

# [Procter and gamble analysis essay](https://assignbuster.com/procter-gamble-analysis-essay/)

Evaluate the wisdom of Tambrands becoming part of Procter & Gamble. Tambrands becoming part of Procter & Gamble was a wise decision because Tambrands, being that is was a single-product company, would be risky to pursue in a global campaign and to build a global distribution network all at the same time. Tambrands could not continue to be profitable if it were to launch this global marketing program was alone. The decision to become apart of P&G benefited both sides by putting P&G back in the tampon business and Tambrands being able to go international as P&G.

P&G has the means that Tambrands needs to go globally. P&G has global marketing, infrastructure, and distribution capabilities that will accelerate the global growth of Tampax and enable the brand to achieve its full potential. 2. Tambrands indicated that the goal of its global advertising plan was to “ market to each cluster in a similar way. ” Discuss this goal. Should P&G continue with Tambrands’s original goal adapted to the new educational program? Why? Why not?

Tambrands goal of its global advertising plan was to “ market to each cluster in a similar way. because in planning for expansion into a global market, Tambrands divided the world into three clusters, based not on location but on how resistant women are to using tampons. In Cluster 1, majority of women already use tampons and probably feel they know all they need to know about the product. In Cluster 2, approximately 50 percent of women use tampons. There are some concerns about losing one’s virginity, and that tampons are often considered unnatural products that block the menstrual flow.

In Cluster 3, the most challenging, there is the virginity issue, and the instruction issue where Tambrands must tell women how to use a tampon without making them feel uneasy. Tambrands goal of its global advertising plan was to “ market to each cluster in a similar way” because by clustering based on resistance instead of location Tambrands is trying to create a more consistent image for its Tampax tampons. Should P&G continue with Tambrands’s original goal adapted to the new educational program? Why? Why not?

No, because Tambrands’s marketing is too expensive and slow-growing, P&G it set out to build a marketing model that it could export to the rest of the globe. P&G used research and focus groups of Mexican women in Monterrey as a starter, which resulted in a new marketing approach based on education. Based on the research and focus groups, P&G found that women in other countries were curious about the tampon but unsure of how to properly use the tampon. P&g properly educated these women about the “ internal absorbent” (tampon) and any concerns about the tampon. 3.

For each of the three clusters identified by Tambrands, identify the cultural resistance that must be overcome. Suggest possible approaches to overcoming the resistance you identify. In Cluster 1, the culture resistance that must be overcome is women likely feel they know all they need to know about the product. In order to overcome this resistance, Tambrands could develop an interactive website with important information for woman with a short multiple choice quiz based on tampon information that rewards each participant with one valuable printable coupon.

Also, important but eye catching information could be printed on the tampon packaging box and/or have short, different, big print “ did you know” fact on each tampon wrapper. In Cluster 2, the culture resistance that must be overcome are the concerns about losing one’s virginity, and that tampons are often considered unnatural products that block the menstrual flow. In order to overcome this resistance, Tambrands could provide valuable, valid knowledge to education women about tampons provided by female doctors or nurses via free demonstrations and informative lectures.

Also, incorporating the current culture with the education into their advertising. In Cluster 3, the culture resistance that must be overcome are the concerns about losing one’s virginity, and the instruction issue where Tambrands must tell women how to use a tampon without making them feel uneasy, Tambrands could provide valuable, valid knowledge about tampons and how to use a tampon to education women provided by female doctors or nurses via free demonstrations and informative lectures. Also, picture or visual instruction with printed instructions could be printed on the tampons box packaging itself.

Also, incorporating the current culture with the education into their advertising. 4. In reference to the approaches you identified in Question 3, is there an approach that can be used to reach the goal of “ marketing to each cluster in a similar way”? No, the culture and religious aspect are too different for an approach to work for all three clusters; Different countries have a different way of life, thus there are different cultures, values, interests, and environment. 5. P&G is marketing in Venezuela with its “ Mexican” model.

Should the company reopen the Brazilian market with the same model? Discuss. Yes, because the “ Mexican” model is based on education and answers the concerns of the Brazilian market about losing one’s virginity, how to properly use a tampon, and learning about tampons. P&G used research and focus groups of Mexican women in Monterrey resulted in a new marketing approach based on education. P&g provide counselors and demonstrations to women to address the concerns of the Mexican women, which would work as an excellent strategy in the Brazilian market.

A critic of the “ Protecting Futures” program comments, “ If you believe the makers of Tampax tampons, there’s a direct link between using Western feminine protection and achieving higher education, good health, clean water and longer life. ” Comment. The “ Protecting Futures” program is not only beneficial to P&G, but also to society. The “ Protecting Futures” program is a more direct and personal approach that entails a health and education emphasis designed to give girls in Africa a better chance at education.

The P&G joined forces with HERO, an awareness building and fund-raising initiative of the United Nations Association, to launch the “ Protecting Futures” program. “ Working with HERO, the Protecting Futures is a comprehensive care program which brings puberty education, a traveling healthcare provider for all the children at these schools, nutritious feeding programs, educational support services, a pad distribution program, and significant construction projects to add restrooms and upgrade the school buildings.

Support for this program is part of the P&G corporate cause, Live, Learn, and Thrive which has helped over 50 million children in need. ” This program will enable girls to have the proper necessities of sanitary protection and other resources. The girls will no longer have to miss up to four days of school each month because of their period and thus missing valuable education.