

# Colgate Palmolive Company, Harvard Case Solution & Analysis

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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 unique innovative marketing communications 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.

## Competitive Analysis

**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 Sara Lee Corporation, Church & Dwight Co., Inc., The Dial Corporation.

## 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 constantly 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.

## Marketing Strategies

- Colgate has been using a variety of marketing strategies to promote its products. It has been using a combination of traditional 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 research and development
  - Excellent advertising and brand visibility of products with a strong customer loyalty
  - Diversified business operations
- Weakness**
  - High labor costs in presence of other fast moving consumer goods brands
  - Old brands are superior under their brandnames
  - Product recalls
  - Change in retail scenario globally

## SWOT Analysis

- Opportunity**
  - Increasing purchasing power of people
  - Strongly increasing demand
  - Marketing initiatives
  - Creating global hygiene market
- Threats**
  - Intense and increasing competition among other fast moving consumer goods
  - Riskful economic conditions
  - Foreign direct investment allowing international brands

## Colgate-Palmolive multi revival of Philippine manufacturing operations

**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 US facility in Makati that produces hair care and home care products.

# THE END

## 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.

## Market Segmentation

The Company has added its market in two new product segments 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.

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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.

## Company Profile

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

## Principal Competitors

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

## 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.

## 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 Strategies

- Colgate's marketing strategy focuses on providing consumers with a wide range of products that cater to their needs. The company has a strong focus on innovation and research and development, which has allowed it to introduce new products and improve existing ones.
- Colgate's marketing strategy is centered around the concept of "Total Care". This means that the company offers a wide range of products that cover all aspects of oral care, from toothpaste to mouthwash to dental floss. This approach has helped Colgate to become a household name and a leader in the oral care industry.

## 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
  - Marketing initiatives
  - Growing global hygiene market
- Threats**
  - Intense and increasing competition among other fast moving consumer goods
  - Global economic recession
  - Foreign direct investment affecting international brands

## Colgate-Palmolive multi revival of Philippine manufacturing operations

In 2014, Colgate-Palmolive Philippines Inc. (CPPI) announced its plan to revive its manufacturing operations in the Philippines. The company had previously shut down its manufacturing operations in the country in 2008 due to a combination of factors, including a decline in demand for its products and a shift in its manufacturing strategy. However, with the growing demand for oral care products in the Philippines and the company's commitment to its customers, CPPI decided to revive its manufacturing operations. The company plans to invest in new manufacturing facilities and equipment, and to hire local employees. This move is expected to create jobs and boost the local economy.

# THE END

## 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.

## 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.



# 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**

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**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**