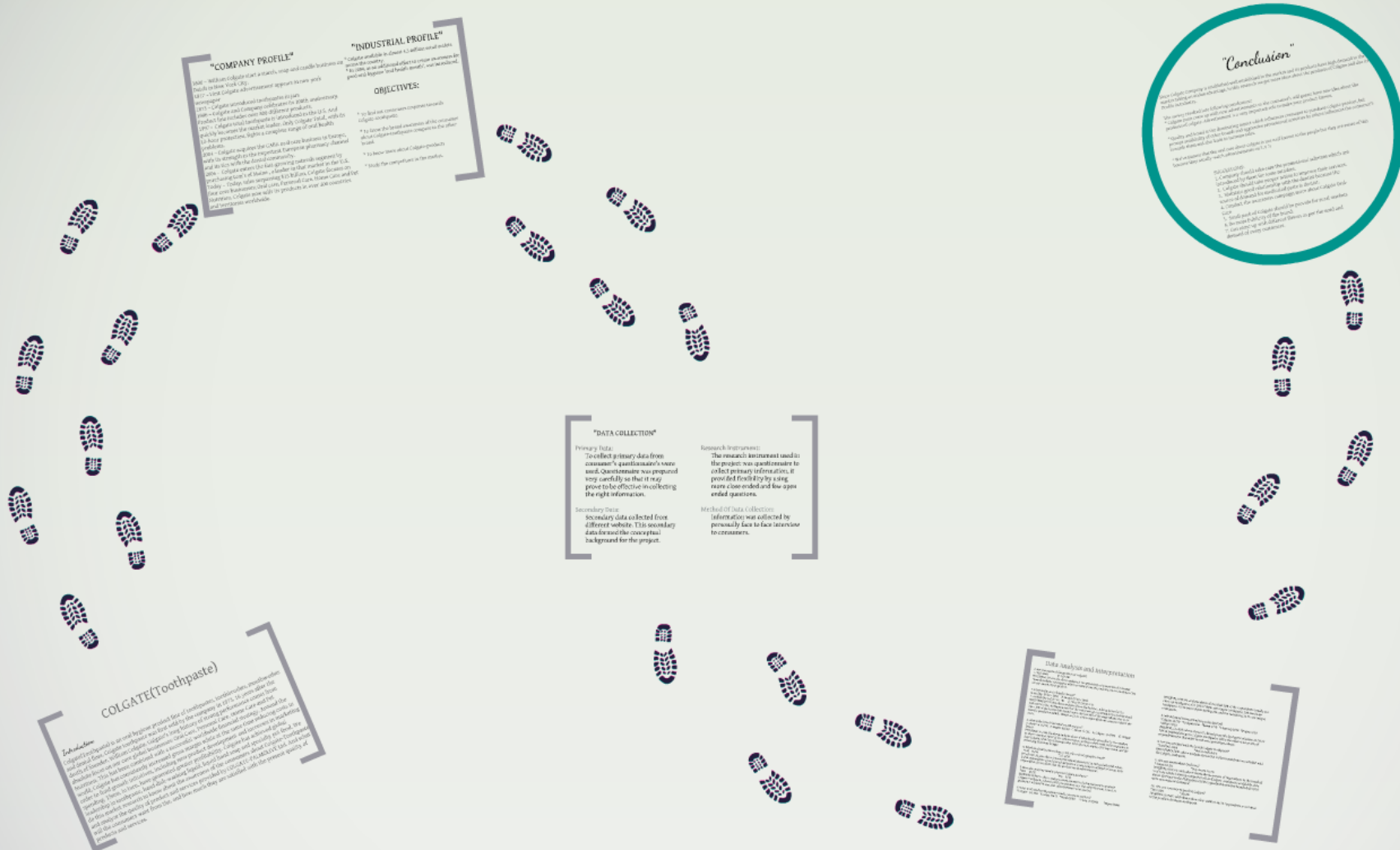


# Colgate-Palmolive Company Marketing Anti-Cavity Toothpaste Harvard Case Solution & Analysis



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**"COMPANY PROFILE"**

1886 - William Colgate started a candy, soap and candle business in New York City.  
1917 - Colgate advertisement appears in the first issue of *Advertising Age*.  
1918 - Colgate acquired and developed its first subsidiary plant - Colgate and Company factory for tooth and dental products. The factory was located in Connecticut in the U.S. and 1921 - Colgate's first toothpaste is introduced in the U.S. with the name "Colgate toothpaste" which was a competing brand of oral health care products. Right is a competing brand of oral health care products.  
1925 - Colgate was after the Colgate and was business in Europe. It is thought to be the first company to sell toothpaste in Europe and to do so with the brand name "Colgate".  
1926 - Colgate enters the hair grooming market by introducing the brand of "Colgate" - a brand of hair cream in the U.S. and Canada. Today when comparing to Colgate, Colgate's success in the hair business, Colgate's success in the hair care and the hairbrush. Colgate now sells its products in over 200 countries and territories.

**"INDUSTRIAL PROFILE"**

Colgate is able to cover 4.5 billion oral care products.  
The oral care market is a highly competitive market with many brands and products.  
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**OBJECTIVES:**

- To find out consumer expectations about Colgate products.
- To know the brand awareness of the consumer about Colgate products compared to the other brands.
- To know more about Colgate products.
- To find the competitors in the market.

**"Conclusion"**

Colgate Company is a multinational corporation that has been able to sell its products in high demand in the oral care market. The company's success is due to its strong brand identity and its commitment to quality and innovation. The company's products are sold in over 200 countries and territories. The company's success is due to its strong brand identity and its commitment to quality and innovation. The company's products are sold in over 200 countries and territories.

**"DATA COLLECTION"**

**Primary Data:**  
To collect primary data from consumers, questionnaires were used. Questionnaire was prepared very carefully so that it may prove to be effective in collecting the right information.

**Secondary Data:**  
Secondary data collected from different website. This secondary data for the conceptual background for the project.

**Research Instruments:**  
The research instrument used in the project was questionnaire to collect primary information, if provided flexibility by using many close ended and few open ended questions.

**Method of data collection:**  
Information was collected by personally face to face interviews to consumers.

**COLGATE (Toothpaste)**

**Introduction:**  
Colgate is a well-known brand of toothpaste, owned by Colgate-Palmolive Company. It is one of the most popular brands of toothpaste in the world. Colgate toothpaste is made from a combination of natural and synthetic ingredients. The toothpaste is designed to help prevent tooth decay, gum disease, and bad breath. Colgate toothpaste is available in a variety of flavors and is sold in a variety of sizes. Colgate toothpaste is a leading brand of toothpaste in the world.

**Data Analysis and Interpretation:**

The data collected from the questionnaires and interviews were analyzed using statistical methods. The results of the analysis are presented in the following tables and graphs. The data shows that consumers are highly aware of Colgate products and that they are willing to pay a premium for Colgate products. The data also shows that consumers are concerned about oral health and that they are willing to use products that help prevent oral health problems.

# COLGATE(Toothpaste)

## *Introduction:*

Colgate(Toothpaste) is an oral hygiene product line of toothpastes, toothbrushes, mouthwashes and dental floss. Colgate toothpaste was first sold by the company in 1873, 16 years after the death of founder, William Colgate. Colgate's long history of strong performance comes from absolute focus on our core global businesses: Oral Care, Personal Care, Home Care and Pet Nutrition. This has been combined with a successful worldwide financial strategy. Around the world, Colgate has consistently increased gross margin while at the same time reducing costs in order to fund growth initiatives, including new product development and increases in marketing spending. These, in turn, have generated greater profitability. Colgate has achieved global leadership in toothpaste, hand dish-washing liquid, liquid hand soap and specialty pet food. We do this market research to know about the awareness of the consumers about Colgate-Toothpaste and analyze the quality of product and services provided by COLGATE-PALMOLIVE Ltd. And what will the consumers want from the, and how much they are satisfied with the present quality of products and services.

## "COMPANY PROFILE"

1806 – William Colgate start a starch, soap and candle business on Dutch in New York City.

1817 – First Colgate advertisement appears in new york newspaper

1873 – Colgate introduced toothpastes in jars

1906 – Colgate and Company celebrates its 100th anniversary. Product line includes over 800 different products.

1997 - Colgate total toothpaste is introduced in the U.S. And quickly becomes the market leader. Only Colgate Total, with its 12-hour protection, fights a complete range of oral health problems.

2004 – Colgate acquires the GABA oral care business in Europe, with its strength in the important European pharmacy channel and its ties with the dental community.

2006 - Colgate enters the fast-growing naturals segment by purchasing tom's of Maine , a leader in that market in the U.S.

Today – Today, sales surpassing \$15 billion, Colgate focuses on four core businesses; Oral care, Personal Care, Home Care and Pet Nutrition. Colgate now sells its products in over 200 countries and territories worldwide.

## "INDUSTRIAL PROFILE"

\* Colgate available in almost 4.3 million retail outlets across the country.

\* In 2004, as an additional effort to create awareness for good oral hygiene 'oral health month', was introduced.

## OBJECTIVES:

\* To find out consumers response towards Colgate-toothpaste.

\* To know the brand awareness of the consumer about Colgate-toothpaste compare to the other brand

\* To know more about Colgate-products

\* Study the competitors in the market.

## "DATA COLLECTION"

### Primary Data:

To collect primary data from consumer's questionnaire's were used. Questionnaire was prepared very carefully so that it may prove to be effective in collecting the right information.

### Secondary Data:

Secondary data collected from different website. This secondary data formed the conceptual background for the project.

### Research Instrument:

The research instrument used in the project was questionnaire to collect primary information, it provided flexibility by using more close ended and few open ended questions.

### Method Of Data Collection:

Information was collected by personally face to face interview to consumers.

# Data Analysis and Interpretation

1. Are you aware of the products of Colgate?

A. YES-100% B. NO- 0%

INTERPRETATION: the above analysis is the percentage of awareness of customer towards Colgate Toothpaste, where-in 100% of our respondents are aware of it and 0% are not aware of this product.

2. What make you to buy this brand?

A. Quality (9/30 = 30%) B. Brand (9/30 = 30%)

C. Availability (5/30 = 16.7%) D. Price (7/30=23.3%)

INTERPRETATION: the above analysis shows the decision making factor for the customers to buy toothpaste. Most of the customers go according to the quality which has a 30% of the respondent, brand name also has 30% of the respondents, the 16.7% take the product available. Where as 23.3% of the respondents are conscious about the price.

3. what is the brand that retailers offer to you?

A. Close-up (6/30) B. Hapee (6/30) C. Beam (3/30) D. Colgate (10/30) E. Unique (5/10)

INTERPRETATION: the above analysis shows if what brands were offer by the retailers to there customer. Most of the customer go according to the brand, 10/30 respondents buys Colgate, 6/30 buys Close-up, other 6/30 also buys Hapee, 3/30 buys Beam, and the remaining 5/30 buys Unique.

4. Whether advertisement plays a vital role in developing the brand?

\*YES 26/30 \*NO 4/30

INTERPRETATION: above showing the role of advertising in selling the brand, where 26/30 respondents agreed that advertisement is necessary in selling it, whereas 4/30 respondents do not think that the product needs advertisement.

5. Does the company need to promote Colgate products?

\*YES 25/30 \*NO 5/30

INTERPRETATION: above analysis shows the needs of advertisement to promote Colgate Toothpaste, wherein 25/30 respondent says that advertisement is need to promote it while 5/30 says that advertisement is not needed.

6. What medicated toothpaste are usually you see in markets?

\*Colgate (33.3%) \*Unique (16.7) \*Beam (10%) \*Close-up (20%) \*Hapee (20%)

INTERPRETATION: analysis above shows that 20% of the respondents usually see close-up toothpaste, also 20% of them sees Hapee toothpaste, 10% see Beam toothpaste, 33.3% sees Colgate toothpaste, and the remaining 16.7% see unique toothpaste.

7. Which brand is prescribed to you by dentist?

\*Colgate 21/30 \*Unique 0/30 \*Beam 0/30 \*Close-up 0/30 \*Hapee 0/30 \*Others 9/30

INTERPRETATION: above shows the brand prescribe by dentist wherein 21/30 or 70% of respondents go to Colgate Toothpaste, while the other 9/30 or 30% of respondents says that other brand were prescribe to them.

8. Are you satisfied with the brand Colgate toothpaste?

\*Satisfied 100% \*Not Satisfied 0%

INTERPRETATION: above analysis shows that 30/30 respondents are satisfied with the Colgate toothpaste.

9. Are you aware about Oral Care?

\*Aware 63.3% \*Not aware 36.7%

INTERPRETATION: table above shows the awareness of respondents to the brand of Oral Care which is the top competitor of the Colgate Toothpaste worldwide, data shows that here in the Philippines 21/30 respondents know the brand while 9/30 were not aware of the brand.

10. Are you convince to product Colgate?

\*Yes 100% \* No 0%

INTERPRETATION: table above shows that 100% or 30/30 respondents is convince to the product of Colgate toothpaste.

# "Conclusion"

Since Colgate Company is established well established in the market and its products have high demand in the market taking an undue advantage. In this research we get more ideas about the products of Colgate and also its Profile in Industry.

The survey resulted into following conclusions:

\* Colgate must come up with new advertisements so the consumer's will gonna have new idea about the products of colgate. Advertisement is a very important role to make your product known.

\* Quality and brand is the dominating aspect which influences consumer to purchase Colgate product, but prompt availability of other brands and aggressive promotional activities by others influences the consumer's towards them and also leads to increase sales.

\* We've Known that the oral care about colgate is not well known to the people but they are aware of this because they usually watch advertisements on T.V.'s

## SUGGESTIONS:

1. Company should take care the promotional schemes which are introduced by them for some retailers.
2. Colgate should take proper action to improve their services.
3. Maintain good relationship with the dentist because the source of demand for medicated paste is dentist.
4. Conduct the awareness campaign more about Colgate Oral-Care
5. Small pack of Colgate should be provide for rural markets
6. Do more Publicity of the brand.
7. Can come up with different flavors as per the need and demand of every customers.

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