

# Essay on gillette company

[Business](#), [Company](#)



This paper presents a discussion on gillette company marketing strategy . To arrive at its conclusion statistical analysis collected from the company and online sources related to the company’s information is used.

## **Gillette Head Quarters**

Owner: Gamble and Procter

Country: Boston, United States

Introduced: 1895

Website: [www.gillette.com](http://www.gillette.com)

(From [www.gillette.com](http://www.gillette.com))

## **Profile**

Gillette is a company situated in Boston, in the United States. It is the world’s major supplier of merchandises under a collection of products which was boosted in 2005 after acquisition by P&G. King Camp Gillette is the founder of the original Gillette Corporation, as the producer of safety razor in 1895 (Berry, Sood, Mittal & Passanah, 9).

## **Marketing Strategies**

One of the common strategies that Gillette uses in marketing its products is through advertising in sport events and over the internet.

## **A Philosophy that Describes it**

The team at the group serves as its greatest strength. The philosophy of the company has always been “ attracting, developing and retaining a highly skilled workforce” as Berry, Sood, Mittal, & Passanah (14) point out and this is the essential element behind the company’s success. This serves as the

guidance and moral scope for the entire group that ensures sustainability and growth.

One of the best known sport events that it sponsored is the 1942 “ Gillette cavalcade of sports”. This event marketed Gillette extremely well. The event included the sugar bowl, orange bowl, the World Series, the Kentucky Derby, and all-star game. This attributed a lot to Gillette’s achievement to the sports programme and the sports advertising programme (Berry, Sood, Mittal, & Passanah, 14).

## **Products**

The Gillette Corporation is the globes’ leading company in the men’s cleaning products type and also in some women's cleaning products. Even though more than half of corporation profits are still got from shaving materials --the section in which the corporation begun with--Gillette has in addition achieved the top spots globally in writing instruments. For instance, Paper Mate, Waterman brands, Parker, and correction brands (Liquid Paper). Gillette upholds 64 manufacturing amenities in 27 nations, and its products are put up for sale in more than 200 nations and territories. More than 60 percent of its sales occur outside.

**A few examples, of its products are blades, oral care, stationery products, small appliances and toiletries (Hagstrom, 13).**

How Customers identify Products on the Market

Some of the ways through which customers are able to identify its products are through placing them online in a visual way as shown below.

Gillette works towards achieving its highest standards in all its parts of business for customer satisfaction. Its vision is to build absolute product value by innovating to offer customers value and leadership.

Gillette ensures its growth by making sure the following do not affect its running: threat from competitors, the bargaining skill of buyers, and pressure for substitute of products and bargaining skill of suppliers.

### **Customer profile-products demanded by Customers**

Customers have their own demands. In Gillette, customers demanded for new products to replace the old products. These saw Gillette introducing new products like razor blades in the year 1998 for customer satisfaction (Hagstrom, 19).

### **Swot Analysis: Strength, Weakness, Opportunity and Threats**

The competition among companies rises due to new entrants, in such incidences new entrants change the main determinants of the market setting for example, price. This demands adjustments in the company to avoid the threat.

In order to survive in this environment, Gillette ensures its ideas fulfill the requirement for both customers and buyers. More so, it makes certain that it does it in a more superior way than the competitor does (Hagstrom, 19).

### **Micro and Macro External Environments**

The Gillette Company undergoes so many external challenges. For example, there was a suggested class action court case termed as sales practice litigation. This court case asserted that Gillette's advertisements in the M3POWER Razor excite hair up and away from the skin. All these allegations

were found to be misleading and false.

On the other hand, despite the expenses of introducing the innovative or new razor, Gillette saw its most horrible financial performance in just about a decade in the year 1998. This horrible performance was that the sales in the third quarter of the year reduced by 15%. In responding to this crisis, Gillette administration announced staff reduction of 4, 700 jobs, which was about 11 percent of its entire workforce in October of the same year (Hagstrom, 20). Decreased sales in main markets for example, Germany, Russia and Brazil as well contributed to the loss of returns, and share prices reduced by 11 percent almost overnight.

## **Conclusion**

In conclusion, Gillette uses various mechanisms to maintain supreme marketing strategies. Among them include advertising during sports events, marketing online and giving promotions to customers to maintain them.

## **Works Cited**

Berry, Akshay. Sood, Anshul. Mittal, Deepika & Passanah, Ivan. The Gillette Company. 2012. Web. 23 April, 2012

Hagstrom , Reegan. The Warren Buffett Way. Oklahoma: Willey publisher, 2010. Print