

Abstract:-

Corporate social responsibility (CSR) refer to strategies corporations or firms conduct their business in a way that is ethical, society friendly and beneficial to community in terms of development. This article analyses the meaning of CSR based on some theories available in literature. It is argued that three theories namely utilitarian, managerial and relational theories of CSR supported by works of other scholars in the area could be used to suggest that CSR becomes an international concern due to globalized nature of business that knows no border. CSR is evolving in its meaning and practice. The article then discusses the role of CSR in community development because the very logic of CSR is towards seeing its impact in community socially, environmentally and economically. Competencies required by CSR

managers are also analyzed in order to have a better understanding of the practical aspects of CSR. Finally, conclusions and implications for future research are discussed.

Keywords:

Corporate social responsibility, community development, competencies of CSR managers, multi-national corporations, corporate-society relations, Business Ethics, social & legal framework, philanthropy, donation.

The image shows the large, blue, stylized logo for Procter & Gamble (P&G) centered within a blue-bordered box.

CORPORATE SOCIAL RESPONSIBILITY A CASE STUDY OF PROCTER & GAMBLE (P & G)

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INTRODUCTION

Procter & Gamble Co. (P&G) is an American company based in Cincinnati, Ohio that manufactures a wide range of consumer goods. In India Procter & Gamble have two subsidiaries: P&G Hygiene and Health Care Ltd. and P&G Home Products Ltd. P&G Hygiene and Health Care Limited is one of India's fastest growing Fast Moving Consumer Goods Companies with a turnover of more than Rs. 500 crores.

It has in its portfolio famous brands like Vicks & Whisper. P&G Home Products Limited deals in Fabric Care segment and Hair Care segment. It has in its kitty global brands such as Ariel and Tide in the Fabric Care segment, and Head & Shoulders, Pantene, and Rejoice in the Hair Care segment.

Hence, the responsibilities of the organization are high. The values, purpose and principles of P&G give the analysis of how the company has planned out its strategy in accordance with the socially responsible attitude. Sustainability is 'embedded' in all the efforts and all their actions. The five strategies of P&G are about the products, operations, social responsibility, employees and stakeholders.

NEED AND IMPORTANCE OF STUDY

Vision of P&G is to be a leading consumer goods company and to improve the lives of world consumers by providing valuable and innovative products. P&G want to be an outstanding organization with a passion for winning that would be felt by everyone everyday; in the office, in the field everywhere P&G vision is to lead business growth by proactively identifying opportunities and positively contributing to volume growth. We will provide branded products and services of superior quality and value that improve the lives of the world's consumers. As a result, consumers will reward us with leadership sales, profit, and value creation, allowing our people, our shareholders, and the communities in which we live and work to prosper.

OBJECTIVE OF STUDY:-

To study the trend of FMCG in Indian Market.

To study the relationship between P & G Company and Corporate Social Responsibility.

METHODOLOGY OF STUDY

The study is based on primary as well as secondary source of data. The main source of data are various Company of Procter & Gamble, Commercial Bulletin, online based data of trends in India Economy in Consumer goods and service with multi-national. Here, I use some dramatical and graphical tools like tables, pie charts and graphs.

- i. Economic responsibility. The responsibility of private entities of offering products and services to the marketplace according to the needs of society in order to make a profit.
- ii. Legal responsibility. Companies have to operate within the boundaries of law in order to achieve their aims and objectives.
- iii. Ethical responsibility. Ethical responsibilities of businesses include the types of responsibilities that are important, but at the same time they are not covered by law e.g. fair – trade.
- iv. Discretionary responsibilities. Company responsibilities in this form, like philanthropy initiatives are not necessarily expected by societies, but they are usually welcomed by societies and create positive image for the business.

INDUSTRY DETAIL

FAST MOVING CONSUMER GOODS

The term FMCG refer to those goods those Retail Goods that are generally replaced or fully used up over a short period of days, weeks, months or within a year. This contrast with durable goods and major appliance as kitchen appliances which are generally replaced over a period of several years.

FMCG or Consumer Packaged Goods (CPG) are those goods that are sold quickly at relatively low cost. Examples include non-durable goods such as soft-drink, toiletries, grocery items. Though the absolute profit made on FMCG products is relatively small. They are generally sell in large quantities, so the cumulative profit on such products is relatively small. They are generally sell in large quantities, so the

cumulative profit on such products can be large. FMCG has a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some fmcg such as meat, fruits and vegetables, dairy products and baked goods are highly perishable. Other goods as alcohol, toiletries, and pre packed foods, soft drinks and other cleaning products are highly turnover rate.

The followings are the typical characteristics of FMCG products:-

- 1.Frequent purchase
- 2.Low price
- 3.High volumes
- 4.Low margins
- 5.Extensive distribution network
- 6.High stock turnover

FMCG SCOPE AND COMPANY

FMCG industry alternatively called CPG (Consumer packed goods) industry primarily deals with production, distribution and marketing of consumer packed good. The FMCG are those consumable which are normally consumed by consumers at regular intervals. Some of the prime activities of the fmcg industry are selling, marketing, purchasing, financing and also engaged in the operations of supply chain, production and general management.

- 1.Procter & Gamble
- 2.Unilever PLC
- 3.Taj Agro International (India)
- 4.Dabur India Limited
- 5.Godrej Consumer Products (GCPL)

Other Leading FMCG companies, Some of the well known FMCG companies are Sara Lee, Nestle, Reckitt Benckiser, Unilever, Procter & Gamble, Coca-Cola, Carlsberg, Kleenex, General Mills, Pepsi and Mars etc.

LITERATURE REVIEW

CORPORATE STRUCTURE OF P & G COMPANY

P&G's corporate structure has contain four pillars which are as follows Four pillars that are Global Business Units, Market Development Organizations, Global Business Services and Corporate Functions form the heart of P&G's organizational structure.

1.Global Business Units (GBU)

Global Business Units (GBU) build major global brands with robust business strategies.

2.Market Development Organizations (MDO)

Market Development Organizations (MDO) build local understanding as a foundation for marketing campaigns.

3.Global Business Services (GBS)

Global Business Services (GBS) provide business technology and services that drive business success.

4.Corporate Functions (CF)

Corporate Functions (CF) work to maintain our place as a leader of our industries P&G approaches business knowing that we need to Think Globally (GBU) and Act Locally (MDO). This approach is supported by our commitment to operate efficiently (GBS) and our constant striving to be the

best at what we do (CF). This streamlined structure allows us to get to market faster.

THE TRIPPLE BOTTOMLINE CONCEPT

Effective from 1, July, 2000 the P & G business was categorized into three "Global Business Units" with each Global Business Unit divided into "Business Segments," according to the company's June 2007 earnings release.

1. Beauty Care
 - i. Beauty segment
 - ii. Grooming segment
2. Household Care
 - i. Baby Care
 - ii. Family Care segment
3. Health & Well-Being
 - i. Health Care
 - ii. Snacks, Coffee and Pet Care

P & G BRANDS

23 OF p n g brands have more than 1 billion dollar in net annual sales and another have sales between 500 dollar million and 1 dollar billion.



BILLION DOLLAR BRANDS

1. ALWAYS

Is a brand of feminine hygiene products including, maxi pads, panty liners (some time it is called All Days) and feminine wipe products, produced by P & G.

2. ARIEL

Is a brand of washing powder/liquid available in numerous form and scent.

3. ACTONEL

Is a brand of osteoporosis drugs risedronate co marketed by Sanofi - A ventis.

4. BOUNTY

Is a brand of paper towel sold in USA, Canada and U.K.

5. BRAUN

Is a small appliance manufacturer specialized in electronic razors, coffee makers, toasters and blenders.

6. CREST

Is a brand of toothpaste.

7.DAWN

Is a brand of dish washing detergent.

8.DOWNY/LENOR

Is a brand of cloth softener.

9.DURACELL

Is a brand of batteries and flash lights.

10.GAIN

Is a brand of laundry detergent and cloth softner.

11.GILLETTE

Is a safety razor manufacturer.

12.HEAD N SHOULDER

Is a brand of shampoo.

13.HIGH ENDURANCE

ISs a deodorant of old spice.

14.IVORY

Is a soap.

15.NICE N' EASY

Is a hair color product.

16.OLAY

Is a brand of women's skin care product.

17.ORAL-B

Is a brand of tooth brush.

18.PAMPERS

Is a brand of disposable diapers.

19.PANTENE

Is a brand of hair care.

20.PRILOSEC

Is a heart burn medicine co marketed by Astra Zeneca.

21.PUFFS

Is a type of facial tissue.

22.SECRET

Is a deodorant.

23.VICKS

Is a brand of over the counter medication.

24.WELLA

Is a brand of hair care (hair color, shampoo, conditioner, styling)

25.WHISPER

Is a brand of panty liner.

PRODCUTS OF P & COMPANY

1.Fabric Care Product

Procter & Gamble has two of its world-leading detergents are Tide and Ariel, in India to cater to the main concerns of the Indian households, namely, outstanding whiteness and stain-removal. Ariel Front-Mat Ariel 2 Fragrances, Tide Detergent and Tide Bar.

2.Beauty Care Product

P & G beauty business is over US 10 billion dollars in global sales make it one of the world largest beauty companies. The p and g beauty business sell more than 50 different product including Pantene, Olay, Max factor, Joy, Herbal Essence, Easy. In India, p and g business comprises of Pantene the world largest selling shampoo, Head n Shoulders the world No. 1 anti – dandruff shampoo, Rejoice Asia's No. 1 shampoo. P and g committed to making everyday in the lives of its customer better through the superior quality of its product and services.

3.Body Care Product

Pampers for sanitary problem of children and Whisper for the sanitary problem of women.

CORPORATE SOCIAL RESPONSIBILTY OF P & G

At P&G, Social Responsibility stems from Corporate PVP (Purpose, Values and Principles). Social Projects are in keeping with P&G's credo of Business with a Purpose. P&G has always demonstrated its commitment to the community not just through the quality of its products and services, but also through socially responsible initiatives for the community.

The key stakeholders of P&G can be identified as their customers' present worldwide, the suppliers, the governments of countries they are present in, the pressure groups around and the diverse employees who work for them.

Hence, the responsibilities of the organization are high. The values, purpose and principles of P&G give the analysis of how the company has planned out its strategy in accordance with the socially responsible attitude. Sustainability in 'embedded' in all the efforts and all their actions.

The five strategies of P&G are about the products, operations, social responsibility, employees and stakeholders.



SHIKSHA

P&G's focus on purpose-inspired growth drives us to not only serve our consumers with superior product propositions, but also truly touch and improve the lives of more consumers, more completely by contributing towards the community we operate in. Live, Learn and Thrive is P&G's global corporate cause, focusing on helping children in need around the world. The programs enable children to get off a healthy start, receive access to education and build skills for life.

They believe in building the community in which we live and operate by supporting its ongoing development. Educating Underprivileged Children (2007) Project SHIKSHA: Secure Your Child's Future (2003). With a mission to make a difference to the current alarming situation of children's literacy, P & G joined hands in India's premier child right organization Child Relief and You (CRY) and Sony Entertainment and Television to launch 'Shiksha' a program to educate underprivileged children in India. Under Shiksha P & G and Sony appealed to consumers and viewers to support the cause and make it easy for them to do so – all an individual has to do is purchase a larger pack of either Tide, Ariel, Pantene, Head n Shoulder, Rejoice, Vicks Vapo Rub or Pampers that will fund one day's education of one child per pack purchased. Irrespective of the sale of its brand from Shiksha, P & G committed a minimum of 1 crore to CRY. P & G aimed at education for its CSR initiative. According to P & G's marketing manager, Shiksha is not an initiative but a passion that we as an organization strongly believe in. It means they are helping to build the future of India. CRY education has managed to reach the underprivileged and even the poorest of the poor, children numbering around 87,000 in India. Thanks to the CSR initiative of FMCG products of P & G, P & G Shiksha closed 08 with the largest ever contribution of 3.2 crore to CRY and other initiatives is reaching out to over 87,000 in the coming year.



Padhega India. Badhega India.

They seem to define the slogan "Padhega India tabhi toh badhega India". With a motto of "Padhega India, Jabhi toh Badhega India", Shiksha believes that the secret to a brighter India lies in children attaining their right to free, quality education. Irrespective of sales every year P & G commits to a minimum of Rs. 1 crore to its partner CRY, which will be allocated to the project focus on enabling the child's right to education. These funds will be deployed to establish Shiksha project work with the state education department to re-look at existing education amenities like water, electricity and health and enroll more children into formal

schools and promote retention in schools. Project Shiksha is a part of global philanthropy programme P and G Live, Learn and Thrive that focuses on the development of children in need across globe with education of children via shiksha being the priority in India.

2.SAFE DRINKING WATER PROGRAMME (CSDWP)

Procter & Gamble has one of the most impressive portfolios of leadership brands in the world. This giant corporation has employees in close to 80 countries and holds some of the most famous brands like Pampers Tide, Ariel, Always, Whisper or Pantene. This giant company advocates their desire to improve the daily lives of their customers with efficient products. On its website the company advocates the importance of long-term sustainable environmental and social initiatives. Their social commitment is a strong asset and an added value to the company's image.

Most interesting initiatives is perhaps the creation of an organization that can give the opportunity to entire populations in developing countries to have access to clean quality water. More children die from diarrheal illness like cholera than from much one "serious" problem such as HIV/AIDS. These useless deaths need to be prevented and clean water should be the right of every child on the planet.

In collaboration with various organizations, P&G created the Children's Safe Drinking Water programs (CSDW)'s that helps raise awareness around the globe about the importance of having access to quality drinking water. The famous corporation reminded the whole world that often water scarcity is the trigger to a whole set of other problems such as diseases, health problems, malnutrition and agricultural impediments. This initiative is part of P&G's larger philanthropic program called Live, Learn and Thrive TM initiative. According to the official website of the initiative, P&G is "committed to improving the lives of people around the globe, saving children's lives and providing clean drinking water to as many people as possible". Up to now, the corporation declares, it has invested more than \$25 million toward clean drinking water. Procter & Gamble has teamed up with organization like the International Council of Nurses or the Johns Hopkins University Center for Communication Programs to distribute PUR packets to individuals who need it the most in developing countries or emergency situations.

The PUR packet was developed by P&G in partnership with the U.S. Centers of Disease control and Prevention (CDC) and it is "an amazing innovation that quickly turns 10 liters of dirty, potentially deadly water into clean and drinkable water". The packets contain a powder that is able to remove pathogenic microorganisms in order to render the contaminated water clean. According to the official website, the packets are able to remove more than 99.99999% of bacteria and various types of viruses. This product has been sold to various organization and NGOs, for instance the International Rescue Committee has bought enough PUR packets to deliver close to 3.5 million liters of drinkable water for the people in Iraq. Disaster relief is a very important part of the company's corporate social responsibility commitment that often start with providing clean water, a basic element for the survival of entire population. According to the official website of the organization, the program has "delivered over 1.6 billion liters of clean drinking water and they are committed to delivering four billion liters by 2012". In addition to this valid water initiative, P&G has set five strategies for sustainable in order to achieve a list of set goals by 2012.

One of their most ambitious goals so far is enable 300 million children to have a better life, which starts with preventing around 160 million days of disease and saving 20,000 lives by delivering 4 billion liters of clean water. This goal seems somewhat outstanding and so far the progress made since 2007 comprehend a total of 135 million children reached and close to 930 million liters of clean water were delivered. These numbers are indicative a successful start only time will tell if such ambitious goals can be reached. The importance and validity of this cause seems to be appreciated at the international level since in 2007, in CSDW received the Ron brown US Presidential Award for Corporate Citizenship, the United Nations Association Global Leadership Award. In addition in 2005, the program was also awarded the Stockholm Industry Water Award.

Reconciling business requirements with corporate social responsibility has become a must for small firms and large corporations. The Children's Safe Drinking Water Programs has the ambitious goal to provide clean water to all of them who need it. The innovative PUR packet is able to rapidly transform polluted and often deadly water into clean potable water. This mechanism needs to be promoted at an international level and to be further developed since it could save the life of entire population especially in crisis situation.

3. REBUILDING LIVES IN EARTHQUAKE HIT BHUJ (2001/2002) PROJECT

P&G in partnership with SwayamShikshaPrayog (SSP) opened four Community Resource Centers for the earthquake victims in the Chakasari, Paggivand, Hanjiya and Jodhpur lands (hamlets) of RaparTaluka, Kutch district Gujarat. The community centers provides basic education for children, training on building earthquake-resistant shelters and has supported the formation of 22 Women's Saving Group which contribute towards an income generating fund, for future entrepreneurial activities. The P and G SSP project positively impact 25 village 3,750 families and 22, 500 people help mobilized women's group and communities in Gujarat for their long term sustainable development. Credit fund will be provided as a revolving fund to the self-help group. The operational cost for each center is Rs. 25,000 met by P and G. The center has been built from Gujarat Relief Fund created after earthquake of 26, January, 2001 by employee of P and G India, Brussels, Japan, Canada among other and company contribution. P and G employees also make contribution directly to the Red Cross Society other rehabilitation work in Gujarat. In addition, P & G is working on forming women's micro-credit group to ensure the sustainability of these community centers and to further empower these women and increasing the number of community centers from 4-7.

4. POSHAN : FIGHTING MALNUTRITION IN INDIA (2000)

P&G and UNICEF launched Project Poshan to combat malnutrition in India. India has 40% of the world's malnutrition. POSHAN has three key projects- an Adolescent Girl's Initiative to education girls in Mumbai slums on health programmer and improve their lives in Anemia prevention through IFA tablets, a Women's Parenting Network in Chennai provides information on care during pregnancy, a day care project in Jaipur which focused on increased food intake and micro-nutrients. Once again, P & G raised Rs. 50 lakhs by contributing Re. 1 from sale of large size pack of Ariel, Whisper, Head n Shoulder and Pantene sold in the month of May, June and July of 2000.

5. OPEN MINDS : EDUCATING INDIA'S WORKING YOUTH (1999) PROJECT

P & G partnership with UNICEF launched project Open Mind to support and educate children across the Australia, Asia and India region. According to UNICEF, only 55% of the children of India complete the primary education. The support that P and G provided was in term of money and publicity. For every large size pack of Vicks Vapo rub, Whisper, Ariel Powder Compact, Head & Shoulder, Pantene purchased by consumers during November 1999 to January 2000, P&G on behalf of consumers contributed the cost of one day's education of a working child to the "OPEN MINDS" fund. In India P and G raised Rs. 1.25 crore for OPEN MINDS which was donated to UNICEF in February 2000.

6. PROJECT DRISHTI : THE FIRST EVER SIGHT RESTORATION PROGRAM IN INDIA (1999)

P & G tied up with the National Association for Blind (NAB) to launch project Drishti and restore eye-sight to 250 blind children through corneal transplant operations. FOGSI (Federation of Obstetrician and Gynecologist in India)

7. FUTURE FOCUS : THE FIRST-EVER ROUND WRITE-IN CAREER GUIDANCE SERVICE (1998) PROJECT

P & G in association with Resource Management Group (RMG) launched a 365 days Free Write-in Service 'P and G Focus' for the first time to the youth of India, where a panel of professional career counselors would send personalized to letters within 15 days of the receipt of the queries.

8. PROJECT PEACE : ENVIRONMENTAL EDUCATION PROGRAM (1996)

P & G launched PEACE-a unique Environmental Education program for children in school across Mumbai and Thane representing a cross section of economic background. Children were exposed to a fascinating account of an India environmental scenario. The multiplicity of Eco-System in India, The Air around us, Water, Solid Waste Adopting Conservation in our lifestyle were the topics dealt with using interesting media like music, games, project work, slides, video films and group discussion etc.

2. ENVIRONMENT CREDENTIAL

1. All the products are held to P & G's high standards for environment and human safety, we do not differentiate between which product meet these standards and which do not-they all do.
2. P & G had the Dow Jones Sustainability Index Super Sector Leader for Seven consecutive years in the "Non-Durable Household Product" market sector.
3. P and G has been leading industry with innovations like concentrated products, recycled plastic bottles, refill packages to industry.
4. P and G's Central Product Safety Environment group was establishing to develop new method of evaluating the environmental safety of consumer product. P and G was the first company to establish such an organization.
5. In 1992, P and G received world Environment Center Gold Medal for International Corporate Environment Achievement.
6. 95.93% of all material entering in P and G's factories worldwide leave as finished product (waste in 4.07% of which more than 50% is recycled).

FINDING AND ANALYSIS

Phase – I

Framing the Questionnaire

The questionnaire has been designed to reflect the organizations commitment to supporting their initiative segments of CSR both within the organization through policies as well as in outside world. The questionnaire will be judged on multiple parameters including, but not restricted to the commitment to the organization sustainability of the effort, impact created, innovative initiatives etc. While the questionnaire has been designed as a self-assessment form for the company Procter and Gamble, the information may be scrutinized may be scrutinized for the verification.

PERFORMA OF QUESTIONNAIRRE

- | |
|---|
| <p>Q 1. In which way you (consumers) get the product and services i.e. retail or wholesale?</p> <p>Q 2. Quality is good, better or best with respect to other identical goods and services available in the market?</p> <p>Q 3. Quantity is satisfactory or not?</p> <p>Q 4. Prices of goods are satisfactory or high as compare to the competitors good and services?</p> <p>Q 5. Initiative segment of P and G is more approachable and reliable than prevailing initiative program</p> |
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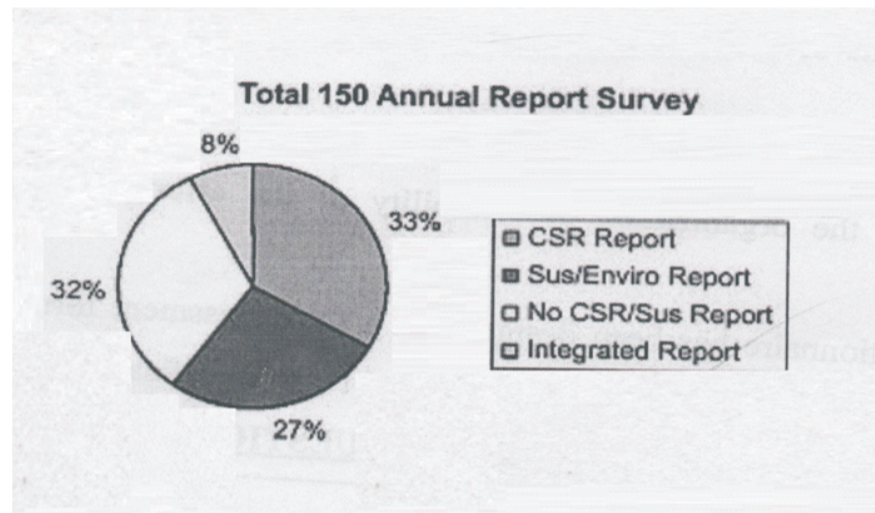
Phase – II

Eligibility Criteria

Eligibility criteria should be according to the usage of the goods and services of the company.

Phase – III

Guidelines for Submission



SWOT ANALYSIS OF PROCTER AND GAMBLE

1. STRENGTH:

1. New Management
2. Gross Margin 15 Time the Industry Average
3. One of the best
4. Diversified brand portfolio: more than 300 brands with more than 79 billion in Revenue.
5. Tightly integrated with the largest retailers in the US and around the world.
6. Product innovation
7. Talented management
8. Distribute to 80 Countries
9. Distribution channels all over the world
10. New Billion Dollar brands

2. WEAKNESS

1. Top brands losing market share.
2. Health and beauty product for Women only.
3. Lagging behind in online media presence & leadership.
4. Missing opportunity : Refuses to manufacture private label products for its retail customers .
5. Slow Process.
6. Heavy Culture.
7. Views Product Performance only.

3. OPPORTUNITIES:

1. Health and Beauty for products Men.
2. Doubling Environmental goals for 2012.
3. Adding.
4. Value for the Conspiracy.
5. Utilizing online social networks.
6. Going Green/Eco Friendly.
7. Capitalizing on online media.
8. Continue to divest brands that don't align with the company's long-term goals (i.e., Folgers).
9. Emerging markets.
10. New acquisition opportunities.
11. Selling directly to consumers.
12. Design for better product experience.

4. THREATS:

1. Substitute brands that have a cheaper price.

- 2.Private label growth.
- 3.Slowdown in consumer spending in the US & globally.
- 4.Key competitors expanding their product portfolios through acquisitions.
- 5.Increase in raw material price.

CONCLUSION

- 1.P&G, a giant in FMCG industry, is one of the most efficient corporations on the global platform.
- 2.P&G's success is largely attributed to its corporate strategies and the management decision
- 3.P&G also environmentally conscious tries to do minimum loss/harm due to their production processes
- 4.It consistently make sure to have technologies update and process complying all the laws and regulations thus make sure that its ethical responsibilities are met with.
- 5.As we compare the Corporate Social responsibility activities of the company to its adverse affects which were caused by different or careless actions taken by the company, the favorable CSR policies overweight the balance as the company is planning and undertaking more projects on how to improve their CSR.

However, if we refer to CSR policies which are set out by the company, if the company applies and implements those mentioned policies it will be considered to be on a line with the generally accepted standards on CSR even though there is no specific one in existence. The organization is a multinational corporation, dealing with diverse with diverse employees, diverse nature of customers and with nearly 180 countries they work in, they are trying their best to be socially responsible and very much cautious about their acts and works that they do not hurt the environment, the people and their stake holders at any level of their function.

RECOMMENDATIONS

The practices of incomplete market coverage should not be followed because you cannot hijack other company's customers and new customers as well. All these scenarios require following strategies:

1.MARKET DEVELOPMENT STRATEGY:

P&G is emphasizing on urban areas while it has neglected the suburban areas, which is also a big market for soaps like safeguard. For this purpose they should efficiently utilize their Marketing Information System to collect information about the demand and attitudes of the people in these areas. By using this strategy, safeguard can fetch the customers of competitors and will be successful in building new customers.

2.PRODUCT DEVELOPMENT STRATEGY:

It describes to develop new products or modify the existing products with respect to size, color, packaging, etc. Safeguard is a well-perceived product among the customers, and at this moment, it is available in two sizes: 75gm and 125 gm, which cannot satisfy the demand of every segment. While the products of the competitors are available in multiple size which provide abundant choices for purchases to customers for example Lifebuoy Gold has 140gm and 95 gmMediclamehas 80gm soap available in the market.

This provides an opportunity to the customer to have multiple choices. It can be a threat for the market share of safeguard. On the other hand, in case of safeguard the choice to customer is very limited. This is what they have analyzed through market survey. Therefore, it is necessary that safeguard should be available in maximum possible sizes to meet the criteria of the customer. As far as launching of new product is concerned, it is not necessary for P&G at this moment, but in future, they will require taking this step as well because they have some other soap like ivory, and zest which are very famous in international market.

It describes that a company tries to sell more of its product by introducing new supplementary uses. Safeguard is that product, which contains such chemicals useful for beauty care as well. This characteristic, we have analyzed through its product formula. Therefore, it is more useful to supplement this idea with existing safeguard or introduce safeguard into different pack sizes especially for capturing the female customers.

- i.Protect and respect the privacy of all customers

- ii. The company should ensure that their products, packaging and operations are safe for existing employees.
- iii. Reduce or prevent the environmental impact of the products (P&G is already doing well here as it has only around 4% wastage on their production).
- iv. Meet or exceed the requirements of all environmental laws and regulations.
- v. Continually assess the environmental technology and programs, and monitor progress toward environmental goals
- vi. Provide all possible stakeholders with relevant and correct information ensure every employee feels his/her share of corporate social responsibility in their daily word.

SUGGESTIONS

It is widely believed that P and G done enough performance to attract substantially growth. It can be observed from the analysis, P and G has helped to raised output, productivity and employment especially in the area of corporate social responsibility.

Besides that there are some suggestions from the analysis of the report that

1. The number of skilled and unskilled jobs has increased new findings have revealed that will show the strongest improvement in training and employment concern with initiative programs of the company. Simply means, the employees should now their own existing initiative programs.
2. The will be comparison of the different programs regarding CSR, technologies and proceedings of the company with other competitors company.
3. It also concern with the producing goods which have maximum returns. It may happen that the goods that offer scope for the maximum profits are of better pricing also.

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