

Colgate Palmolive Company – SWOT Framework Analysis

<https://marketpublishers.com/r/CC19660A174EN.html>

Date: January 2016

Pages: 45

Price: US\$ 110.00 (Single User License)

ID: CC19660A174EN

Abstracts

Colgate Palmolive is one of the biggest consumer products company in the world. The company has products in oral care, household surface, fabric care, personal care, pet nutrition, amongst others.

Some of the most famous brands owned by the company include:

Colgate

Irish Spring

Palmolive

Protex

Colgate shaves cream

Palmolive shave foam

Ajax

Axion

Soupline

Diet Canine

Nature's Best

The company's latest financials are:

Revenues of \$15,327 million in FY 2009

Operating profit of \$3,615 million

Net profit of \$2,291 million

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

Aruvian's R'search analyzes the company Colgate Palmolive Company in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of Colgate Palmolive Company

Major products & services of Colgate Palmolive Company

Profile of the industry Colgate Palmolive Company operates in

Profile of its major competitors – The Procter & Gamble Company, Unilever, L'Oreal S.A., and the Alberto-Culver Company

SWOT Analysis of Colgate Palmolive Company

Future Perspective of Colgate Palmolive Company

Aruvian's R'search's report Colgate Palmolive Company – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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