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# P&G CASE COMPETITION

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# PRODUCT DESCRIPTION



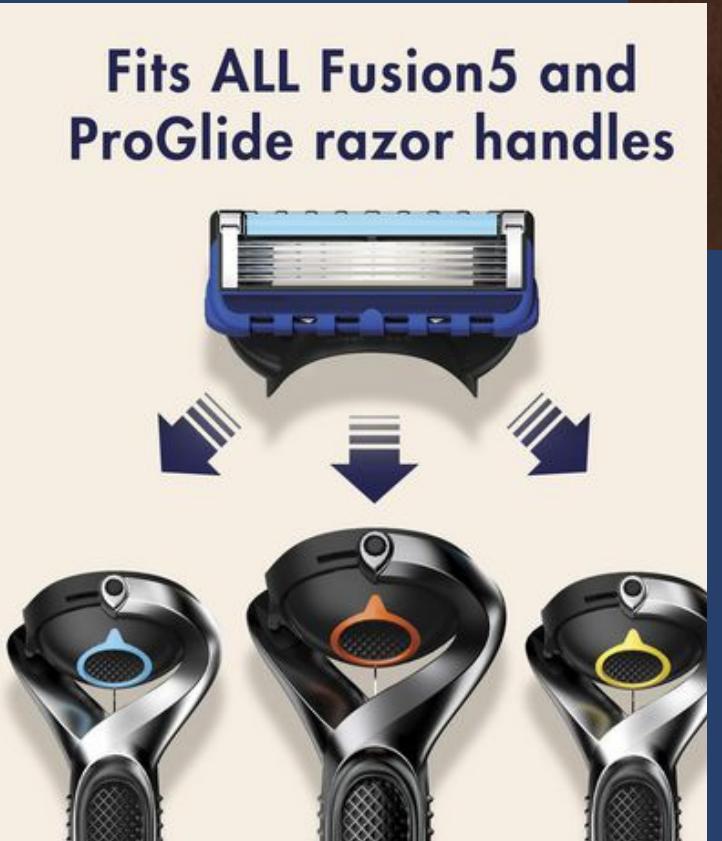
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# GILLETTE PROGLIDE VALUE PACK 6UP

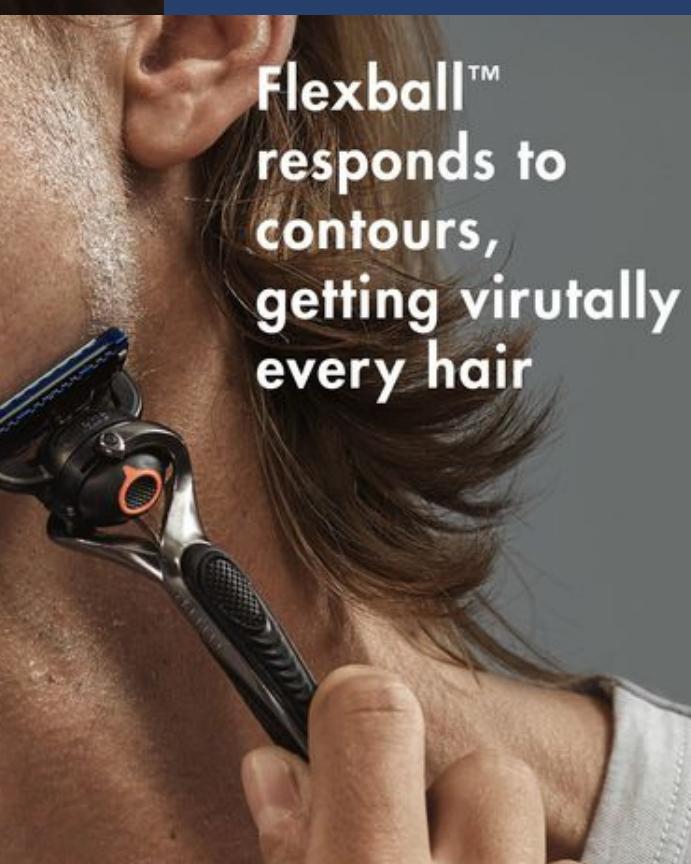
- ProGlide technology.
- 5 blades in each cartridge.
- FlexBall innovative technology.
- Upgraded lubrastrip.
- Up to 25% more value.



Enhanced<sup>®</sup>  
LubraStrip<sup>®</sup>  
for comfort



Fits ALL Fusion5 and  
ProGlide razor handles



Flexball™  
responds to  
contours,  
getting virtually  
every hair

# GILLETTE PROGLIDE VALUE PACK 6UP VS.

\$5.08/cartridge



\$7/cartridge



\$4.16/cartridge



\$7.33/cartridge



\$7.99/cartridge

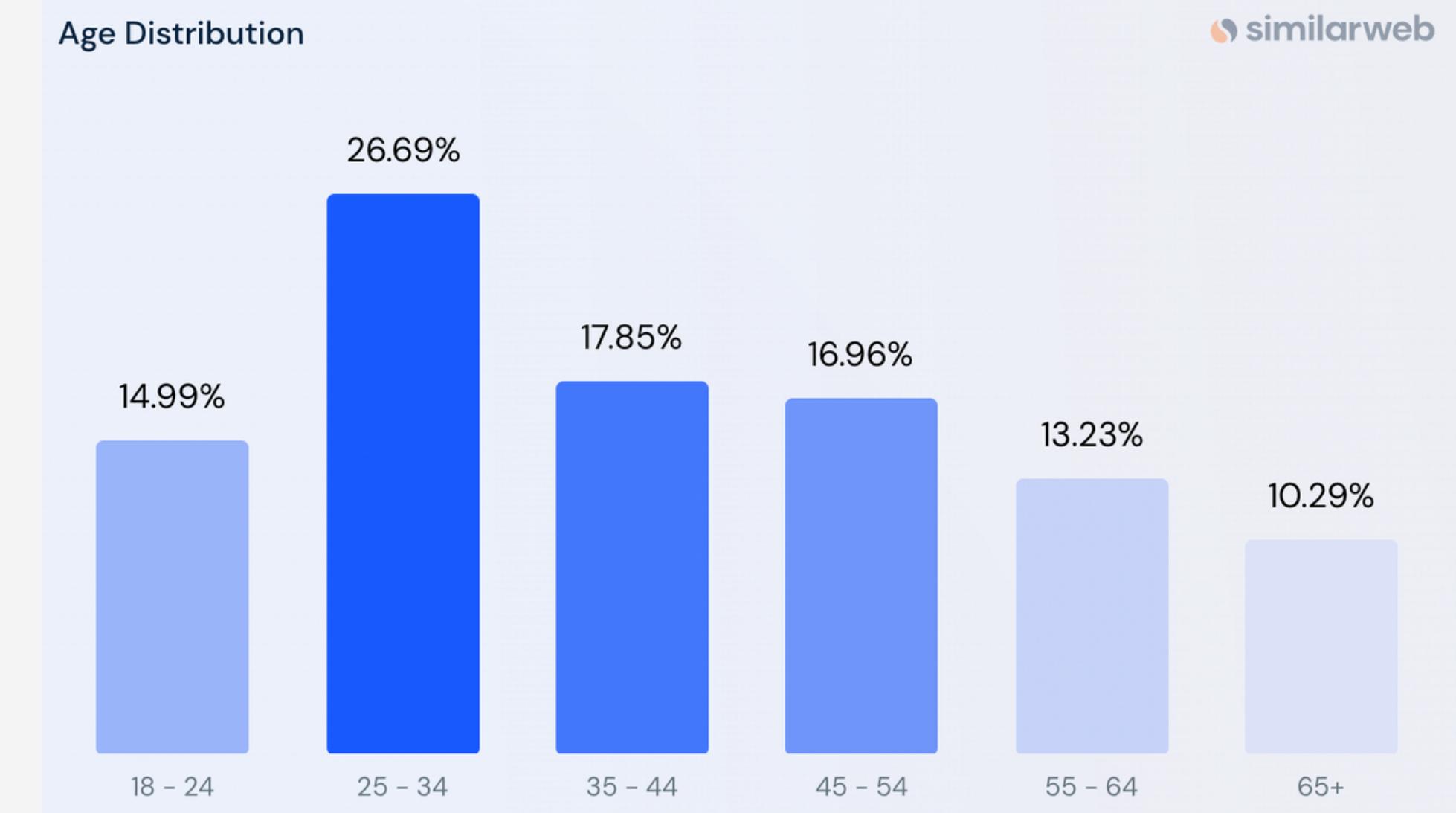


# MARKET SEGMENTATION



# DOWNTOWN SUPERSTORE CUSTOMER DEMOGRAPHICS

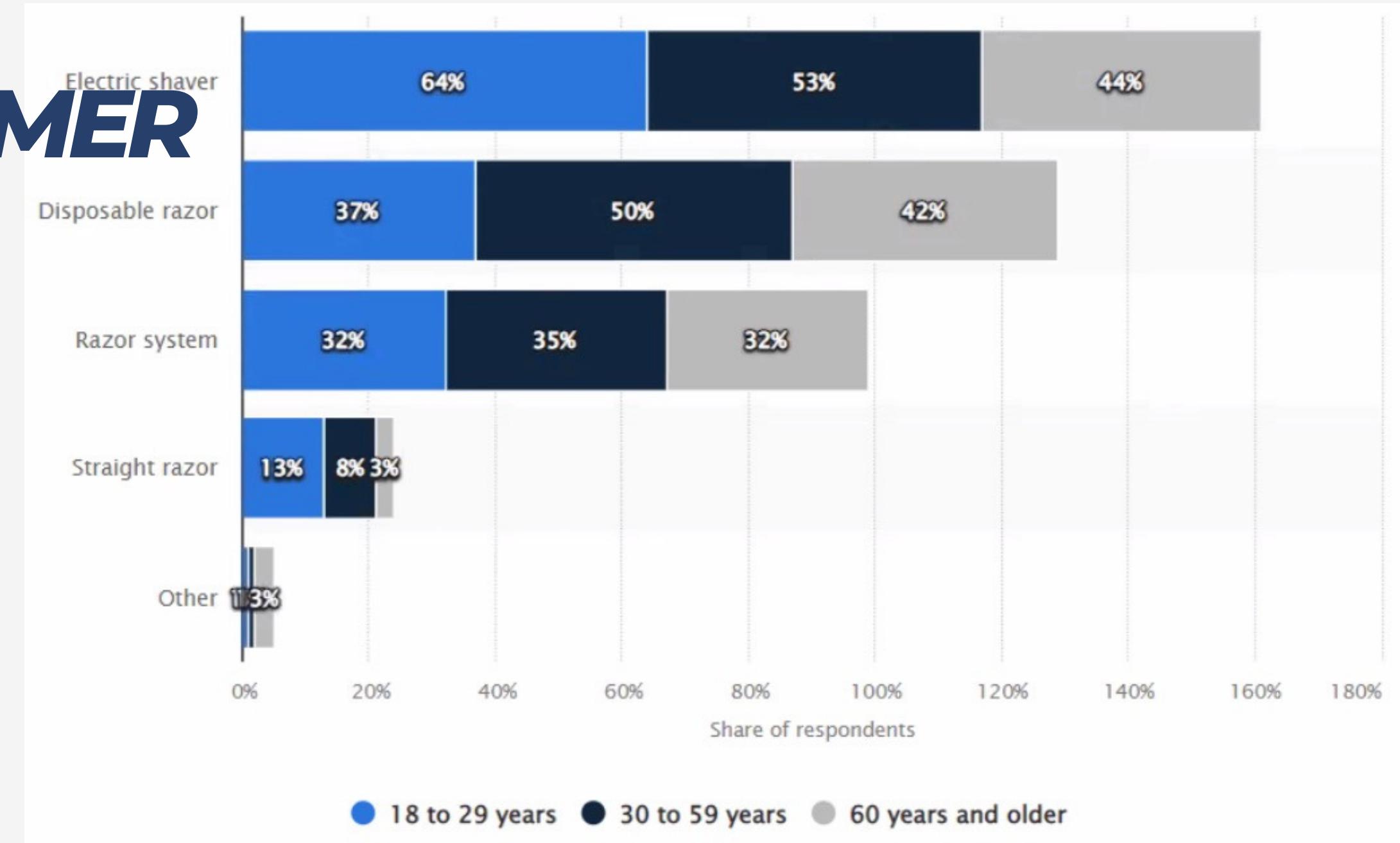
- Customers are approximately evenly divided between males and females
- Key customer profile: urban Canadians, 25-54 year-olds





# PROGLIDE CUSTOMER DEMOGRAPHICS

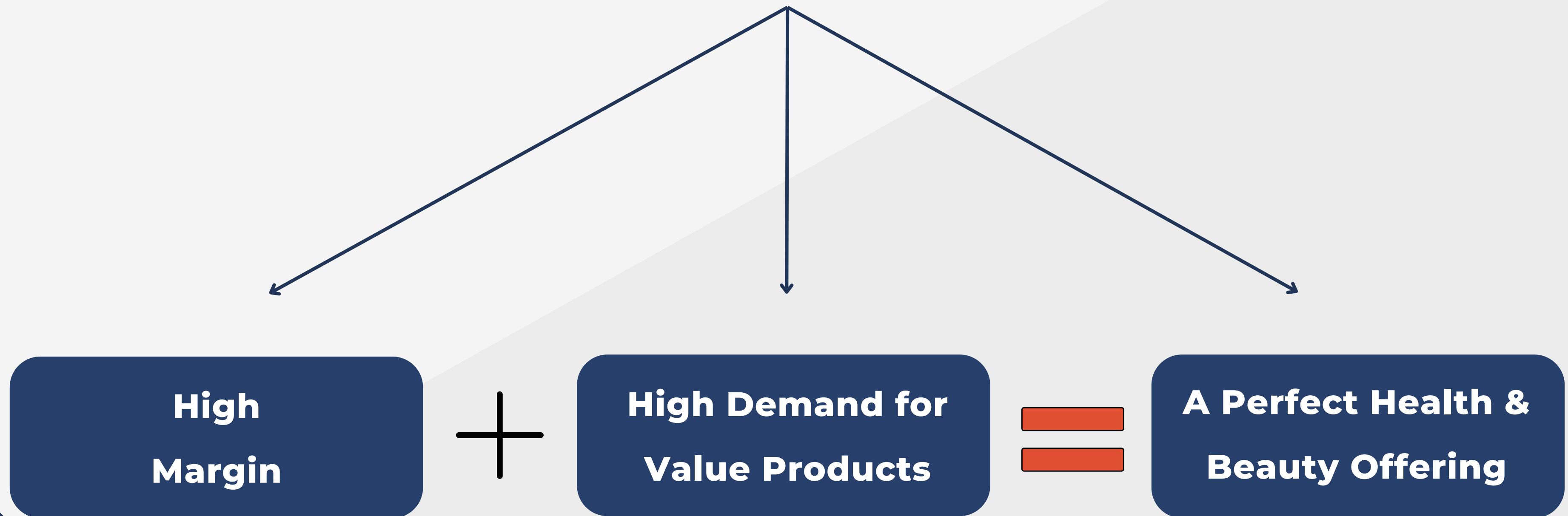
- Key customer profile: 20-59 year-old males





# OBJECTIVE ALIGNMENTS

# VALUE CREATION

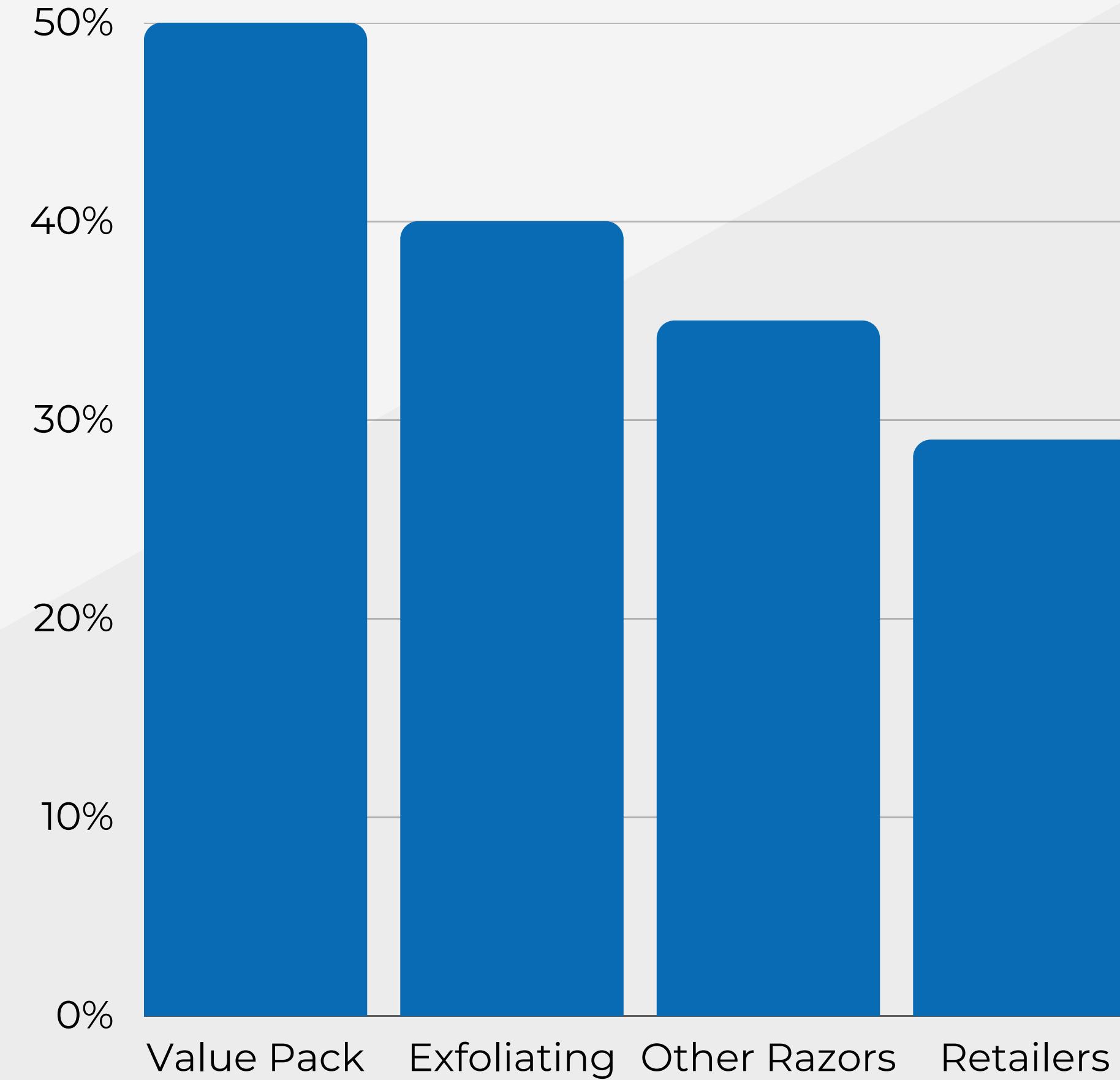


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## GROSS MARGIN COMPARISON

Sources:

- IBIS World
- Capital IQ
- Frost & Sullivan

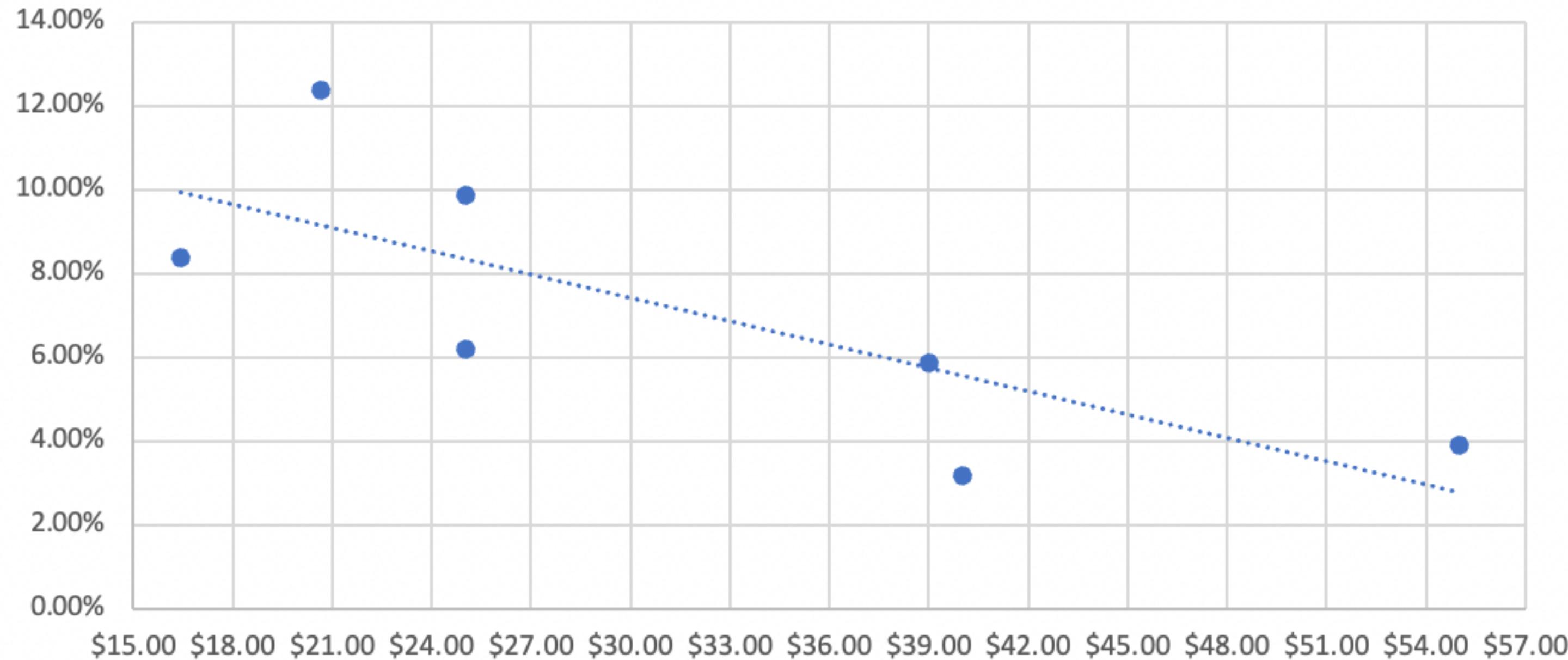


## Linear Regression Analysis on Price(\$) and Market Share(%)

Price(in dollars)	Market Share(in percentage)	Product Name
\$ 20.62	12.40%	Mach 3
\$ 24.99	9.90%	Fusion Proglide
\$ 16.41	8.40%	Fusion 5
\$ 25.00	6.20%	Harry's
\$ 55.00	3.90%	Venus
\$ 40.00	3.20%	Fusion Proshield
\$ 39.00	5.90%	Fusion 5 power

*Source: dollar sales share of the leading cartiridge razor blade brands in the U.S in 2019, Statista*

## Linear Regression Analysis on Price(\$) and Market Share(%)



Assumption: the sample of the data is identically and independently distributed, while the sample is large enough to make a good estimation of the true model where the population follows a linear regression

# CUSTOMER DEMOGRAPHICS

Age	18-29	30-59	60+
Population(in thousands)   Age Segmentation	429.61	1198	648
Usage of Disposable razor   Age Segmentation	37%	50%	42%
Usage of Disposable razor (in thousands)	158.95 +	598.87 +	272.13
Sum of Usage	<b>1029.95</b>		
x			
Market Share of Downtown Superstore	0.15		
x			
Gillete Proglide Razor 6 pack Projected market Share 2022	0.067		
=			
<b>Projected Revenue for Downtown Superstore from Gillette Proglide Razor</b>	<b>621.05825</b>		

# REVENUE & PROFIT SENSITIVITY TABLES



Value Pack Revenue Sensitivity Analysis						
(\$CAD 000's)	Product Market Share %					
Market Price \$	3.00%	5.00%	6.70%	8.00%	10.00%	
25	\$ 231.74	\$ 386.23	\$ 517.55	\$ 617.97	\$ 772.46	
28	\$ 259.55	\$ 432.58	\$ 579.65	\$ 692.12	\$ 865.16	
30	\$ 278.09	\$ 463.48	\$ 621.06	\$ 741.56	\$ 926.95	
32	\$ 296.62	\$ 494.37	\$ 662.46	\$ 791.00	\$ 988.75	
35	\$ 324.43	\$ 540.72	\$ 724.57	\$ 865.16	\$ 1,081.44	

Value Pack Profit Sensitivity Analysis						
(\$CAD 000's)	Product Market Share %					
Margin \$	3.00%	5.00%	6.70%	8.00%	10.00%	
5	\$ 46.35	\$ 386.23	\$ 517.55	\$ 617.97	\$ 772.46	
8	\$ 74.16	\$ 123.59	\$ 165.62	\$ 197.75	\$ 247.19	
10	\$ 92.70	\$ 154.49	\$ 207.02	\$ 247.19	\$ 308.98	
12	\$ 111.23	\$ 494.37	\$ 662.46	\$ 791.00	\$ 988.75	
15	\$ 139.04	\$ 231.74	\$ 310.53	\$ 370.78	\$ 463.48	



# LIMITATIONS & ALTERNATIVES

# LIMITATIONS

**GILLETTE  
PROGLIDE  
VALUE  
PACK 6UP**

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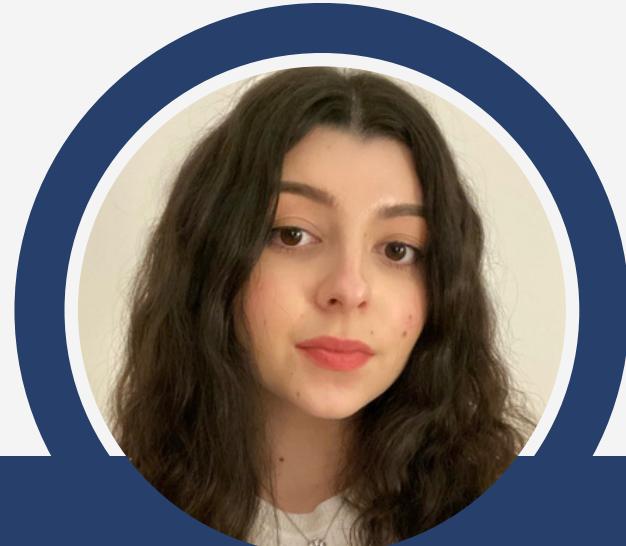
**GILLETTE LABS  
WITH  
EXFOLIATING  
BAR**

Not attractive to high-income consumers

Lower demand for skin-beneficial products

Lower Margin

# LIMITLESS



**Alsu Amirova**

*RC '24 FINANCE AND  
ECONOMICS SPECIALIST*

A circular portrait of a young woman with long dark hair, wearing a light-colored top.

**Sophia Wang**

*RC '24 FINANCE AND  
ECONOMICS SPECIALIST*



**Zhenyu (Geno) Wang**

*RC '24 FINANCE AND  
ECONOMICS SPECIALIST*

A circular portrait of a young man with dark hair and glasses, wearing a blue shirt and tie.

**Nam Le**

*RC '23 FINANCE AND  
ECONOMICS SPECIALIST*

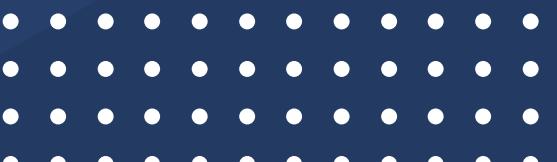




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# THANK YOU

*We look forward to working  
with you!*



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