wide range of finance jobs across the breadth of Unilever.

**NAME:** --- **PASCAL VISEE**

GROUP TREASURER.

Pascal Vise was born in the Netherlands in 1961. He studied ‘economics and business’ and ‘Dutch law’ in Rotterdam and chartered accountancy in Tilburg.

**NAME:** --- **STEPHEN WILLIAMS**
GENERAL COUNSEL AND CHIEF LEGAL OFFICER

Steph Williams was entering as a solicitor and a member of the law society in April 1972.

NAME: ---  SVEN DUMOULIN-
GROUP SECRETARY

Having graduated in law from the Unilever city of Groningen, the Netherlands Sevendomoulin gained a PhD and subsequently worked as a lawyer specializing in corporate and securities laws before joining Unilever in 2003.
4.5 RELATIONSHIP MARKETING IN CONSUMER MARKET AND MASS MARKETS

Once R M program is developed and rolled out, the program as well as the Individual relationships must be managed and governed. For mass-market customers, the degree to which there is symmetry or asymmetry in the primary responsibility of whether the customer or the program sponsoring company will be managing the relationship varies with the size of the market. However, for programs directed at distributors and business customers the management of the relationship would require the involvement of both parties. The degree to which these governance responsibilities are shared or managed independently will depend on the perception of governance among relation partners given the nature of their program and the purpose of engaging in the relationship. Not all relationships are or should be managed alike; however several researches suggest appropriate governance norms for different hybrid relationship (BORYS and JEMISON 1989; HEIDE 1994; SHETH and PARVATIYAR 1992). Communication with customer partners is a necessary process of relationship marketing. It helps in relationship development, fosters trust, and provides the information and knowledge needed to undertake in cooperative and collaborative activities of relationship marketing. In many ways it is the lifeblood of relationship marketing. By establishing proper communication channels for sharing information with customers a company can enhance their
relationship with them. In addition to communicating with customers, it is also essential to establish intra-company communication particularly among all concerned individuals and establish intra-company communication particularly among all concerned individuals and corporate functions that directly play a role in managing the relationship with a specific customer or customer group. Although communication with customer partners help foster relationship bonds, conscious efforts for creating common bonds will have a more sustaining impact on relationship. In business-to-business relationships, social bonds are created through interactions, however with mass market customers frequent face-to-face interactions will be uneconomical. Thus marketers should create common bonds through symbolic relationship, endorsements, affinity groups, and membership benefits or by creating on-line communities. Whatever is the chosen mode, creating value bonding, reputation? bonding and structural bonding are usefully processes of institutionalizing relationship with customer (SETH 1994). The third type of relation programs is partnering relationships between customers and marketers to serve end user needs. In the mass markets, two type of partnering programs are most common: co-branding and affinity partnering (Teagno 1995). In co-branding, two marketers combine their resources and skill to offer advanced products and services to mass-market customer (marx1994). For example, delta airlines and American express
have co-branded the sky miles credit card for gains to consumers as well as to the partnering organizations. Affinity partnering program is similar to co-branding except that the marketers do not create a new brand rather use endorsement strategies. Usually affinity-partnering programs try to take advantage of customer memberships in one group for cross-selling other products and services. In the case of distributor customers, logistics partnering and cooperative marketing efforts are how partnering programs are implemented. In such partnerships the marketer and the distributor customers cooperate and collaborate to manage inventory and supply logistics and sometimes engage in joint marketing, co-development and co-marketing activities are not uncommon today. (52) That is until relationship marketing came along. Popularized by REGIS MCKENNA in his 1993 book, relationship marketing: successfull strategies for The age of the customer, relationship marketing was embraced as a way for Marketing departments to get to know their customers more intimately by Understanding their preferences and thus increasing the odds of retaining them. Target marketing, cross-selling, and customer loyalty programs evolved from one-off pilot projects and become formalized as part of core marketing and sales processes. PEPPERS AND ROGERS rounded out marketing’s evolution from mass-marketing standard products to segmenting customers to true
relationship marketing, or one–to-one. FIGURE [1] shows the stages and their differences. One–to-one means not only communicating with customers as individuals, but also developing custom products and tailored messages based on customer’s unspoken needs. It relies on a two-way dialog between a company and its customers to foster a true relationship and allow customers to truly express the desires the company can help fulfill. It relies as heavily on the customer’s experience of the company as it does on the specific marketing messages he receives. PEPPERS, DON and MARTHA ROGERS, Ph.D. THE ONE TO ONE FUTURE: building relationships one customer at a time New York: Doubleday, 1993.

Small group in influence on relationship market introduces to marketing the concept of mass marketing theory; a mass market may be defined as a group of people who influence a person’s attitudes, values, and behavior. Serve as guides or “frames of reference” for the individual. The mass market concept may be applied to the full range of social influences from a total culture downed to the family. However, the concept was originally developed in culture down to the family. The concept was originally developed in connection with small groups. Consumer market is influenced by the small groups to which consumers belong or aspire to belong. these groups may include family fraternal organizations, labor unions, athletic teams, R.W.A. or a circle of close friends or neighbors, mass
market develops its own set of attitudes and beliefs that serve as norms for member’s behavior. The member’s share these values and are expected to conform to mass market normative behavioral patterns a person may agree with all the standards set by the group or only part of them. Another useful finding pertains to the flow of information between and within groups. This is the idea that if you can set social leaders and high income groups to use your products the mass market will also buy them. The assumption has been that influence follows a vertical path, starting at levels of high status and moving downward through successive levels of groups. The proven role of face to face group as behavior in relationship market determinates for some products, plus the concept of horizontal information flow. Every group has a leader a mind maker, who influence the decision making others in the group the key is for relationship market to convince that person of the value of their products or services. The opinion leader in one group may be an opinion follower in another. The effectiveness of small reference or mass market groups as behavioral influences will vary depending upon the relation and the edibility of information for the consumer. The less information or experience a person has concerning a given product, the stronger the relationship influence will be for this product and this person of all the small groups a person belongs to through the years, one group normally exerts the strongest and most enduring influence on that person’s perception and behavior that group is his or her family. (53)
Companies have not always practiced target marketing. In fact, for most of this century, major consumer products companies held fast to mass marketing—mass producing, mass distributing, and mass promoting about the same product in about the same way to all consumers. [Consumers]… have more ways to shop: at giant malls, specialty shops, and superstores; through mail–order catalogs, home shopping networks, and virtual stores on the internet. And they are bombarded with messages pitched through a growing number of channels: broadcast and narrow–cast television, radio, online computer networks, the internet, telephone services such as fax and telemarketing, and niche magazines and other printed media. (54)

**RELATIONSHIP OF MASS CONSUMER GROUPS**

Consumer groups are formed for a number of reasons, sometimes to fight for the rights of the customers of a particular organization and sometimes to represent the interests of a particular type of consumer one might think that customer satisfaction would be one of an organization’s priorities for example women and children. The fact that consumer groups exist at all suggests that some organizations or Industries have an adversarial relationship with their customers. the organization is perceived to have too much power and there are few alternatives available to the customer. Consumer groups can affect organizations in many ways like boycott, protest, and there legal rights.


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RELATIONSHIP OF MASS MARKET:-
effectively deliver a sales message to a mass audience. But then the mass market began to fragment. Consumers became better educated and more skeptical about advertising. A variety of sources both marketer by the and uncontrolled, became important to consumers. News controlled reports, word – of - mouth, experts’ opinions, and financial reports were just some of the "brand contacts" consumers began to use to learn about and form attitudes and opinions about a brand or company, or make purchase decisions. Advertising began to lose some of its uster in terms of its ability to deliver huge homogeneous audiences. Companies began to seek new ways to coordinate the multiplicity of product and company messages being issued and used by consumers and others.

Advertising has four characteristics: it is persuasive in nature; it is non-personal; it is paid for by an identified sponsor; and it is disseminated through mass channels of communication. Advertising messages may promote the adoption of goods, services, persons, or ideas. Because the sales message is disseminated through the mass media—as opposed to personal selling—it is viewed as a much cheaper way of reaching consumers. However, its non-personal nature means it lacks the ability to tailor the sales message to the message recipient and, more importantly, actually get the sale. Therefore, advertising effects are best measured in terms of increasing awareness and changing attitudes and opinions, not creating sales.
influence sales. The contribution advertising makes to sales are best viewed over the long run.
4.6 RELATIONSHIP MARKETS AND DISTRIBUTION CHANNELS AT HUL

The multinational corporation represents the highest level of overseas involvement and is characterized by a global strategy of investment, production, and distribution. FACTUAL INFORMATION IN THESE SECTIONS, IN SUBHASH C. JAIN AND LEWIS R. TUCKER. JR., international marketing. Whether one considers physical goods or products further along the spectrum towards ‘almost pure services’, there must be effective and efficient fulfillment through management of traditional and digital marketing logistics network (nee supply chain) as well as up stream marketing channels (KOTLER, BROWN, ADAM AND ARMSTRONG 2001). It is after customers have purchased, or products are delivered, that thoughts turn to maintaining and enhancing relationships and attempting to ensure that loyal and profitable customers do not defect (JONES AND SASSER 1995).

A relationship is a business intermediary acting as a connecting link between the producer and ultimate consumer. He either takes ownership title to goods or actively negotiates the transfer of ownership right from the seller to the buyer relationship play an important role in transfer of ownership in exchange or trade.

Marketing channel decisions are among the most important decisions that
A company’s channel decisions directly affect every other marketing decision. The company’s pricing depends on whether it uses mass merchandisers or high-quality Specialty stores. The firm’s sales force and advertising decisions depend on how much Persuasion, training, motivation, and support the dealers need. Whether a company’s Ops acquires certain new products may depend on how well those products fit the Capabilities of its channel members. Channel of distribution is the route taken by the ownership right to the goods as they move from the primary producer to the ultimate consumer in the world of exchange. Companies often pay too little attention to their distribution channels; however, sometimes with damaging results. In contrast, many companies have used imaginative Distribution systems to gain a competitive advantage. Hul have a creative and imposing distribution system made it the leader in the small-package delivery industry. General consumer goods gained a strong advantage in selling its major appliances by Supporting its dealers with a sophisticated computerized order-processing and delivery System. Distribution channel decisions often involve long-term commitments to other Firms. For example, companies such as ford, IBM, or pizza hut can easily change their Advertising, pricing, or promotion programs. They can scrap old products and introduce New ones as market taste demand. But when they set up distribution channels through Contracts with franchisees, independent dealers, or large
retailers, they cannot readily replace these channels with company-owned stores if conditions change. Therefore, management must design its channels carefully, with an eye toward tomorrow’s likely selling environment as well as today's.

- **RELATIONSHIP IN SPACIALIZATION:**

All relations are required to perform a few specialized marketing functions to justify their existence and utility in the machinery of distribution in the whole market. Manufactures can concentrate on production whereas relationships can look after marketing or distribution of the goods. Similarly, they can have effective division of labor on commerce leading to specialization in marketing function and marketing services. Specialization lends speed, perfection, accuracy, economy, and efficiency to sum up. Middleman merchants and mercantile agents offer the most efficient process of distribution. The wider the market, the longer becomes the chain of distribution, and more elaborate the machinery of marketing.

- **INDUSTRIAL GOODS MARKET:** - In this part of distribution, we can deal with industrial goods only. Industrial markets have no retailers. Producers may sell directly to industrial users, or he may employ either wholesalers or agent middlemen to sell his goods to ultimate buyers. The industrial goods market has an ultimate number of buyers. Most buyers can concentrate in a few areas. Individual purchases are large. Technical considerations servicing and insulation requirements buyers give detailed specifications, rational buying
motives of well relationship to buyers play an important role in purchasing decision. Hence usually we have direct sale producer to industrial buyers or user. Industrial goods are used in the manufacturer of consumer goods in unilever like salt, ice-cream, sugar, etc. they have a derived demand depend upon the demand for consumer goods in relationship market.

CONSUMER GOODS MARKET: in the consumer goods market, we have Retailer, whole seller’s mercantile agents, forming a long chain of relation in distribution. We have numbers of buyers (every citizen in the world). The market is long scattered or wide spread. An individual consumer purchase in short quantity at frequent intervals, mass method of sale are common buyers, consumer are, many time ignorant and poorly informed purchases demand personalized and individual treatment or services, price and service booth are important. Impulse buying rather than rational buying is more common. Hence, branding, packaging advertising, sales promotion. Personal sales man ship and relationship are important in the consumer goods market consumer demand and preferences are even–changing varied and practically unending. Most producers use intermediaries to bring their products to market. They try to forge a distribution channel - a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user.
RELATIONSHIP OF DISTRIBUTION CHANNEL

INFORMATION:- gathering and distribution marketing research and Intelligence Information about actors and forces in the marketing environment needed for Planning and aiding exchange.

PROMOTION:- developing and spreading persuasive communications about an Offer. The goods to market requirement merchandising function, usually performed by merchant middleman.

CONTACT: - to relation seller and buyers and enable them to enter in to a contract of sale or purchase .this is a contractual functions the searching out finding and communicating with prospective buyers.

MATCHING: - shaping and fitting the offer to the buyer’s needs, including Activities such as manufacturing, grading, assembling, and packaging.

NEGOTIATION: - reaching an agreement on price and other terms of the offer so that ownership or possession can be transferred.

FLOW OF CONSUMPTION:- to conduct the marketing process and to Direct the flow of goods from center of production to center of consumption.

FLUCTION OF MARKETING:- when goods price high permits to make production of goods profitable and low enough of demand and distribution.

ANOTHER LIFE RELATIONSHIP IN DISTRIBUTION:-

PHYSICAL DISTRIBUTION: - transporting and storing goods transports
Play an important role to make the possible goods in distribution. transport imports place utility to goods and removes hindrances of distribution.

Transport creates form utility in the sense that it enables the producer to get raw materials from different place to convert them into finished products. Transport creates possession utility, as it enable consumer to use even those goods that have not been produced locally. More than anything else, transport contributes to better understanding of relation by relation. It also play an important role in spread of knowledge and intermingling of different cultures and social customs. In fact, it will be no exaggeration to say that history of transport is the history of civilization itself.

▷ MOVEMENT OF MATERIAL AND GOOD: - Transport can be used to move raw materials from the place where they are available, to place where they can be processed or assemble into finished goods. Similarly, finished products can be made available to consumers living at place away from the place of production.

▷ VIEW OF FINANCING: - Transport makes it possible to shift the goods from place of production to place where there is demand and from them. It reduces surplus of goods at the place of production. It ensures that there is no scarcity where the goods are not produced. Due to balance between supply and demand, price level is almost the same everywhere.
Acquiring and using funds to cover the costs of the channel work.

RISK TAKING:- Transport creates place utility for goods and removes the distance barrier because goods can be moved from one place to another easily and speedily, consumers living at any place can the goods produced else where. Assuming the risks of carrying out the channel work.

➤ LOCATION ACCURACY:- Transport helps in location of industry in the regions where maximum production economy can be achieved. It is due to accuracy of location.

BALANCED DEVELOPMENT: - Transport enables business unit to disperse over wide areas for balance development of the country it prevents concentration of industrial unit in few areas.

➤ LIFE STYLE OF FAMILY: - As transport facilitates large scale production of low cost goods, more and more person can make use of the goods this contributes to improved living standards for people.

➢ ESTABLISHMENT OF WORLD RELATION: - Transport helps in promoting awareness of different cultures and social system. Better understanding on the part of people leads to mutual benefit.

✓ DISTRIBUTION CHANNELS CAN BE DESCRIBED BY THE NUMBER OF RELATIONS:-

CHANNEL 1 - MANUFACTURER TO CONSUMER.

 CHANNEL 2 - MANUFACTURER TO RETAILER TO
CONSUMER.

CHANNEL 3 - MANUFACTURER TO WHOLESALER TO RETAILER TO CONSUMER

CHANNEL 4 - MANUFACTURER TO WHOLESALER TO JOBBER TO RETAILER TO CONSUMER.

BUSINESS MARKETING CHANNELS

CHANNEL 1 - MANUFACTURER TO BUSINESS CUSTOMER

CHANNEL 2 - MANUFACTURER TO BUSINESS DISTRIBUTER TO BUSINESS CUSTOMER

CHANNEL 3 - MANUFACTURER TO SALES BRANCH TO BUSINESS CUSTOMER

CHANNEL 4 - MANUFACTURER TO SALES BRANCH TO BUSINESS DISTRIBUTER TO BUSINESS CUSTOMER

When intermediaries are used, both their effectiveness and their market coverage can be expanded by “industrializing” their jobs. **THEODORE LEVITT** has suggested several innovative ways to substitute equipment for highly paid service specialists who are humanly limited in the services they can create and market.

The characteristic of intangibility means that physical distribution problems are

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(56) PHILIP KOTLER & GARY ARMSTRONG 5TH ED. PEARSON EDUCATION

basically eliminated for most service producers.

(c) AGENCY RELATIONSHIP

The separation between owners and managers creates an agency relationship. An agency relationship exists when one or more persons (the principal or principals) hire another person or persons (the agent or agents as decision-making specialists) to perform a service. Thus, an agency relationship exists when one party delegates decision-making responsibility to a second party for compensation.

In addition to shareholders and top executives, other examples of agency relationships are consultants and clients and insured and insurer. Moreover, within organizations, an agency relationship exists between managers and their employees, as well as between top executives and the firm’s owners. (57).

In the modern corporation, managers must understand the link between these relationships and the firm’s Effectiveness. Although the agency relationship between managers and their employees is important in this chapter we focus on the agency relationship between the firm’s owners (the principals) and top-level managers (the principals’ agents), because this relationship is related directly to now the firms’ strategies are implemented. (58)

Developing an array of unique compensation plans requires additional monitoring and increases the firm’s potential agency costs. Importantly, levels of pay vary by regions of the world. Compensation is lower in India partly because many of the

largest firms have strong family ownership and control. (59)

Further, the place and time for the title to the merchandise to pass from the seller to the buyer should be clearly stated because of tax implications in the countries of both the exporter and the intermediary. Finally, the contract should avoid articles that directly or indirectly confect with U.S. antitrust laws. (60).

The use of intermediaries is another way to broaden distribution. When intermediaries are used, both their effectiveness and their market coverage can be expanded by “industrializing” their jobs. THEODORE LEVITT has suggested several innovative ways to substitute equipment for highly paid service specialists who are humanly limited in the services they can create and market. (61)

Alternatively, the relationship between environment factors and the marketing system may be more complex and indirect than that tested. The timing of technological conditions may be a crucial factor. For example, the introduction of advanced marketing technology from a highly industrialized nation to a developing country may distort the relationship between the level of development and marketing structure. The appropriate methodology would be a study of the evaluation of marketing structure over time in various countries rather than a comparative survey of countries at different levels of development. (62)

4.7 RELATIONSHIP MARKETING & MEMBERSHIP CUSTOMER MARKETING OF HUL

No matter what type of customer communication a company sends for marketing purpose, the ultimate goal is to get customer to visit the store, catalog, or web site; to buy products they’re happy with; and to return often. Preeminent companies that have excelled at this strategy have actually succeeded in convincing customers to pay them for the privilege of being loyal customers. For example Disney’s new Disney club program charge its members a membership fee plus an annual payment for access to new Disney products and promotions. The company’s chief strategic offer told the wall street journal he expects to have at least a million members by 2002.

MEMBERSHIP MARKRT IN RURAL AREA

In the Indian culture movement of grahak panchayat started in pune under the yuvak maha mandal, led by shri bindu madhav joshi. There are now 300 consumer groups consisting of 30 families. So far Bombay has 80 such groups mostly in the greater mumbai area. The demand is thus pooled and all purchased are made centrally by the mahasangh, and it forwards the supplies for distribution to each of the eighty buying clubs. There are seven distribution centres and one centre can effectivel handle 20 buying clubs. The mahasangh has established direct link with producers.

(63) "CUSTOMER AFFINITY CLUB TARGETS FIRM'S LOYALISTS," he Wall Street Journal, NOVEMBER 15, 2000
of commodities, such as sugar, oils, detergents, soaps, biscuits, tea, tooth-paste. All middlemen are eliminated. Bulk purchases give savings. unadulterated and quality goods are available to consumers at lower prices.

A part from helping to establish price by denying to them selves the benefits of speculative trends in the wholesale market, consumers relationship marketing and member should make all possible efforts to reduced their costs by increasing their operational efficiency which could be achieved by:

1 sale of mass consumption goods rather than dealing with high- priced luxury goods.

2 optimum sales turnover.

3 pooling and cooperation of purchases at the level of state and national level

4 taking up processing and manufacturing activities in the production of mass consumption goods such as spices, edible oils, etc., the membership with club marketing/ relationship marketing

CUSTOMER UNION MAINTAIN RELATION WITH MEMBERS:-

consumer union helps to maintain contract with members and keep up their intrest. It is a forum for consumer, complaints, actions taken on them, and provide sample consumer guidance. The consumer guidance society of India (c.g.s.i.).

A complaints service can be very useful for processing of consumer grievances Against seller and securing redress from the sellers. it has organized a regular
Complaints service on a nominal charge of one rupee from members and two Rupees from non members. The members should mention their membership Number grievances should approach consumer guidance society of india voluntarily and take full advantage to obtain quick redress to their complaints.

**CONSUMER AWARENESS FOR RELATIONSHIP MARKETING:**

Consumer awareness will give the following concrete benefits

1 consumer can achieve competence to live with in his income through wise financial availability at presents.

2 consumers can compare the best goods and price.

3 consumers can feel good market atmosphere and facility with thanks.

4 consumer easily protect himself against citing and false promise.

the can exercise his rights of getting information, ventilating, grievance and securing their redress.-
CHAPTER 5

VARIOUS ASPECTS OF MARKETING IN HUL

Relationship marketing begins and ends with customers needs hul play a important role to build up a money market in global economical network. relationships with Indian customers; they would include all the relationships which business required, it manage both internal and external, in order for it to remain competitive meet its customer’s needs effectively. they watch customer behaviour and loyalty on the eye of competitors. they perform according there needs economically and environmentally there research and development program follow the Indian rules.

The global technologically advantage use by the Indian customer in present Network of hul. The geographically and demographically segmentation not interfere in maintaining effective relationships. Today, environmental issues are very much in the news, thanks to stories about global warming, the threatened extinction of wild life, and Indian increasing population and pollution in the modern atmosphere. Hul make so many policy at the social level and develop the awareness by his program some of them are attempting to address these issues by, for instance, encouraging customers to reuse bags, or labeling packaging that can be recycled.