**Procter & Gamble**

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The Procter & Gamble Company is an American multinational consumer goods manufacturing corporation. It is one of the largest FMCG (Fast Moving Consumer Good) manufacturing corporation in the world. The company is house to 65 individual brands which are categorized in 10 product categories. Some of the brands include:

* Tide
* Ariel
* Pampers
* Oral-B

The Company was incorporated in Ohio in 1905. It was built from a business founded in Cincinnati in 1837 by William Procter and James Gamble. Hence the name Procter & GambleToday, P&G products are sold in approximately 180 countries and has operations in about 80 countries. P&G went international through the acquisition of a British soap maker “Thomas Hedley & Company”. In 1956 P&G achieved a milestone of hitting the $1 billion sales mark. As of 2022 P&G’s global sales amounted to be $80.2 Billion.

Major competitors for P&G are;

* Colgate Palmolive
* Unilever
* Church and Dwight

Having many product categories opens up P&G to many different competitors for e.g.: P&G has “Safeguard” soap, Colgate Palmolive has “Palmolive” soap and Unilever has “Dettol”, in Toothpaste category P&G has “Oral-B”, Colgate Palmolive has “Colgate”, therefore it faces a lot of competition in almost all of its brands.

Pandemic brought massive business to consumer goods manufacturer P&G. Its diverse product range allowed it to be at advantage as demand for hygiene products increased sharply. Restricted logistics capability and limited manpower and non-fulfillment or orders from suppliers effected the production at P&G. As demand for hand sanitizer around the world has increased, P&G responded by setting up new production lines allowing the company to produce 45,000 liters per week. For their employees they allowed pay continuity for employees unable to work due to COVID- 19, and expanded flexible work arrangements to help employees manage dependent care.

Expand e-commerce operations to exploit online market growth. Target other Socio-Economic classes. Work on CSR activities in developing countries.