

CORPORATE ENTREPRENEURSHIP
GROUP 1 - TEAM 3

- Cindy Dijkstra - 245391
- Pieter van Liesanen - 723463
- Inge Manders 6478
- Kim Bram - 68561



The Procter & Gamble Company Harvard Case Solution & Analysis

TheCaseSolutions.com

CORPORATE ENTREPRENEURSHIP

GROUP 1 - TEAM 2

- Cindy Dijkstra - 245384
- Pieter van Leeuwen - 723463
- Inge Manders 156918
- Kim Brom - 685651

The Procter & Gamble Company for more case studies & insights

Facebook.com

Why engage in CNE?

- Reduce growth dependence
- Only 1% of innovative projects will meet the success targets




Key challenges

Struggle to have products accepted by a market




Increase effectiveness of CNE

- Encourage the cross-transporting of work within the company
- Increase cross-functional interaction



CNE Structure

- Lack of integration with other departments
- Strong inner culture
- CNE needs to be a separate team



Conclusion

- Talking will only make us change
- Find right strategy, believe
- Optimize integration of CNE in the company
- Run to become an innovation company

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Why engage in CNV?

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



Lack of disruptive innovations

- No cross-fertilization
- Changes in innovation process

