UNILEVER NIGERIA: DECLINING, OR JUST A FAÇADE OF DECLINE?

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A cursory observation of Unilever's (Nigeria) performance indicators depict a trend that arouses curiosity. In the five-year period 2010-2015, company records showcase highly impressive revenues, but worrisome decline in profit after tax, total comprehensive income, as well as earnings per share. Thus this study attempts to unravel factors behind the business health paradox emerging in Unilever's businessin Nigeria; a market of well over 180 million people; a country of positive economic outlook rated by a variety of international institutions consistently in the past decade. What are the micro and macro forces at work? What domestic policies are influencing the contradictory pattern observed? To what extent does the company's external investment outreach matter? Company performance is measured in this study as earnings per share and profit after tax.