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PROCESS & EXAMPLE

Introduction

It presents analysis of one of the biggest and most successful global consumer goods manufacturers – the Procter & Gamble (P&G) company. It has established its brand image by maintaining a quality assurance across its range of products belonging to different brands. However as seen in the case analysis the firm is faced with a number of threats that include increased competition, market saturation and changing customer preferences.



Key Challenges

Constraints that can primarily be identified with P&G's operations can be categorized as both micro and macro constraints. Externally the major threat it has to compete with local brands which have been known to offer cheaper products and private labels which are cheaper to produce than branded products.



Cost Optimization

Cutting some form of costs implication of operation, that could be contributed by such areas as supply chain management or paring down on processes that are repeated throughout its product portfolio could be reduced.

Conclusion

In the solution of the Proctor & Gamble case, it is very crucial to understand that P&G must alter the market. However, where the firm will derive sustainable growth for consumer goods manufacturing sector is by directing its attention to innovation and cost cutting as well as simplification of brands.

RESOURCE

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