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MGMT 0325-004

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April 19, 2018

### Chapter 11 Mini-Case

1. Why have consumer product companies headquartered in Europe historically used the multidomestic strategy? In your view, is this an effective choice of international strategy for these firms? Why or why not?
  - a. *Companies that have headquartered in Europe historically have used the multi domestic strategy because it requires little coordination between different country markets, meaning that integrating mechanisms among divisions in the worldwide geographic area structure are not needed, hence formalization is low. This is an effective choice of international strategy because it allows companies to expand its product offerings and geographic locations.*
2. To implement its “sustainable business model,” what types of strategies is Unilever considering for us and why?
  - a. *Unilever is considering a transnational strategy while implementing the combination structure to meet local market responsive as well as global efficiency objectives. The reason being, they feel their purpose is to have a sustainable business model that is put at the service of the greater good.*
3. What organizational structure will Unilever need to use to reach its sustainability objectives?
  - a. *The organizational structure in which Unilever will need to use to reach its sustainability objectives is the multi domestic strategy, this product divisional structure will implement the global strategy in which it will insure sustainable growth, implement cost reductions, drive co innovation and implement the harmonization and cross category standardization of designs.*
4. What issues about organizational structure surface as a result of Unilever’s proposed strategies and objectives regarding sustainability?
  - a. *The issues about organizational structure as a result of Unilever’s proposed strategies are related to strategic control; moreover, the company will constantly be challenged to deliver profitable growth and executives will have to rely on innovative strategies and appropriate organizational structures as the path to improved performance.*