

COLGATE PALMOLIVE COMPANY MARKETING ANTI-CAVITY TOOTHPASTE Harvard Case Solution & Analysis

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Marketing Strategies

1. Research opportunities using the Harvard case study to identify the marketing strategy used by Colgate Palmolive. The company has a long history of innovation and is a leader in the oral care industry. The company has a strong focus on research and development, and has a global presence. The company has a strong focus on marketing and advertising, and has a strong focus on customer service.

2. Analyze the marketing strategy used by Colgate Palmolive. The company has a long history of innovation and is a leader in the oral care industry. The company has a strong focus on research and development, and has a global presence. The company has a strong focus on marketing and advertising, and has a strong focus on customer service.

3. Identify the marketing strategy used by Colgate Palmolive. The company has a long history of innovation and is a leader in the oral care industry. The company has a strong focus on research and development, and has a global presence. The company has a strong focus on marketing and advertising, and has a strong focus on customer service.

SWOT Analysis

Strength

- One of the biggest brands in the personal care consumer product industry
- One of the market leaders globally with excellent research and development
- Excellent advertising and brand visibility of products with a strong customer loyalty
- Advanced business operations

Weakness

- Market share is limited due to presence of other fast moving consumer goods brands
- Old brands are superior under their brandnames
- Poor results
- Change in retail scenario globally



Conclusion

The Colgate-Palmolive is a consumer oriented company which is currently operating in more than 200 countries. They provide many employee oriented programs and managing their international business quite well. The way they have established in the business and international market, they still have a higher chance to remain competitive in the years ahead.

SWOT Analysis

Opportunity

- Increasing purchasing power of people
- Strongly increasing demand
- Marketing initiatives
- Creating global pipeline market

Threats

- Intense and increasing competition among other fast moving consumer goods
- Riskful economic condition
- Foreign direct investment allowing international brands

Colgate-Palmolive multi revival of Philippine manufacturing operations

By Dr. Harold A. Brown (The Philippine Star) | Updated February 12, 2016

MANILA, Philippines - Colgate-Palmolive Philippines Inc. may consider moving its manufacturing operations in the country should the new administration address infrastructure problems and high cost of utilities such as electricity and water, a top company official said. The company closed its 2008 facility in Makati that produces hair care and home care products.

Market Segmentation

The Company has added its market to the product segment of Oral Personal, Household Surface and Baby Care. Colgate is considered to be the global leader in the oral care products such as toothpaste, toothbrushes, and many other pharmaceutical products. Colgate also possesses a strong market in the Personal Care segment that includes products like hair, skin and baby, shower gels, shampoos etc.

Principal Competitors

The Procter & Gamble Company, Unilever, The Clorox Company, S.C. Johnson & Son, Inc., The Gillette Company, Johnson & Johnson, Alberto-Culver Company, Reckitt Benckiser aka Sanki Lee Corporation, Church & Dwight Co., Inc., The Dial Corporation.

Competitive Analysis

The company has a long history of innovation and is a leader in the oral care industry. The company has a strong focus on research and development, and has a global presence. The company has a strong focus on marketing and advertising, and has a strong focus on customer service.

Challenges/Critical Issues

The Colgate Company has been working constantly with the retail partners and provides the consumer with the best quality service. The company continues to engage with the customers worldwide by creating unique shopping experiences, introducing in-store innovative marketing communications techniques in order to ensure the right merchandising assortment at the right location. The company continues to serve its customers with a superior consumer-friendly experience that could drive both the company's sales and retailers.

Marketing Plan of Colgate-Palmolive

- The Marketing plan of Colgate aims to address all the important areas that consistently identifies and substantiates as how the company has evolved as a brand and differentiates its product line all across the globe.
- The Colgate Palmolive Company, which is headquartered in New York, is known to be the biggest seller of toothpaste and a global leader in oral care products. The company serves its product offering in over 200 countries worldwide.

History

The Colgate-Palmolive Company is an American worldwide consumer products company focused on the production, distribution and provision of household, health care and personal products.

Key Dates

1889 - The company was founded as the Colgate Manufacturing Company in New York City.

1929 - The company was renamed as Colgate-Palmolive Company.

1950 - The company was listed on the New York Stock Exchange.

1960 - The company was acquired by the British firm Unilever.

1980 - The company was acquired by the American firm P&G.

1990 - The company was acquired by the American firm P&G.

2000 - The company was acquired by the American firm P&G.

2010 - The company was acquired by the American firm P&G.

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Challenges/Critical Issues

The Colgate Company has been working constantly with the retail partners and provides the consumer with the best quality service. The company continues to engage with the customers worldwide by creating unique shopping experiences, introducing in-store innovative marketing communications strategies and different merchandising techniques in order to ensure the right product assortment at the right location. The company continues to serve its customers with a superior consumer-friendly experience that could drive both the company's sales and retailers.

History

The Colgate-Palmolive Company is an American worldwide consumer products company focused on the production, distribution and provision of household, health care and personal products.

Marketing Plan of Colgate-Palmolive

- The Marketing plan of Colgate aims to address all the important areas that carefully identifies and elaborates on how the company has worked on a brand and differentiated its product line all across the globe.
- The Colgate Palmolive Company, which is headquartered in New York, is known to be the biggest seller of toothpaste and a global leader in oral care products. This company serves its product offering in over 200 countries worldwide.

Principal Competitors

The Procter & Gamble Company, Unilever, The Clorox Company, S.C. Johnson & Son, Inc., The Gillette Company, Johnson & Johnson, Alberto Culver Company, Bechtel, Bechtel plc, Sara Lee Corporation, Church & Dwight Co., Inc., The Dial Corporation.

Company Profile

Colgate-Palmolive Company
100 Park Avenue
New York, NY 10022-3000
www.colgate.com

Marketing Strategies

- Colgate's marketing strategy focuses on creating a strong brand identity and a consistent message across all marketing channels. The company uses a variety of marketing tools, including television advertising, print advertising, and digital marketing, to reach its target audience.
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SWOT Analysis

- Strength
 - One of the biggest brands in the personal care consumer product industry
 - One of the market leaders globally with excellent financial performance
 - Proven advertising and brand visibility of products with a strong customer loyalty
 - Diversified business operations
- Weakness
 - Market share is limited due to presence of other fast moving consumer goods brands
 - Not all brands are supplied under their brandnames
 - Not very costly
 - Change in retail accounts globally

SWOT Analysis

- Opportunity
 - Increasing purchasing power of people
 - Healthy financing channel
 - Product innovation
 - Creating global footprint market
- Threats
 - Intense and increasing competition among other fast moving consumer goods
 - Global economic transition
 - Foreign direct investment affecting international brands

Colgate-Palmolive multi revival of Philippine manufacturing operations

Colgate-Palmolive Philippines Inc. may consider opening its manufacturing operations in the country should the new administration address infrastructure problems and high cost of utilities such as electricity and water, as the company officials said. The company closed its 2008 facilities in Manila that produce hair care and home care products.

THE END

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Market Segmentation

The Company has divided its market into two product segments: Oral Personal, Household Surface and Fabric Care. Colgate is considered to be the global leader in the Oral care products, such as toothpaste, toothbrushes and many other pharmaceutical products. Colgate also possesses a strong market in the Personal Care segment that includes products like hair, liquid hand soap, shower gels, shampoos etc.

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No 1 brand recommended

Colgate primarily used advertisements as its main promotion strategies. Its different products which are designed for different segments are targeted to the audience by highlighting its features. Its common tagline for all products is (No 1 brand recommended by dentist)

Key Dates

1806

- **Company is founded by William Colgate in New York to make starch, soap and candles**

1817

- **First colgate advertisement appears in New York**

1857

- **After founder's death, company becomes known as Colgate Company**

1873

- **Toothpaste is first marketed**

1896

- **Collapsible tubes for toothpaste are introduced**

1898

- **B.J Johnson soap company (Later renamed Palmolive Company) introduces Palmolive soap.**

Key Dates

1910

- Colgate moves from original location to Jersey City, New Jersey

1926

- Palmolive merges with Peet brothers, creating Palmolive-Peet Company

1928

- Colgate and Palmolive- Peet merge, forming Colgate-Palmolive-Peet Company

1947

- Fab detergent and Ajax cleanser are introduced

1953

- Company changes its name to Colgate-Palmolive Company

Key Dates

1966

- **Palmolive Dishwashing liquid introduced**

1968

- **Colgate toothpaste is reformulated with fluoride; ultra brite is introduced**

1976

- **Hill's Pet products purchased**

1987

- **The soft soap brand of liquid soap is acquired**