

PROCTER & GAMBLE: IMPROVING CONSUMER VALUE THROUGH PROCESS REDESIGN, SPANISH VERSION

CORPORATE ENTREPRENEURSHIP
GROUP 1 - TEAM 2

- Cindy Dijkstra - 215391
- Pieter van Loosven - 723463
- Inge Manders 6398
- Kam Bron - 6652



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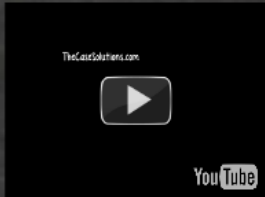
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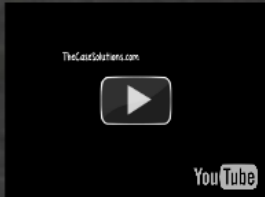
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Why engage in CNV?

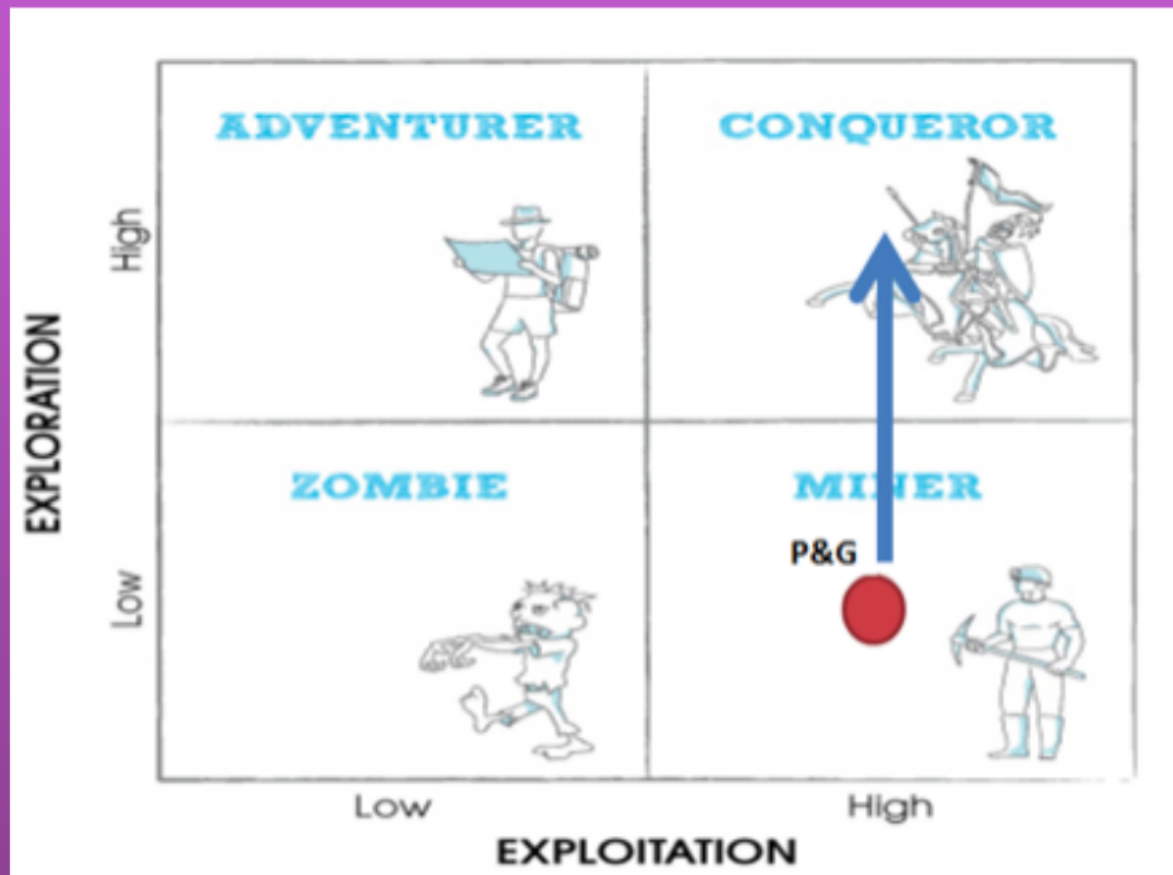
- Achieve growth objective
- only 15 % of innovation projects were meeting success targets



Lack of disruptive innovations

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- No cross-fertilization
- Changes in innovation process



CNV Structure

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- Lack of integration with other departments
- strong inner culture
- CNV viewed as a separate team

