

Group D

Carlos Casados, Brianna Sanchez,

Levi Martinez, Tshering Sherpa,

Francisco Gonzales

Colgate Palmolive Company

1. Company Summary

- A. Mission Statement
- B. Vision of the Company
- C. History of the Company

2. Products and Services

- A. Products and Services
 - Product Development
 - Packaging
- B. Competitive Comparisons
- C. Sourcing
- D. Target Market

3. Market Analysis

- A. Market Segmentation
- B. SWOT
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

4. Strategy and Implementation

- A. Marketing Strategy
 - Internet Marketing
 - Wholesale Marketing
- B. Promotion Strategy
 - Celebrity Endorsements
 - Advertising
- C. Sales Forecasting

5. Financials

- A. Financial Statements
- B. Annual Reports
- C. Investors – Stocks, Shareholders
- D. Forecast Earnings

6. Conclusion

- A. Concerns
- B. Recommendations

RECOMMENDATIONS

As we all have noticed that Colgate-Palmolive has been successful with new products and is one of the top selling oral products sold on the market. The company has seen an increase in sales overseas, but a decrease in the United States. In order to increase sales in the United States the company should offer more promotional pricing. The products price back in Nepal is cheaper compared to the price in the United States, this might lead to the change of international customers who come to the United States. The company may not see an increase in profits right away, but could gain loyal customers, which would lead to future profits. Removing the chemical Triclosan from their toothpaste might also lead to increased sales. Changes are essential to every organization as the global market place is rapidly changing. Colgate-Palmolive has been a market leader in the consumer products, but to stay competitive the company should acquire changes in their company mainly in technology and use less harmful chemicals.