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Department of Software Engineering
Daffodil International University
SE 442 – Management Information System
Quiz-1

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Unilever Bangladesh is a leading fast-moving consumer goods company with a long-standing presence in Bangladesh. Its history is closely connected to the development of the country's consumer market and the growing demand for everyday household and personal care products. Operating across personal care, beauty and wellbeing, home care and hygiene, the company serves consumers in urban and rural areas, including individuals and families with diverse lifestyles, preferences and purchasing capacities. Its portfolio includes well-known brands such as Lifebuoy, Lux, Dove, Sunsilk, Clear, Vim, Surf Excel, Rin and Closeup. The company's business philosophy emphasizes improving everyday life through innovation, product quality, consumer understanding and responsible business practices. Its operations depend on established brands, skilled employees, manufacturing capabilities, technology, market knowledge and an extensive distribution network. Its day-to-day work involves understanding consumer preferences, developing products, sourcing materials, maintaining quality, managing production, promoting brands and delivering products to the market. Unilever Bangladesh works with suppliers, manufacturers, logistics providers, distributors, wholesalers, retailers, marketing agencies and other business partners to support its operations. Its products reach consumers through neighborhood grocery stores, supermarkets, modern retail outlets and relevant online channels. The company builds consumer trust through consistent product experiences, advertising, promotions and engagement. Its revenue primarily comes from product sales, while its major expenses include raw materials, packaging, manufacturing, employee costs, marketing, transportation and administration. As Bangladesh's consumer market evolves, the company must respond to changing lifestyles, purchasing power, competition, technological developments and environmental expectations. Information systems, market research and business analytics can support planning, sales monitoring, inventory management, distribution and strategic decision-making. Overall, Unilever Bangladesh's business depends on connecting consumer needs, product innovation, operational capabilities and business partnerships to maintain its market presence and support long-term growth.

		Marks
1.	Develop a Business Model Canvas for Unilever Bangladesh.	6
2.	Design a digital dashboard for Unilever Bangladesh incorporating six different types of charts to visualize key business data and support managerial decision-making.	9