# REPORT:

KINZA TAHIR BBA161009

TAHIRA KAZIM BBA161010

ABDUL BASIT BBA

MAUZAM RAJA BBA

ABDUL BASIT HAMAS BBA

PROCTER AND GAMBEL:

**Procter & Gamble Co.**, also known as **P&G**, is an American multinational consumer goods company headquartered in downtown Cincinnati, Ohio, United States, founded by William Procter and James Gamble, both from the United Kingdom.

Its products include cleaning agents, and personal care products. Prior to the sale of Pringles to the Kellogg Company, its product line also included foods and beverages

In 2014, P&G recorded $83.1 billion in sales. On August 1, 2014, P&G announced it was streamlining the company, dropping around 100 brands and concentrating on the remaining 65 brands which produced 95 percent of the company's profits. A.G. Lafley, the company's chairman, president and CEO until October 31, 2015, said the future P&G would be "a much simpler, much less complex company of leading brands that's easier to manage and operate"

David Taylor became P&G CEO and President effective November 1, 2015. P&G remains a highly selective employer as less than 1% of all applicants are hired annually.

# HISTORY:

Candle maker William Procter and soap maker James Gamble, both born in the United Kingdom of Great Britain and Ireland, emigrated from England and Ireland respectively. They settled in Cincinnati initially and met when they married sisters, Olivia and Elizabeth Norris. Alexander Norris, their father-in-law, called a meeting in which he persuaded his new sons-in-law to become business partners. On October 31, 1837, as a result of the suggestion, Procter & Gamble was created.

In 1858–1859, sales reached $1 million. By that point, approximately 80 employees worked for Procter & Gamble. During the American Civil War, the company won contracts to supply the Union Army with soap and candles. In addition to the increased profits experienced during the war, the military contracts introduced soldiers from all over the country to Procter & Gamble's products.

In the 1880s, Procter & Gamble began to market a new product, an inexpensive soap that floats in water. The company called the soap Ivory. William Arnett Procter, William Procter's grandson, began a profit-sharing program for the company's workforce in 1887. By giving the workers a stake in the company, he correctly assumed that they would be less likely to go on strike.

The company began to build factories in other locations in the United States because the demand for products had outgrown the capacity of the Cincinnati facilities. The company's leaders began to diversify its products as well and, in 1911, began producing Crisco, a shortening made of vegetable oils rather than animal fats. As radio became more popular in the 1920s and 1930s, the company sponsored a number of radio programs. As a result, these shows often became commonly known as "soap operas".

**International expansion:**

The company moved into other countries, both in terms of manufacturing and product sales, becoming an international corporation with its 1930 acquisition of the Thomas Hedley Co., based in Newcastle upon Tyne, England. After this acquisition, Procter & Gamble had their UK Headquarters at 'Hedley House' in Newcastle upon Tyne, until quite recently. Numerous new products and brand names were introduced over time, and Procter & Gamble began branching out into new areas. The company introduced Tide laundry detergent in 1946 and Prell shampoo in 1947. In 1955, Procter & Gamble began selling the first toothpaste to contain fluoride, known as Crest. Branching out once again in 1957, the company purchased Charmin Paper Mills and began manufacturing toilet paper and other paper products. Once again focusing on laundry, Procter & Gamble began making Downy fabric softener in 1960 and Bounce fabric softener sheets in 1972.

One of the most revolutionary products to come out on the market was the company's Pampers, first test-marketed in 1961, the same year Procter & Gamble came out with Head & Shoulders.[9] Prior to this point disposable diapers were not popular, although Johnson & Johnson had developed a product called Chux. Babies always wore cloth diapers, which were leaky and labor-intensive to wash. Pampers provided a convenient alternative, albeit at the environmental cost of more waste requiring landfilling.

# Further developments:

Procter & Gamble acquired a number of other companies that diversified its product line and significantly increased profits. These acquisitions included Folgers Coffee, Norwich Eaton Pharmaceuticals (the makers of Pepto-Bismol), Richardson-Vicks, Noxell (Noxzema), Shulton's Old Spice, Max Factor, the Iams Company, and Pantene among others. In 1994, the company made headlines for big losses resulting from levered positions in interest rate derivatives, and subsequently sued Bankers Trust for fraud; this placed their management in the unusual position of testifying in court that they had entered into transactions that they were not capable of understanding. In 1996, P&G again made headlines when the Food and Drug Administration approved a new product developed by the company, Olestra. Also known by its brand name 'Olean', Olestra is a lower-calorie substitute for fat in cooking potato chips and other snacks.

In January 2005 P&G announced the acquisition of Gillette, forming the largest consumer goods company and placing Unilever into second place. This added brands such as Gillette razors, Duracell, Braun, and Oral-B to their stable. The acquisition was approved by the European Union and the Federal Trade Commission, with conditions to a spinoff of certain overlapping brands. P&G agreed to sell its Spin Brush battery-operated electric toothbrush business to Church & Dwight,[10] and Gillette's Rembrandt toothpaste line to Johnson & Johnson. The deodorant brands Right Guard, Soft and Dri, and Dry Idea were sold to Dial Corporation. The companies officially merged on October 1, 2005. Liquid Paper, and Gillette's stationery division, Paper Mate was sold to Newell Rubbermaid. In 2008, P&G branched into the record business with its sponsorship of Tag Records, as an endorsement for TAG Body Spray.

P&G's dominance in many categories of consumer products makes its brand management decisions worthy of study.

For example, P&G's corporate strategists must account for the likelihood of one of their products cannibalizing the sales of another.

On August 25, 2009 the Ireland-based pharmaceutical company Warner Chilcott announced they had bought P&G's prescription-drug business for $3.1 billion.

P&G exited the food business in 2012 when it sold its Pringles snack food business to Kellogg's for $2.75 billion after the $2.35 billion deal with former suitor Diamond Foods fell short.

The company had previously sold Jif peanut butter and Folgers coffee in separate transactions to Smucker's.

In April 2014, the company sold its Iams pet food business in all markets excluding Europe to Mars, Inc. for $2.9 billion.

It sold the European Iams business to Spectrum Brands in December 2014.

# Restructuring:

In August 2014, P&G announced it was streamlining the company, dropping around 100 brands and concentrating on the remaining 65, which were producing 95 percent of the company's profits.

In March 2015, the company announced it was selling its Vicks VapoSteam U.S. liquid inhalant business to Helen of Troy, part of a brand-restructuring operation. This deal was the first health-related divestiture under the brand-restructuring operation.

In July 2015, the company announced the sale of 43 of its beauty brands to Coty, a beauty product manufacturer, in a US$13 billion deal. It cited sluggish growth for its beauty division as the reason for the merger. The sale is planned to be completed in the second half of 2016.

In February 2016, P&G completed the transfer of Duracell to Berkshire Hathaway through an exchange of shares.

# Employer recognition:

Fortune magazine awarded P&G a top spot on its list of "Global Top Companies for Leaders", and ranked the company at fifteenth place of the "World's Most Admired Companies" list.[30] Chief Executive Magazine named P&G the best overall company for leadership development in its list of the "40 Best Companies for Leaders".

In October 2008, P&G was named one of "Canada's Top 100 Employers" by Mediacorp Canada Inc., and was featured in Maclean's newsmagazine. Later that month, P&G was also named one of Greater Toronto's Top Employers, which was announced by the Toronto Star newspaper.

In October 2013, the company was named the 4th most in-demand employer in the world according to analytic data sourced by Linkedin.

In August 2013, P&G was named the 14th hardest company to interview for by Glass door. In November 2013, Glassdoor also named them as a top 25 company for career opportunities.

In February 2014, Glass door placed P&G 34th on their annual Best Places to Work list.

In November 2014 P&G came out publicly in support of same-sex marriage in a statement made by William Gipson, P&G's chief global diversity officer.

In November 2015 P&G was named the Careers in Africa Employer of Choice 2015 following a survey of over 13,000 African professionals from across the globe. P&G was also recognized as the most desirable FMCG business to work for in Africa.

# BRANDS:

As of 2015, twenty one of P&G's brands have more than a billion dollars in net annual sales. Most of these brands—including Bounty, Crest and Tide—are global products available on several continents. P&G's products are available in North America, Latin America, Europe, the Middle East, Africa, Asia, Australia and New Zealand.

P&G's baby, feminine and family care division accounted for 29% of the company's total net sales, the highest of all its divisions. The division includes Always, Bounty, Charmin and Pampers.

Productions:

Procter & Gamble produced and sponsored the first radio soap operas in the 1930s (Procter & Gamble's being known for detergents—soaps—was the genesis of the term "soap opera")[citation needed]. When the medium switched to television in the 1950s and 1960s, most of the new serials were sponsored and produced by the company. The serial The Young and the Restless is currently broadcast on CBS and is still partially sponsored by Procter & Gamble. When As the World Turns left the air on September 17, 2010, The Young and the Restless became the only daytime drama left that is partially sponsored by Procter & Gamble.

Procter & Gamble also was the first company to produce and sponsor a prime-time show, a 1965 spin-off of the daytime soap opera As the World Turns called Our Private World. In 1979, PGP produced Shirley, a prime-time NBC series starring Shirley Jones which lasted thirteen episodes. They also produced TBS' first original comedy series, Down to Earth, which ran from 1984 to 1987 (110 episodes were produced). They also distributed the syndicated comedy series Throb. Procter & Gamble Productions originally co-produced Dawson's Creek with Sony Pictures Television, but withdrew before the series premiere due to early press reviews. It also produced the 1991 TV movie A Triumph of the Heart: The Ricky Bell Story, which was co-produced by The Lands burg Company. It also produces the People's Choice Awards.

In 2013, PGP rebranded itself as Procter & Gamble Entertainment (PGE) with a new logo and an emphasis on multi-platform entertainment production.

# Sponsorships:

In addition to its self-produced items through PGE, Procter & Gamble also supports many Spanish-language novellas through advertising on networks such as Univision, Telemundo, Telefutura, and Azteca America. Procter & Gamble was one of the first mainstream advertisers on Spanish-language TV during the mid-1980s.

In 2008, P&G expanded into music sponsorship when it joined Island Def. Jam to create Tag Records, named after a body spray that P&G acquired from Gillette. In April 2010, after the cancellation of As the World Turns, PGP announced they were officially phasing out of the soap opera industry and expanding into more family appropriate programming.

Procter & Gamble also gave a $100,000 contract to the winners of Cycle 1 through 3 of Canada's Next Top Model, wherein Andrea Muizelaar, Rebecca Hardy and Meaghan Waller won the prize.

Procter & Gamble was a major sponsor of London's 2012 Olympic Games and sponsored 150 athletes, as well as a major sponsor of Sochi's 2014 Winter Olympic Games. It will be a sponsor of the 2016 Summer Olympics in Rio, and the 2018 Winter Olympics in Pyeongchang, South Korea. The company's sponsorship includes television ads in which Olympic athletes are portrayed as children to convey the sense that the moms of these athletes still remember them as infants; other ads stress how Olympic moms stood by their children through years of training all the way through to Olympic success; 2016's ad for the Rio Games notes upheavals as youths by an American gymnast, Chinese swimmer, Brazilian volley baller, and German distance runner. The ads all make prominent use of the Ludovico Einaudi orchestral track "Divenire" and related such instrumentals.

The company has actively developed or sponsored numerous online communities, i.e. BeingGirl.com (launched in 2000), Women.com. As of 2000, the company had 72 "highly stylized destination sites".

# Controversies:

PRICE FIXING:

In April 2011, P&G was fined 211.2 million euros by the European Commission for establishing a price-fixing cartel for washing powder in Europe along with Unilever, who was fined 104m euros, and Henkel (not fined). Though the fine was set higher at first, it was discounted by 10% after P&G and Unilever admitted running the cartel. As the provider of the tip-off leading to investigations, Henkel was not fined.

# Toxic shock syndrome and tampons:

Toxic shock syndrome (TSS) is a disease caused by strains of the bacteria Staphylococcus aurous. Most people have these bacteria living in their bodies as harmless commensals in places such as the nose, skin, and vagina. The disease can strike anyone, not only women, but the disease is often associated with tampons. In 1980, 814 menstrual-related TSS cases were reported; 38 deaths resulted from the disease. The majority of women in these cases were documented as using super-absorbent synthetic tampons, particularly the Rely tampon created by Procter & Gamble. The Rely tampon was so super-absorbent that one by itself could in fact hold one woman's entire menstrual period flow.[citation needed] Unlike other tampons made of cotton and rayon, Rely used carboxymethylcellulose and compressed beads of polyester for absorption.

In the summer of 1980, the Centers for Disease Control released a report explaining how these bacterial mechanisms were leading to TSS. They also stated that the Rely tampon was associated with TSS more than any other brand of tampon. In September 1980, Procter & Gamble voluntarily recalled its Rely brand of tampons from the market and agreed to provide for a program to notify consumers. Since the 1980s, reported cases of TSS have dramatically decreased.

# Animal testing:

On June 30, 1999, Procter & Gamble announced that it would limit its animal testing practices to its food and drug products which represent roughly 80% of its product portfolio. The company invested more than $275 million in the development of alternative testing methods.

Procter & Gamble has received criticism from animal advocacy group PETA for the practice of testing on animals.

# Other products:

In 2002, P&G was sued for its ads falsely suggesting to the consumers that the drug Prilosec could cure heartburn in a day. In December 2005, the Pharmaceutical division of P&G was involved in a dispute over research involving its osteoporosis drug Actonel. The case was discussed in the media.

# Logo myth:

P&G's former logo originated in 1851 as crude cross that barge workers on the Ohio River painted on cases of P&G star candles to identify them. P&G later changed this symbol into a trademark that showed a man in the moon overlooking 13 stars, said to commemorate the original 13 colonies.

The company received unwanted media publicity in the 1980s when rumors spread that the moon-and-stars logo was a satanic symbol. The accusation was based on a particular passage in the Bible, specifically Revelation 12:1, which states: "And there appeared a great wonder in heaven; a woman clothed with the sun, the moon under her feet and upon her head a crown of 12 stars." P&G's logo consisted of a man's face on the moon surrounded by 13 stars. Some claimed that the logo was a mockery of the heavenly symbol alluded to in the aforementioned verse, thus construing the logo to be satanic. Where the flowing beard meets the surrounding circle, three curls were said to be a mirror image of the number 666, or the reflected number of the beast. At the top and bottom, the hair curls in on itself and was said to be the two horns like those of a ram. The moon-and-stars logo was discontinued in 1985 in a failed attempt to quash the rumors.

These interpretations have been denied by company officials and no evidence linking the company to the Church of Satan or any other occult organization has ever been presented. The company unsuccessfully sued Amway from 1995 to 2003 over rumors forwarded through a company voice-mail system in 1995. In 2011, the company successfully sued individual Amway distributors for reviving and propagating the false rumors.

The Church of Satan denies being supported by Procter & Gamble.