

Procter & Gamble Company – SWOT Framework Analysis

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Abstracts

Commonly known as P&G, Procter & Gamble Company is a multinational consumer goods company headquartered in Ohio. The American multinational sells health, fabric, beauty, baby, feminine, and personal care products. It is one of the top providers of consumer goods in the world.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes Procter & Gamble Company in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

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