

Globalization and supply chain



Part I : marmite, an international product



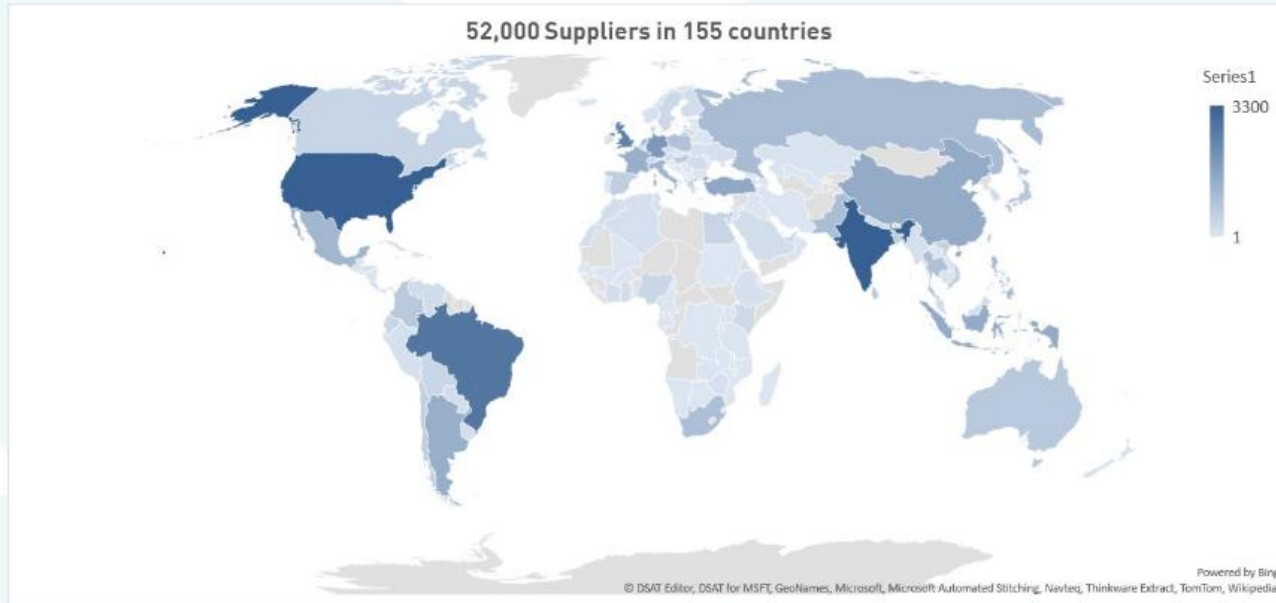
- 1) What is marmite made of ?
- 2) What is required to make marmite ?
- 3) Do all the inputs required to make marmite come from the UK ?

Part II an example of globalized production



A worldwide production

Suppliers by geography Total number of suppliers

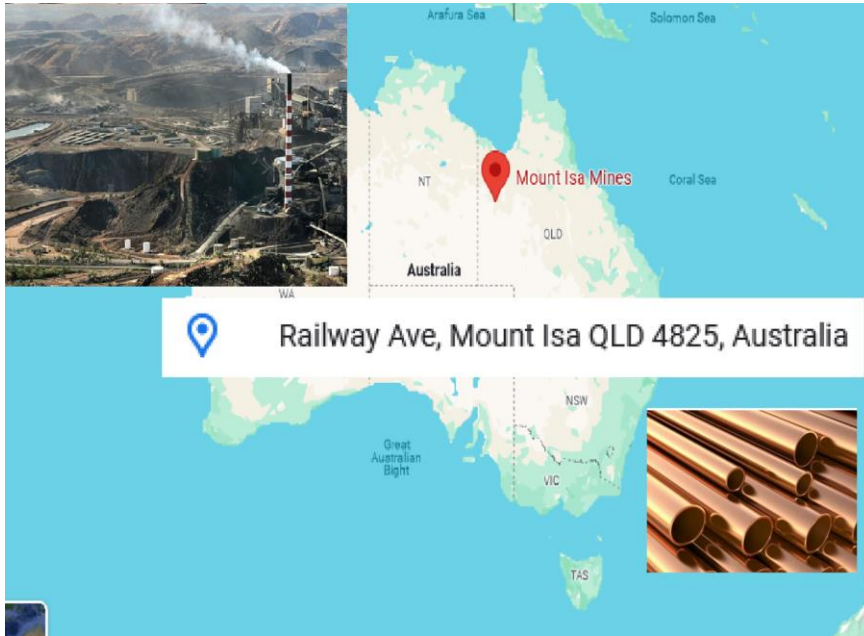


1) How many factories are working for Unilever according to the document ?

2) Identify the regions with the highest number of suppliers

3) Do Unilever's sales only benefit to 1 country ? Prove your point.

2 examples of Unilever suppliers.



- 1) Describe the products made by each of these 2 companies.
- 2) Where are these two companies located ? What makes their locations special?
- 3) Why are these products necessary to Unilever and Marmite ?

The supply chain concept

1) Match each example with one of the 'circles' in the document :

_ crude oil

_ marmite

_ Copper (the boxes where yeast is stored)

2) To which 'circles' do Mount Isa Mines and Eastman Chemical Company correspond?

3) Reproduce and complete the diagram for the production of Marmite



Source : researchgate.net,
Varaprasadarao Manda, 2015

Minimum wage in various countries

1) Make a sentence for the following lines : Australia, India, USA

2) Is the USA the country with the highest minimum wage ? Which country is the most expensive ?

3) Build an index with the USA as base 100.

4) Is the cost of labour the only explanation for Unilever's suppliers' location ?

	2022 constant prices at 2022 USD PPPs
Australia	26894,9
France	24497,4
USA	15080
United Kingdom	24550,9
Brazil	282
India	209
Sudan	99
source :	OECD/SCMP.com/wikipedia

Final task

subject : you are a group of journalists and you want to present the supply chain of a company

Write an article using the Madmagz collaborative app

The article has to explain what the supply chain is

You may base your work on a Unilever brand

The supply chain must be based on a worldwide production

You have to explain how the company chose its partners

