



Unilever Pakistan reach wide network of buyers and suppliers

Unilever Pakistan experienced the benefits of eCommerce with Tejari.com since 2006. Ever since then Unilever was able to reach a wide network of buyers and suppliers. Unilever also supplied and sold variety of products. In 2008 items that were most requested from buyers were an Ice Cream and Beverages.

“We have online support, better coordination and communication with our customers via Tejari Portal. We still have wide area to improve our performance further by working with Tejari and I think more companies should use this in order to benefit from the cost and time savings factor”, comment Mr. Syed Jaffar Hasan, Assistant Key Account Manager, Unilever Pakistan Ltd.

Unilever Pakistan is the largest FMCG company in Pakistan, as well as one of the

largest multinationals operating in the country.



Company name: Unilever Pakistan Ltd

Company Profile: The company had a turnover of Rs. 23.3 bn (Euro 309 mn) in 2007, and enjoys a leading position in most of its core Home and Personal Care and Foods categories.

Contact Person : Mr. Syed Jaffar Hasan, Asst. Key Accounts Manager (Walls)

Summary Mr. Syed Jaffar Hasan said: “We have online support and better communication with our customers via Tejari. We still have area to improve performance further and I think more companies should use this in order to have the more benefits.”