Unilever Sustainable Tea: Leapfrogging To Mainstream

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Who is Josiah Wedgwood?

- British entrepreneur
- owner of high quality pottery making company, Wedgwood Company
- innovative designer
- advocate of social reform

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Industrial Revolution

- 1760 in Great Britain
- marked a major turning point in the history
- transition to new manufacturing processes
- facilitated by Sociocultural, Economic/Technological Factors, Political/Legal Factors and Management Factors

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Sociocultural Factors

- Religion played a big part in the workers' work attitudes
- Wedgwood was influenced by preacher John Wesley
- "Everyone was called by God to their jobs that God wanted people to work hard in their jobs and that doing so would lead to salvation and material blessings."
- created a disciplined and motivated workforce
Economic/Technological Factors

- economy that valued material "luxuries" (fine pottery for drinking tea)
- demand for earthenware associated with the British standard of living (coffee and tea drinking)
- better and less expensive pottery than competitors
- "Queen's Ware" - made cheaply but still attractive and even used by royalty

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Political/Legal Factors

- Wedgwood was able to persuade government officials to pay for transportation infrastructure improvements (turnpike to transport goods)
- He also influenced government regulations (child labor)

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Management Techniques

- Wedgwood used intricate systems of rewards and punishments (promotion, verbal praise, non-bringing of alcoholic beverages)
- related to "Hawthorne Effect" and "Human Relations Movement"

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Mainstream Management
maximizing
materialist - individualist
outcomes
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