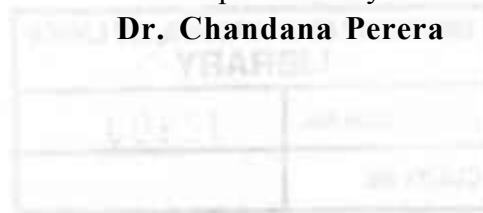


**INNOVATION PROCESS MANAGEMENT OF  
FAST MOVING CONSUMER GOODS  
MANUFACTURING COMPANIES - CASE STUDY  
OF UNILEVER**

**LIBRARY  
UNIVERSITY OF MORATUWA, SRI LANKA  
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## ABSTRACT

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Today, FMCG business is a very lucrative, innovative and fast faced industry where product innovation is the key to success of the industry. Due to the nature of FMCG business, the main focus of any organization is to develop and commercialize successful new product innovations into the market for survival, although it is costly, risky, complex and time consuming process. With average success rate for new products of around 60%, the major challenge of any FMCG organization would be the increase of innovation success rate.

As a leading organization in the FMCG global business, the Unilever Company is playing a vital role in the highly competitive market place by introducing frequent new product innovations maintaining higher level of innovation success rate.

The purpose of this research study on Innovation Management System of Unilever as a case study is to understand the Unilever Innovation Strategy and key features of the innovation management process through a detailed analytical (qualitative) study with the aim of identifying factors affecting for success and failures of Unilever product innovations. The details for this case study were collected through interviewing process using a structured questionnaire and published data in Unilever Company.

It was found that Unilever has unique systems for Innovation Process Management and it is strongly linked with its business strategies, innovation strategies and overall organizational structure.