

Procter and gamble

Business



Procter and Gamble Grade (March 10, Procter and Gamble How is business performing for P&G? The P&G's total revenue for fiscal year (FY) 2013 was \$84. 167 billion, compared to its total revenue in 2012 which was \$83. 680 billion (Procter & Gamble, 2013). On the other hand, the P&G's net income (profit) for FY 2013 was \$11. 312 billion, while the net income (profit) for FY 2012 for P&G was \$10. 756 billion (Procter & Gamble, 2013). These figures indicate that the performance of P&G is sound and healthy, since the company continues to grow both its revenues and profitability. The probable area of continued growth and profitability for P&G is on the Organic sales segment. This is because; the organic sales segment increased its sale by 3% for the period between 2012 and 2013, compared to the general growth in the total sales of 1% (Procter & Gamble, 2013).

2. What is P&G trying to accomplish strategically by restructuring & repositioning 300+ brands?

The essence of P&G growing its brands to over 300+ is to ensure that it serves virtually every area of the consumer needs, such that the consumers are able to continuously purchase household products from P&G to satisfy every area of their life. In this respect, P&G has categorized its business into five segments, all of them seeking to satisfy the basic everyday consumer needs (Procter & Gamble, 2013). The probable products that will carry on the growth of P&G are the Baby Care and Family Care segment products, for example the Always sanitary napkins and the Pampers diapers, owing to the fact that this segment generates the company more revenues than the other four segments (Kumar, 2014). Some of the brands that the company will sell may include the laundry product Fab and also Fekkai hair products (Kumar, 2014). The investors of P&G should be encouraged, since the restructuring <https://assignbuster.com/procter-and-gamble/>

will maintain brands that earn the highest revenues for the company, while eliminating the most costly products. The restructuring is informed by the need to lower the company's operating costs, and thus increase the profit margins and the shareholders earnings for up to 4.3% (Kumar, 2014).

3. Who is A. G.?

A. G. Lafley is the Chief Executive Officer (CEO) of P&G (Nisen, 2013). Lafley management principles are making tough business decisions, and then mobilizing the whole team behind the decisions. The most inspiring thing about Lafley's leadership style is that he does not leave strategies half-way developed, but rather pursues a strategy to the end, until its benefits or failures are well elaborate (Nisen, 2013). This strategy motivates the whole workforce to put their best foot forward until the results of a strategy are realized, which is what is creating more motivation for the P&G fraternity going forward. The major lesson from his book "Playing To Win?" is that success only occurs to those who do not give up.

4. How does P&G's hiring process work?

P&G uses total assessment hiring process (Procter & Gamble, 2015). This process entails evaluating every aspect of the potential employees, ranging from their academic performance, physical activeness, different talents, communication ability, aptitudes, level of motivation among other holistic personal evaluation factors (Procter & Gamble, 2015). P&G offers varied levels of employment and internship opportunities in its different departments and segments, for example salesperson. Numeric tests are applied in the P&G recruitment process to assess the sharpness of the recruits' mind, as well as the ability to compute mathematical solutions fast and reach a conclusion, which is necessary especially for bargaining in sales.

<https://assignbuster.com/procter-and-gamble/>

Developing intellect will require a high level of learning and practicing verbal and computational tests that will prepare my interpersonal communication skill effectively. My plan to get hired this summer is to apply my high level of motivation to seek for opportunities that are commensurate with my skills without giving up, and applying my interpersonal skills to negotiate for the available vacancies. This plan matches my academic major that requires the application of interpersonal skills in assessing and taking advantage of available opportunities.

5. What would be the advantages & disadvantages for working at P&G (or any other Fortune 50 company for that matter)?

The advantage of working at P&G is the good rate of remuneration offered to its employees, which in turn motivates the employees to perform even better (Kumar, 2014). Further, P&G is a challenging working environment owing to the high targets and expectations for the employees' performance, which then offers a challenging environment to grow. However, the disadvantage of working in P&G is the high performance expectations on employees, which may frustrate an employee when the targets are not achieved. Thus, the satisfiers at P&G can be anticipated through factors such as good pay and motivation, while the dissatisfiers can be anticipated through factors such as high level of performance demanded. Learning to set and achieve high target personal goals is a better preparation for a competitive working environment such as P&G. Learning interpersonal communication skills and practicing taking personal initiatives through leading group discussions and collaborative class activities will build my leadership skills for the future.

References

<https://assignbuster.com/procter-and-gamble/>

Kumar, D. K. (2014). UPDATE 4-P&G to sell up to 100 brands to revive sales, cut costs. Reuters. Web. March 11, 2015. Accessed: < [http://www. reuters. com/article/2014/08/01/procter-gamble-results-idUSL4N0Q745T20140801](http://www.reuters.com/article/2014/08/01/procter-gamble-results-idUSL4N0Q745T20140801)>

Nisen, M. (May 24, 2013). Heres Why Wall Street Loves The Return Of P&Gs Old CEO. The Business Insider. Web. March 11, 2015. Accessed: Procter & Gamble. (2013). THE PROCTER & GAMBLE COMPANY: Form 10-K For the Fiscal Year Ended June 30, 2013. Procter & Gamble. Web. March 11, 2015. Accessed: < <http://www. sec. gov/Archives/edgar/data/80424/000008042413000063/fy201310kannualreport. htm>>

Procter & Gamble. (2015). Hiring process. Web. March 11, 2015. Accessed: < <http://www. procter-gamble. cz/en/careers/hiring-process>>