



DOWNLOAD



A Strategic Analysis of Colgate s toothpaste product line

By Alexander Berger

Grin Verlag Gmbh Jun 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Scholarly Research Paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 73 %, University of Sunderland, language: English, abstract: The Colgate-Palmolive company is acknowledged as the world s leader in personal care. This report analyse the Colgate s current situation in order to give recommendations on their actual toothpaste product line. The report is divided into two parts. The first parts will analysis the current situation of Colgate. On the basis of a Swot analyse the strengths, weaknesses, opportunities, and threats of the company as well as of Colgate s toothpaste product line will be analysed. Furthermore additional information on the company s current market share, profitability, sales and the external environment of Colgate within the scope of the PEST analysis will be presented. At the end of the first part the competitive advantage of Colgate will be mentioned. The second part includes a suggested marketing strategy of the author using marketing tools such as segmentation targeting & positioning, SMART objectives as well as the marketing...



READ ONLINE
[1.46 MB]

Reviews

This pdf is wonderful. It is definitely simplified but excitement from the 50 percent in the ebook. You wont sense monotony at at any time of your time (that's what catalogues are for relating to should you request me).

-- **Jaqueline Kerluke**

I just started looking at this pdf. It can be rally fascinating through studying period of time. Its been printed in an extremely basic way and is particularly only following i finished reading through this publication where in fact altered me, change the way i really believe.

-- **Mr. Stephan McKenzie**

Related PDFs



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



The First Epistle of H. N. a Crying-Voyce of the Holye Spirit of Loue. Translated Out of Base-Almayne Into English. (1574)

Eebo Editions, Proquest, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible...



Where Is My Mommy?: Children's Book

Createspace, United States, 2013. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This children's book is wonderfully illustrated. It has an awesome plot to draw the reader into the story. This...



The World is the Home of Love and Death

Metropolitan Books. Hardcover. Book Condition: New. 0805055134 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



George's First Day at Playgroup

Paperback. Book Condition: New. Not Signed; George's First Day at Playgroup is a colourful storybook based on the award-winning television series Peppa Pig. It is George's first day at playgroup and Peppa doesn't really want him there. But when all of her...



My Life as an Experiment: One Man's Humble Quest to Improve Himself by Living as a Woman, Becoming George Washington, Telling No Lies, and Other Radical Tests

SIMON SCHUSTER, United States, 2010. Paperback. Book Condition: New. Reprint. 212 x 138 mm. Language: English . Brand New Book. One man. Ten extraordinary quests. Bestselling author and human guinea pig A. J. Jacobs puts his life to the test and reports...