



**ANALYSIS OF FINANCIAL STATEMENTS OF
UNILEVER PAKISTAN FOR THE YEAR ENDED
DECEMBER 31ST 2010 & 2011 & 2012 AND
OPINION OF SHAREHOLDERS REGARDING
PERFORMANCE OF MANAGEMENT OF
UNILEVER PAKISTAN**

A thesis
Presented to
The faculty of
Management Sciences
Bahria University Karachi Campus

In Partial Fulfillment
of the Requirements for the
Degree Master in Business Administration

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JULY, 2013

ABSTRACT:

FMCG Industry of Pakistan is growing over the past few years. All the FMCG Companies are using different strategies in order to compete efficiently in the market and increase their market share.

Unilever Pakistan Ltd. started its operation in Pakistan in the year 1958. It started its operations in Pakistan by setting up a vegetable oil factory in Rahim Yar Khan and it was the first manufacturing plant of Unilever in newly established Pakistan. Now, Unilever Pakistan is an established company. Unilever Pakistan has played a major role in the economic development of Pakistan.

Both exploratory and descriptive study has been under taken to better understand the nature of the problem. A survey was conducted from the shareholders of Unilever Pakistan and ratio analysis of the audited financial statement for the year ended December 31st 2010, December 31st 2011 & December 31st 2012 was done to analyze the growth of Unilever Pakistan.

Unilever Pakistan is now mainly targeting the rural areas of Pakistan to double its market share because most of the population of Pakistan lives in the rural areas. Core competency of Unilever Pakistan is its distribution network and product quality. Most of the revenue is generated from Home and Personal Care Products. Other segments are also growing but the tea segment is suffering because UPL is losing its market share in this segment because of unethical practices from smugglers of tea in Pakistan.

ACKNOWLEDGEMENT:

First of all I would like to thanks to Allah. By the grace of Allah I have been able to complete this report.

I would also like to thank my advisor Mr. Essa Khan for providing me guidance throughout the making of my thesis.

In would also like to thank my family and friends who have supported me and helped me with this arduous task.

DEDICATION

I dedicate this report to my family and friends who have supported me and helped me with this arduous task.

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