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PROCTER & GAMBLE (P&G) SWOT & PESTLE ANALYSIS

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Company Name : Procter & Gamble (P&G)

Company Sector : FMCG

Operating Geography : United States, North America, Global

About the Company :

Procter and Gamble (P&G) is an American company that specializes in consumer good items. Its product assortment ranges from beauty, health and family care to baby care and even fabric and home care. The company has a long-standing heritage with its foundations going as far back as 1837, Cincinnati, Ohio. The headquarters of the company till date are located in Cincinnati only two blocks away from its erstwhile location. The formation of the company was a result of a partnership between William Procter and James Gamble and in the beginning dealt only in the soap and candle making business. The company today has as many as 65 leadership brands under its banner, half of those who gross \$500 million each year in revenues. P&G has been recognized as Top 25 Most Innovative Client Companies in 2020. In 2022, P&G Procter & Gamble is slated to invest \$110 million for the expansion of one of its two Greensboro manufacturing plants which will be operation in 2024.

The USP of P&G lies in it being one of the biggest FMCG companies in India. P&G's vision is to be "recognized as, the best consumer products and services company in the world." The mission of P&G lies in its purpose "We will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come."

Revenue :

US \$80.2 billion – FY ending 31st March 2022

US \$76.12 billion – FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Procter & Gamble (P&G) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Consistently strong operating performance and financials over the years 2.Focused brand portfolio of 10 categories leveraging P&G's strengths 3.Offering superior products, services and value across categories 4.Driving innovation and brand building through constructive disruption across the value chain 	<ul style="list-style-type: none"> 1.Financial Performance Affected in 2020 2.Huge write-off of \$8 billion in Gillette segment in 2019
Opportunities	Threats
<ul style="list-style-type: none"> 1.Pandemic generating the increased focus on health and hygiene 2.E-commerce to be a major growth driver 3.Strong growth opportunity in feminine hygiene market in India 	<ul style="list-style-type: none"> 1.Highly competitive global markets across FMCG segments 2.Exposed to and impacted by global macro-economic factors 3.Supply chain issues due to Covid-19

PESTLE Analysis :

The PESTLE Analysis for Procter & Gamble (P&G) is given below:

Political	Economical
<ul style="list-style-type: none"> 1.Changes in tax regulations 2.Russian invasion of Ukraine 	<ul style="list-style-type: none"> 1.Foreign exchange issues 2.Economic disruptions in large markets 3.Fluctuating prices of raw materials
Social	Technological
<ul style="list-style-type: none"> 1.Environmental sustainability and CSR important for brand value and recognition 2.Increasing consumer trials 3.Strong organisational culture 	<ul style="list-style-type: none"> 1.Focused effort on R&D and innovation 2.Extensive use of IT networks - Cyber security breaches
Legal	Environmental
<ul style="list-style-type: none"> 1.Compliance with legislation, regulation and enforcement of various countries 2.Child labor and human rights abuse 3.Ongoing lawsuits over marketing claims 	<ul style="list-style-type: none"> 1.Sustainability in highly competitive markets

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Client Support:
support@swotandpestle.com