

SWOT Analysis

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a useful tool to analyze the internal and external factors affecting the organization. The selected organization is Procter and Gamble (P &G), whose SWOT analysis is presented below.

Strengths

The company offers over 300 brands that are available in more than 180 countries. This provides the company an opportunity to launch products that match very closely to the needs of specific markets.

The company employs over 100000 employees around the world. This allows the company to provide an image of a diverse workforce which is very important in the modern world.

Strong financial performance allows the company to launch newer and improved products from time to time.

Weaknesses

The major weakness of the company is the imitability of the products. This is a typical weakness related to the consumer goods market, where the similarities between the products offered by different companies make it easier for them to imitate each other's products.

Another important weakness of the company is its limited online presence. Other companies are constantly increasing their online presence. The P & G shop established on the company website offers limited products for online sales.

Opportunities

Primary evidence

Factual Figures

The global market provides ample opportunities for companies to grow their businesses. Business diversification is a major opportunity for the company. It can enter various industries so that the dependence on the consumer goods market can be reduced. This will also allow the company to increase its competitiveness by increasing product innovation.

Enhancing the online presence will also present a viable opportunity for the company. This is especially true when the company wants to explore new markets. Initially, these markets will have to be explored by selling the products online. Physical operations will be undertaken in markets with the highest positive responses to online sales.

Threats

The major threat to the company is presented by local and global competition. The company has to continue introducing new and improved products to cater to the competition.

The current Pandemic and the resulting situation have also presented a considerable threat to the company. The situation has hurt the ability of the company to generate higher revenues.

Competitive analysis

Although the company is one of the biggest names in the consumer goods market, it has to face stiff competition in different product categories. Fabric and Home Care is the top-selling segment for the company. The company faces competition from products like Colgate, fleecy from Colgate-Palmolive, Unilever's washing powder, and Persil.

In the baby and feminine product segment, the major competitors include brand names like Tender Care and Zwitsal. In the beauty segment, Avon is the major competitor of the company.

	P & G	Unilever	Colgate- Palmolive
Strengths	A huge number of bands offered	Economies of scale	Automation of activities
Weaknesses	Imitability of products	Dependence of retailers	Inefficient and improper financial planning
Opportunities	Selling products online	Product innovation for health	New environmental policies
Threat	The current Pandemic	Tough competition	Tough competition

Table 1: Competitive analysis (Porral & Stanton, 2018)

The competitive rivalry in the industry can also be assessed using Porter's 5 forces. The competitive rivalry between the firms is very stiff and presents a strong force for the company. There are a large number and variety of firms in the industry. There are low switching costs for the customers if they want to go from one company to the other. All these factors mean that competitive rivalry will affect the company.

The bargaining power of customers is the second force in the model. There are low or no direct substitutes available for the company's products which presents a weak force for the customers (Kotabe & Helsen, 2017). Similarly, there is a high demand for the company products, which means that it can find many customers even if some of them drop. Thus, the bargaining power of the customers will be lower.

The bargaining power of suppliers will also be weak because the company needs a huge quantity of products to be supplied, and there are several suppliers available to the company as well.

The threat of substitutes is also low because there are no direct substitutes for the company's products, and no other company provides such a large variety of products. There is a low threat of new entrants to the market because it will not be possible for a newly formed organization to compete with established firms.

Goals

The major goal of the marketing plan is to enhance the sales of the product by assessing the current population and providing additional benefits.

Prepare the appropriate advertisements for the different modes of advertisements.

Corporate Social responsibility

The company should ensure that all the major ingredients of the product are properly mentioned on the packing so that the customers do not face any problems while using it. Additionally, the company should also ensure that a part of its revenues is spent on philanthropic objectives. Sustainability refers to the possibility for the firm to manufacture products from renewable raw materials. This will minimize the dependence of the company on scarce resources. The company can also ensure that a specific amount is contributed towards donations on the sale of each pack. This will develop a soft image of the company with all the stakeholders. Another option for the company is to support educational and other similar institutions in third-world countries. The company can also research the specific needs of the country to decide on activities for social responsibility. Profitability should be the secondary aim of the company, especially in third-world countries.

References

Kotabe, M., & Helsen, K. (2017). *Global Marketing Management*. Routledge.

Porrat, C., & Stanton, J. (2018). *Principles of Marketing*.

