



Remuneration Strategy and Policy for Dove House

Natalie Philips, Anna Jung

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Essay from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Hertfordshire, course: Remuneration Strategy and Theory, language: English, abstract: The present report aims to outline the reward strategy and policy for Unilever's new business division, i.e. a store in central London for Unilever's largest Personal Care brand Dove. The reward strategy and policy are designed to motivate the Dove House employees to provide an excellent service to our customers and hence to ensure a successful establishment of this unique store concept. If this aim will be achieved, further stores in the UK and other countries will be considered. Accordingly, an effective reward management system, which is aligned both with the overall business strategy and other HR practices, is vital to ensure the engagement, commitment and high levels of performance of all our employees and will be proposed in this report.

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