



## A Strategic Analysis of Colgate s toothpaste product line

By Alexander Berger

Grin Verlag Gmbh Jun 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Scholarly Research Paper from the year 2010 in the subject Business economics -Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 73 %, University of Sunderland, language: English, abstract: The Colgate-Palmolive company is acknowledged as the world's leader in personal care. This report analyse the Colgate s current situation in order to give recommendations on their actual toothpaste product line. The report is divided into two parts. The first parts will analysis the current situation of Colgate. On the basis of a Swot analyse the strengths, weaknesses, opportunities, and threats of the company as well as of Colgate s toothpaste product line will be analysed. Furthermore additional information on the company s current market share, profitability, sales and the external environment of Colgate within the scope of the PEST analysis will be presented. At the end of the first part the competitive advantage of Colgate will be mentioned. The second part includes a suggested marketing strategy of the author using marketing tools such as segmentation targeting & positioning, SMART objectives as well as the marketing...



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