

COMPANY ANALYSIS ON COLGATE PALMOLIVE

Company Analysis Report in partial fulfilment of the requirements for the award of

The degree of

BACHELOR OF COMMERCE.

of

DAVANGERE UNIVERSITY



BY

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UNDER THE GUIDANCE OF

PROF BM SWAMY

HOD OF COMMERCE DEPARTMENT

SJM COLLEGE OF ARTS, SCIENCE AND COMMERCE CHITRADURGA

DAVANGERE UNIVERSITY

2023-24

CERTIFICATE OF ORIGINALITY

Date: 27/11/2023

This is to certify that the Company analysis report titled

“ COLGATE PALMOLIVE” is an original work of. ABHISHEK KJ Bearing University Register Number- U13SJ21COO76 and is being Submitted in partial fulfilment for the award of the Bachelor Degree in Commerce by Davangere University. The report has not been submitted Earlier either to this University /Institution for the fulfilment of the Requirement of a course of study

SIGNATURE OF THE GUIDE /HOD

DATE:

DECLARATION

I hereby declare that the Company Analysis Report entitled "COLGATE PALMOLIVE " submitted to the Department of Commerce, Sjm college of Arts, science and commerce, Davangere University, Davangere, is a record of an Original work done by me under the guidance of "PROF BM swami HOD of commerce department" Analysis Report is submitted in the partial fulfilment of the requirements Of for the award Bachelor Degree in Commerce by Davangere University..

I also declare that this report is the outcome of my own efforts and that it Has not been submitted to any other university or Institute for the award of Any other degree or Diploma or Certificate.

Name: Abhishek kj

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Date:27/11/2023

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Chapter-1



Introduction

Colgate is a well-known company that started in 1806 and makes things like toothpaste and toothbrushes. They're famous for keeping our teeth healthy. Besides oral care, they also create other products for our homes and pets. Colgate is found in more than 200 countries worldwide. They always try to come up with new and better ways to take care of our teeth. Colgate cares about the environment and works to be responsible in how they get their materials. They want to make sure their products don't harm the planet. Colgate is not just about making money; they help communities with health and education programs. They want to be good for people and the world. Colgate doesn't only focus on teeth – they make soaps, detergents, and more. People really like Colgate, and they trust the company because they've been doing a great job for a long time. They use smart ways to sell and tell people about their products. Colgate wants to make sure everyone can get their products easily. They also care about having a diverse group of people working with them. Colgate cares about animals too, and they make special food for pets. They've been successful for a very long time because they keep adapting and doing things the right way. In a nutshell, Colgate is a company that cares about our smiles, our homes, and our world.

The company's global reach, operating in over 200 countries, highlights its expansive nature. Colgate maintains a strong focus on research and development to stay competitive in the consumer goods industry. Ethical business practices, corporate social responsibility, and a commitment to diversity and inclusion are integral aspects of Colgate's corporate culture.

In summary, Colgate's nature encompasses a wide array of consumer products with a foundation in oral care, a commitment to innovation and sustainability, and a global presence with a focus on responsible business practices.

- **Mission, vision, values.**

- **Mission**

Colgate-Palmolive's mission is to provide products that help people live better lives by fostering oral health, hygiene, and overall well-being. The company aims to deliver innovative and high-quality products across various categories, including oral care, personal care, home care, and pet nutrition. Colgate is dedicated to promoting healthy habits and making a positive impact on communities globally.

In addition to its focus on consumer products, Colgate is committed to sustainability and responsible

business practices. The company strives to minimize its environmental footprint, engage in ethical

sourcing, and contribute to social initiatives that improve health and education.

Overall, Colgate's mission revolves around enhancing the lives of individuals through its diverse range

of products while maintaining a commitment to sustainability and community well-being.

Vision

While specific vision statements may evolve over time, Colgate-Palmolive has historically emphasized a commitment to global leadership in providing trusted and innovative products for oral care, personal care, home care, and pet nutrition. The company envisions being recognized as a brand that consistently enhances the well-being of its consumers by delivering high-quality and effective solutions.

Colgate's vision often includes a dedication to sustainability, responsible business practices, and a positive impact on the communities it serves. The company strives to be a socially responsible and environmentally conscious leader in the consumer goods industry.

Values

By living our Colgate Values of Caring, Inclusive and Courageous,

Caring: Demonstrating a commitment to the well-being of consumers, employees, and communities. Global Teamwork: Emphasizing collaboration and synergy across diverse teams and regions.

Continuous Improvement: Striving for excellence and innovation in products and processes.

Social Responsibility: Engaging in initiatives that contribute positively to society and the environment. Integrity: Conducting business ethically and maintaining transparent

Objectives and Goals and Quality policy

Objectives

- **Market Leadership**: Striving to maintain or achieve leadership in the markets where the company operates.
- **Innovation**: Continuously developing and introducing new products to meet evolving consumer needs.
- **Financial Performance**: Achieving sustainable and profitable growth for the benefit of shareholders.
- **Sustainability**: Integrating environmentally and socially responsible practices into business operations.
- **Customer Satisfaction**: Ensuring high levels of customer satisfaction through quality products and services.
- **Global Expansion**: Expanding market presence and sales internationally.
- **Employee Development**: Fostering a supportive work environment, investing in employee development, and promoting diversity and inclusion.

Goals

- **Market Expansion:** Increasing market share and penetration in existing markets or entering new geographical areas.
- **Product Innovation:** Developing and launching innovative products to meet changing consumer preferences and needs.
- **Sustainability:** Setting and working towards sustainability goals, including reducing environmental impact and promoting responsible sourcing.
- **Financial Performance:** Achieving specific financial target such as revenue growth, profitability, and cost efficiency.
- **Customer Loyalty:** Building and maintaining strong relationships with customers to enhance brand loyalty.
- **Employee Engagement:** Creating a positive and inclusive workplace, fostering employee development, and ensuring high levels of engagement.
- **Quality and Safety:** Maintaining high standards of product quality and safety.

Quality policy

- **Product Excellence:** Ensuring the highest standards in the quality and safety of products. Customer Satisfaction: Meeting or exceeding customer expectations for product performance and safety.
- **Compliance:** Adhering to all relevant regulatory and legal requirements governing product quality and safety.
- **Continuous Improvement:** Striving for ongoing enhancement in processes and products to achieve the best quality possible.
- **Supply Chain Quality:** Ensuring the quality of raw materials and components through rigorous supply chain management

Product profile

Colgate-Palmolive Company is a multinational consumer goods company specializing in personal care, household, and veterinary products. Here's a brief product profile:

1. Oral Care Products

Toothpaste: Colgate offers a variety of toothpaste formulations targeting different oral health needs.

Toothbrushes: They manufacture a range of toothbrushes, including manual and electric options.

Mouthwash: Colgate produces mouthwashes designed to enhance oral hygiene.



2. Personal Care Products



Body Wash and Bar Soaps: Colgate manufactures cleansing products for personal hygiene.

Shower Gels They offer a selection of shower gels with various fragrances.

Deodorants: Colgate produces deodorants for men and women.

3. Home Care Products:



Dishwashing Liquids Colgate provides dishwashing liquids for household use. Surface Cleaners: They offer cleaning products for various surfaces.

4. Pet Nutrition



Pet Food: Colgate-Palmolive owns pet nutrition brands, including Hill's ScienceDiet and Prescriptioproduct

5. Personal Health Care



Pain Relief The company manufactures over-the-counter pain relief products

5. Professional Oral Care

Dental Professional Products:** Colgate supplies dental professionals with a range of oral care products

6. Global Reach

Colgate products are distributed globally, catering to diverse consumer preferences and needs.

Area of operation

Colgate-Palmolive Company operates globally, with a widespread presence in various regions around the world. Its areas of operation include, but are not limited to:

1. North America

Colgate has a significant presence in the United States and Canada, serving consumers with a wide range of personal care and household products.

2. Europe

The company operates in numerous European countries, providing its products to consumers across the continent.

3. Asia-Pacific

Colgate has a strong presence in the Asia-Pacific region, including countries like India, China, Japan, and Australia.

4. Latin America

Colgate-Palmolive is active in many countries throughout Latin America, delivering its products to consumers in this region.

5.Africa

The company extends its operations into various African countries, meeting the personal care and hygiene needs of consumers.

6.Middle East

Colgate serves consumers in the Middle East, providing oral care and other consumer goods in this region.

Ownership pattern

Colgate-Palmolive Company is a publicly traded company, and its ownership is distributed among the shareholders who hold its publicly traded shares on stock exchanges.

The ownership of a publicly traded company like Colgate-Palmolive is dynamic, and it can change as investors buy or sell shares in the stock market. The largest shareholders often include institutional investors such as mutual funds and pension funds, along with individual investors who hold shares.

Competitors

Colgate-Palmolive faces competition in the consumer goods industry. Some of its notable competitors include:

1. Procter & Gamble (P&G:



P&G is a major competitor, producing a wide range of consumer goods, including oral care products, personal care items, and household products.

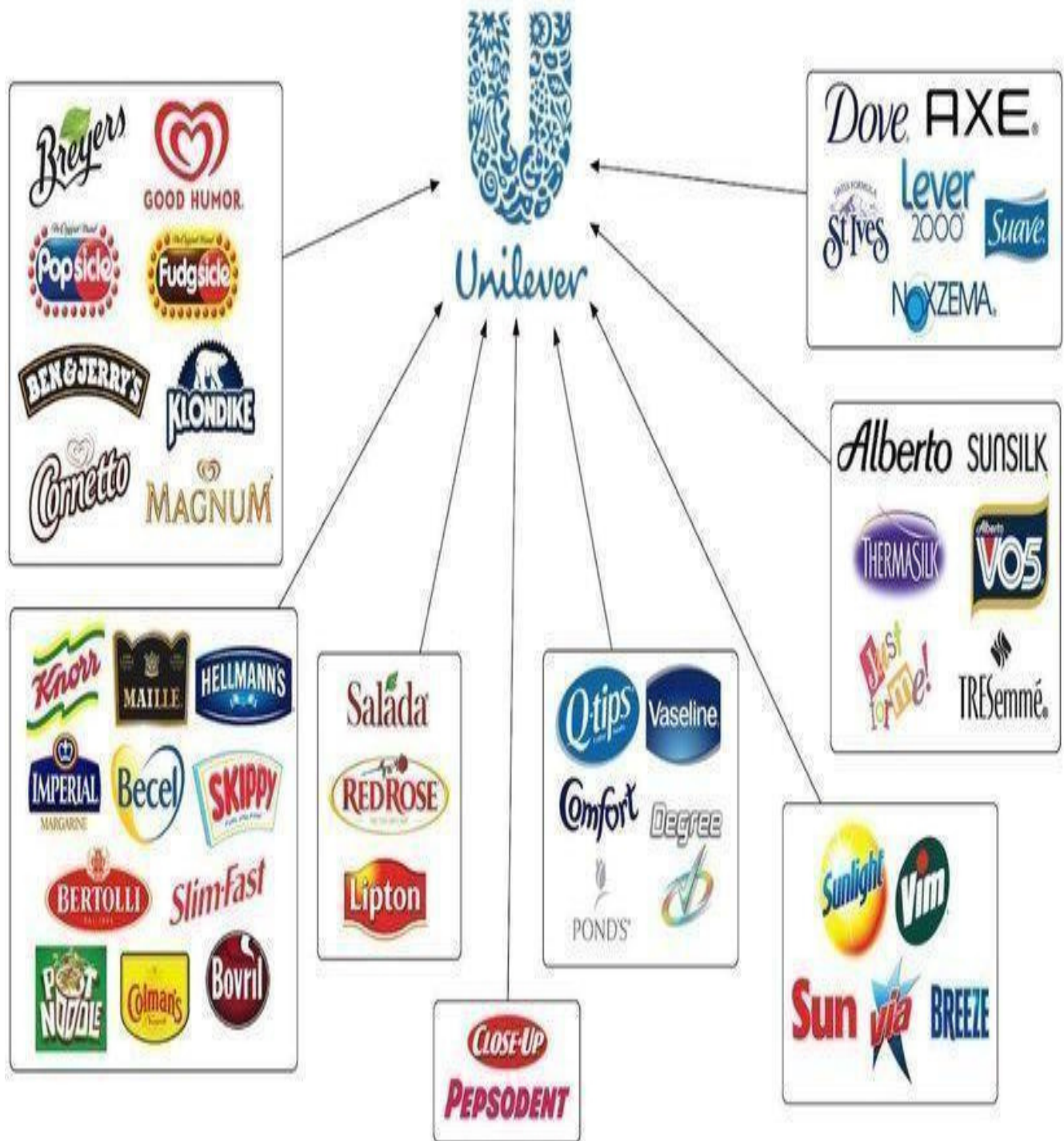
2. Johnson & Johnson

Johnson & Johnson is another multinational company with a diverse product portfolio, including oral care products, skincare, and pharmaceuticals.



3.Unilever

Unilever is a global consumer goods company offering a variety of products,including oral care, personal care, and home care items



4. Church & Dwight Co., Inc

This company competes in the personal care and household products sector, with brands such as Arm



5. The Clorox Company

Clorox is known for its household cleaning and personal care products, presenting competition in certain product categories.



Infrastructural facilities

Colgate-Palmolive Company's infrastructural facilities are diverse and strategically distributed globally. While specific details may change over time, here are some key aspects of Colgate's infrastructural facilities:

1. Manufacturing Plants

Colgate operates manufacturing facilities worldwide to produce a wide range of consumer goods, including oral care products, personal care items, and household products.

2. Research and Development Centers

The company invests in research and development facilities to drive innovation in product formulations, explore new technologies, and enhance existing products.

3. Distribution Network

Colgate has an extensive distribution network, including warehouses and logistics centers, to efficiently move products from manufacturing facilities to retailers and consumers.

4. Corporate Offices

Colgate's corporate offices serve as central hubs for strategic planning, management, and decision-making. These offices are often located in major business regions.

5. Sales and Marketing Centers

The company maintains sales and marketing facilities to promote its products, conduct market research, and engage with consumers. These centers play a vital role in brand promotion and market expansion.

6. Information Technology Infrastructure:

Colgate invests in IT infrastructure, including data centers and digital technologies, to support its global operations, manage data, and drive digital initiatives.

7. Quality Control and Testing Facilities:

Given the nature of consumer goods, Colgate places a strong emphasis on quality control. The company has facilities for testing and ensuring the quality, safety, and efficacy of its products.

8. Global Presence:

Colgate's infrastructural facilities are strategically positioned globally, allowing the company to operate in various regions, including North America, Europe, Asia-Pacific, Latin America, Africa, and the Middle East.

Achievement and awards

Colgate-Palmolive has received various awards and recognition for its contributions to the consumer goods industry and corporate responsibility.

1. Sustainability Leadership

Colgate has been acknowledged for its commitment to sustainability. It has received recognition for environmental initiatives and responsible sourcing practices.

2. Corporate Social Responsibility (CSR) Awards

The company has received awards for its CSR initiatives, including efforts in community development, education, and healthcare

1. Product Innovation Awards

Colgate has been recognized for product innovation and excellence in oral care, personal care, and other consumer goods categories.

3. Workplace Diversity and Inclusion

The company has been acknowledged for its efforts in promoting diversity and inclusion in the workplace

4. Brand Recognition

Colgate's brands have received awards and accolades for their market presence, effectiveness, and consumer appeal.

5. Ethical Business Practices

Colgate has been recognized for maintaining high ethical standards in its business practices.

Strategic Perspective plan

Colgate-Palmolive's latest strategic perspective plan. However, companies typically outline their strategic perspectives in annual reports, investor presentations, or official statements. Here are some general areas that companies like Colgate often focus on in their strategic plans:

1. Global Market Expansion

Companies often aim to expand their presence in existing markets and explore opportunities for growth in new geographical regions.

2. Innovation and Product Development

Emphasis on continuous innovation to introduce new products, improve existing ones, and stay ahead in meeting consumer needs and preferences.

3. Sustainability and Environmental Responsibility

Integration of sustainable practices throughout the value chain, including responsible sourcing, reducing environmental impact, and promoting eco-friendly products.

4. Digital Transformation

Leveraging technology for operational efficiency, customer engagement, and data-driven decision-making.

5. Brand Strength and Marketing

Strengthening brand equity and investing in marketing strategies to maintain a competitive edge in the market

Chapter-2

Financial and market analysis

Financial analysis

- Statement of profit and loss(2021 , 2022)
- Statement of financial position (2021 , 2022)
- Statement of cash flow (2012-2022)

Statement of Profit and Loss

for the year ended March 31, 2022

	Note	Year ended	
		March 31, 2022	March 31, 2021
		Lakhs	Lakhs
Revenue from Operations	26		484,121.56
Other Income	27		3,035.38
(A) Total Income			487,156.94
Expenses			
Cost of Materials Consumed		136,801.19	124,958.34
Purchases of Stock-in-Trade		29,608.19	32,358.71
Changes in inventories of Finished Goods, Stock-in-Trade and Work-in-Progress	28	342.71	(2,379.88)
Employee Benefits Expense	29	38,513.01	36,564.02
Finance Costs	30	589.49	725.90
Depreciation and Amortisation Expense	3A	17,730.33	18,249.73
Other Expenses	31	148,118.52	141,658.21
(B) Total Expense		371,703.44	352,135.03
(C) Profit Before Tax (A-B)		140,901.05	135,021.91
Tax Expense:	32		
Current Tax [Net of prior period reversals 3,199 Lakhs (Previous Year: 3,149.45 Lakhs)]		34,479.13	32,573.16
Deferred Tax	20	(1,409.95)	(1,089.79)
(D) Total Tax Expense		33,069.18	31,483.37
(E) Profit for the year (C-D)		107,831.87	103,538.54
Other Comprehensive Income (net of Tax)			
Items that will not be reclassified to Profit and Loss			
Re-measurement loss/(gains) on defined benefit plans			(623.95)
Tax adjustment on above	20		157.04
(F) Re-measurement loss/(gains) on defined benefit plans (Net of tax)			(466.91)
(G) Total Comprehensive Income (E-F)			108,298.78
Earnings Per Equity Share attributable to the Owners of the Company (Rupees)	37		
(Face Value of 1 per Equity Share)			
Basic and Diluted			39.65
Significant accounting policies	1B		38.07

The accompanying notes are an integral part of these financial statements

Table 1.1

Statement of Profit and Loss

for the year ended 31 March 2021

	Notes	₹ Lakhs	Year ended	Year ended
			March 31, 2021	March 31, 2020
			₹ Lakhs	₹ Lakhs
Revenue from Operations	26		4,841,21.56	4,525,08.34
Other Income	27		30,35.38	49,24.27
(A) Total Income			4,871,56.94	4,574,32.61
Expenses				
Cost of Materials Consumed		1,249,58.34		1,350,33.47
Purchases of Stock-in-Trade		323,58.71		244,10.57
Changes in inventories of Finished Goods, Stock-in-Trade and Work-in-Progress	28	(23,79.88)		(21,55.89)
Employee Benefits Expense	29	365,64.02		332,28.45
Finance Costs	30	7,25.90		9,61.55
Depreciation and Amortisation Expense	3A	182,49.73		197,94.04
Other Expenses	31	1,416,58.21		1,418,24.59
(B) Total Expense			3,521,35.03	3,530,96.78
(C) Profit Before Tax (A-B)			1,350,21.91	1,043,35.83
Tax Expense:				
Current Tax [Net of prior period reversals ₹ 31,49.45 Lakhs (Previous Year: ₹ 30,98.52 Lakhs)]		325,73.16		247,50.04
Deferred Tax	20	(10,89.79)		(20,60.81)
(D) Total Tax Expense			314,83.37	226,89.23
(E) Profit for the year (C-D)			1,035,38.54	816,46.60
Other Comprehensive Income (net of Tax)				
Items that will not be reclassified to Profit and Loss				
Re-measurement loss/(gains) on defined benefit plans			(4,33.55)	20,74.80
Tax adjustment on above	20		1,09.12	(5,22.19)
(F) Re-measurement loss/(gains) on defined benefit plans (Net of tax)			(3,24.43)	15,52.61
(G) Total Comprehensive Income (E-F)			1,038,62.97	800,93.99
Earnings Per Equity Share attributable to the Owners of the Company (₹)	36			
[Face Value of ₹ 1 per Equity Share]				
Basic and Diluted			38.07	30.02
Significant accounting policies	1B			
The accompanying notes are an integral part of these financial statements.				

In terms of our report of even date.

For and on behalf of the Board of Directors of Colgate-Palmolive (India) Limited

Table 1.2

Balance Sheet

as at March 31, 2021

	Note	As at March 31, 2021 ₹ Lakhs	As at March 31, 2020 ₹ Lakhs
ASSETS			
Non-Current Assets			
Property, Plant and Equipment	3(A)	1,064,71.61	1,122,86.16
Capital Work-in-Progress	3(B)	144,84.96	190,03.27
Other Intangible Assets	3(C)	-	-
Financial Assets			
(i) Investments	4	18,61.45	18,61.85
(ii) Loans	5	1,40.38	2,03.56
(iii) Others	6	18,55.63	17,69.04
Deferred Tax Assets (Net)	20	4,76.81	-
Other Non-Current Assets	7	10,20.76	15,96.70
Current Tax Assets (Net)	32(d)	258,31.49	224,73.30
		1,521,43.09	1,591,93.88
Current Assets			
Inventories	8	335,82.14	296,92.18
Financial Assets			
(i) Trade Receivables	9	117,08.43	132,56.43
(ii) Cash and Cash Equivalents	10	296,57.29	397,81.68
(iii) Bank Balances [other than (ii) above]	11	571,06.21	23,45.17
(iv) Loans	12	6,92.72	113,47.97
(v) Others	13	5,08.74	7,32.21
Other Current Assets	14	40,02.86	40,47.46
		1,372,58.39	1,012,03.10
		2,894,01.48	2,603,96.98
Total Assets			
EQUITY AND LIABILITIES			
Equity			
Equity Share Capital	15	27,19.86	27,19.86
Other Equity	16	1,138,66.44	1,566,96.03
Total Equity		1,165,86.30	1,594,15.89
Liabilities			
Non-Current Liabilities			
Financial Liabilities			
(i) Lease liabilities	17	77,35.57	83,97.24
(ii) Other Financial Liabilities	18	1,24.03	1,18.13
Provisions	19	31,13.13	48,82.53
Deferred Tax Liabilities (Net)	20	-	5,03.86
Other Non-Current Liabilities	21	47.34	49.01
		110,20.07	139,50.77
Current Liabilities			
Financial Liabilities			
(i) Lease liabilities	17	13,81.98	17,52.43
(ii) Trade Payables	22	-	-
- Total outstanding dues of micro enterprises and small enterprises		11,87.40	12,72.70
- Total outstanding dues of creditors other than micro enterprises and small enterprises		748,56.60	599,78.64
(iii) Other Financial Liabilities	23	581,11.82	25,52.47
Other Current Liabilities	24	130,69.07	103,42.43
Provisions	25	81,04.83	60,48.24
Current Tax Liabilities (Net)	32(e)	50,83.41	50,83.41
		1,617,95.11	870,30.32
		1,728,15.18	1,009,81.09
		2,894,01.48	2,603,96.98
Total Liabilities			
Total Equity and Liabilities			
Significant accounting policies	1B		
The accompanying notes are an integral part of these financial statements.			

In terms of our report of even date.

For and on behalf of the Board of Directors of Colgate-Palmolive (India) Limited

Table 1.3

Balance Sheet

As at March 31, 2022

	Note	As at March 31, 2022 Lakhs	As at March 31, 2021 Lakhs
ASSETS			
Non-Current Assets			
Property, Plant and Equipment	3(A)	96,297.14	106,471.61
Capital Work-in-Progress	3(B)	12,184.42	14,484.96
Other Intangible Assets	3(C)	-	-
Financial Assets			
(i) Investments	4	-	1,861.45
(ii) Loans	5	133.88	140.38
(iii) Others	6	1,703.29	1,855.63
Deferred Tax Assets (Net)	20	1,729.72	476.81
Other Non-Current Assets	7	972.62	1,020.76
Current Tax Assets (Net)	32(d)	28,876.36	25,831.49
		141,897.43	152,143.09
Current Assets			
Inventories	8	35,718.77	33,582.14
Financial Assets			
(i) Trade Receivables	9	22,467.81	11,708.43
(ii) Cash and Cash Equivalents	10	72,406.64	29,657.29
(iii) Bank Balances [other than (ii) above]	11	3,064.63	57,106.21
(iv) Loans	12	10,731.91	692.72
(v) Others	13	701.16	508.74
Other Current Assets	14	3,194.79	4,002.86
		148,285.71	137,258.39
Total Assets		290,183.14	289,401.48
EQUITY AND LIABILITIES			
Equity			
Equity Share Capital	15	2,719.86	2,719.86
Other Equity	16	170,747.90	113,866.44
Total Equity		173,467.76	116,586.30
Liabilities			
Non-current liabilities			
Financial Liabilities			
(i) Lease liabilities	17	6,901.41	7,735.57
(ii) Other Financial Liabilities	18	123.70	124.03
Provisions	19	1,398.25	3,113.13
Other Non-Current Liabilities	21	45.12	47.34
		8,468.48	11,020.07
Current liabilities			
Financial Liabilities			
(i) Lease liabilities	17	1,403.95	1,381.98
(ii) Trade Payables	22		
- Total outstanding dues of micro enterprises and small enterprises		1,556.30	1,187.40
- Total outstanding dues of creditors other than micro enterprises and small enterprises		75,583.15	74,856.60
(iii) Other Financial Liabilities	23	3,519.28	58,111.82
Other Current Liabilities	24	12,266.67	13,069.07
Provisions	25	8,401.83	8,104.83
Current Tax Liabilities (Net)	32(e)	5,515.72	5,083.41
		108,246.90	161,795.11
Total Liabilities		116,715.38	172,815.18
Total Equity and Liabilities		290,183.14	289,401.48
Significant accounting policies	1B		
The accompanying notes are an integral part of these financial statements.			

Table 1.4

Statement of cash flow

- Colgate-Palmolive annual/quarterly free cash flow history and growth rate from 2010 to 2023. Freecash flow can be defined as a measure of financial performance calculated as operating cash flow minus capital expenditures.
- Colgate-Palmolive free cash flow for the quarter ending September 30, 2023 was 2,101.00, a year-over-year.
- Colgate-Palmolive annual free cash flow for 2022 was \$1.907B, a 30.86% decline from 2021.
- Colgate-Palmolive annual free cash flow for 2021 was \$2.758B, a 16.65% decline from 2020

Colgate-Palmolive Annual Free Cash Flow

2022	1,907.00
2021	2,758.00
2020	3,309.00
2019	2,798.00
2018	2,620.00
2017	2,545.00
2016	2,608.00
2015	2,267.00
2014	2,565.00
2013	2,549.00
2012	2,703.00

Table 1.5

Financial ratios

Liquidity ratios

A liquidity ratio is a financial ratio that measures a company's ability to pay its short-term debts

1. Current ratio

The current ratio, also known as the working capital ratio, measures the capability of a business to meet its short-term obligations that are due within a year. The ratio considers the weight of total current assets versus total current liabilities. $\text{Current assets} \div \text{current liabilities}$

Date	Current Assets	Current Liabilities	Current Ratio
9/30/2023	\$5.36B	\$4.60B	1.16
6/30/2023	\$5.44B	\$4.63B	1.17
3/31/2023	\$5.47B	\$4.44B	1.23
12/31/2022	\$5.11B	\$4.00B	1.28
9/30/2022	\$5.28B	\$4.49B	1.18
6/30/2022	\$5.16B	\$4.40B	1.17
3/31/2022	\$4.99B	\$4.57B	1.09
12/31/2021	\$4.40B	\$4.05B	1.09
9/30/2021	\$4.67B	\$4.28B	1.09
6/30/2021	\$4.65B	\$4.20B	1.11
3/31/2021	\$4.56B	\$4.54B	1.01
12/31/2020	\$4.34B	\$4.40B	0.99
9/30/2020	\$4.37B	\$4.48B	0.98
6/30/2020	\$4.21B	\$4.58B	0.92
		\$4.44B	0.96

Table 1.6

Quick ratio

Quick ratio = (current assets - inventory) ÷ current liabilities

The quick ratio measures a company's capacity to pay its current liabilities without needing to sell its inventory or

obtain additional financing. The quick ratio is considered a more conservative measure than the current ratio, which

includes all current assets as coverage for current liabilities

$$2023 = (3.36 \text{ billion}) \div 4.4 \text{ billion} = 0.76$$

Colgate-Palmolive Quick Ratio Historical Data

Date	Current Assets - inventory	Current Liabilities	Quick Ratio
9/30/2023	\$3.43B	\$4.60B	0.74
6/30/2023	\$3.40B	\$4.63B	0.73
3/31/2023	\$3.36B	\$4.44B	0.76
12/31/2022	\$3.04B	\$4.00B	0.76
9/30/2022	\$3.21B	\$4.49B	0.71
6/30/2022	\$3.15B	\$4.40B	0.72
3/31/2022	\$3.07B	\$4.57B	0.67
12/31/2021	\$2.71B	\$4.05B	0.67
9/30/2021	\$3.00B	\$4.28B	0.7
6/30/2021	\$2.95B	\$4.20B	0.7
3/31/2021	\$2.89B	\$4.54B	0.64
9/30/2021	\$3.00B	\$4.28B	0.7
6/30/2021	\$9.58B	\$4.20B	0.7
3/31/2021	\$2.89B	\$4.54B	0.64
12/31/2020	\$2.67B	\$4.40B	0.61

Table 1.7

Profitability ratio

Profitability ratios are a type of accounting ratio that helps in determining the financial performance of business at the end of an accounting period. Profitability ratios show how well a company is able to make profits from its operations.

1. Return on assets (ROA)

Return on Assets (ROA) is a financial ratio that measures a company's ability to generate profit from its assets. It is calculated by dividing the net income of a company by its average total assets. ROA provides insight into how efficiently a company is using its assets to generate earnings. A higher ROA indicates better efficiency in utilizing assets to generate profits. It is expressed as a percentage.

2. Return on equity (ROE)

Return on Equity (ROE) is like asking: "For every dollar you've invested in a company, how many more dollars has that company made in profit?" It shows how well a company uses its owners' money to generate earnings. Higher ROE often means the company is doing a good job of turning investments into profits.

1.Return on assets(ROA)

ROA = Net profit ÷ Average total assets 2023

= 1.59 billion ÷ 16.04 billion = 9.89 %

Colgate-Palmolive Quick Ratio Historical Data

Table 1.8

Date	TTM Net Income	Total Assets	Return on Assets
2023-09-30	\$1.59B	\$16.04B	9.98%
2023-06-30	\$1.50B	\$16.23B	9.30%
2023-03-31	\$1.60B	\$16.17B	10.00%
2022-12-31	\$1.79B	\$15.73B	11.25%
2022-09-30	\$1.93B	\$16.29B	12.29%
2022-06-30	\$2.94B	\$15.71B	12.47%
2022-03-31	\$2.04B	\$15.72B	13.05%
2021-12-31	\$2.17B	\$15.04B	13.81%
2021-09-30	\$2.67B	\$15.88B	16.76%
2021-06-30	\$2.73B	\$16.00B	17.28%
2021-03-31	\$2.66B	\$15.80B	17.08%

2. Return on equity(ROE)

ROE = Net profit ÷ Average share holder
equity 2023 = 1.59 billion ÷ 0.41 billion =
325.20 %

Date	TTM Net Income	Shareholder's Equity	Return on Equity
2023-09-30	\$1.59B	\$0.41B	325.20%
2023-06-30	\$1.50B	\$0.32B	230.40%
2023-03-31	\$1.60B	\$0.43B	224.91%
2022-12-31	\$1.79B	\$0.81B	227.03%
2022-09-30	\$1.93B	\$1.05B	232.99%
2022-06-30	\$2.94B	\$0.56B	236.78%
2022-03-31	\$2.04B	\$0.73B	227.87%
2021-12-31	\$2.17B	\$0.97B	245.93%
2021-09-30	\$2.67B	\$1.03B	291.81%
2021-06-30	\$2.73B	\$0.89B	295.11%
2021-03-31	\$2.66B	\$0.66B	298.23%

Table 1.9

Turn over ratios**Inventory turn over ratio**

Inventory turn over = Cost of goods sold ÷ average

inventory 2022 = 7.719 billion ÷ 1.883 billion = 4.1x

Fiscal Year	Cost of Goods Sold	Average Inventory	Inventory Turnover
2018-12-31	6.282 B	1.236 B	5.1x
2019-12-31	6.357 B	1.325 B	4.8x
2020-12-31	6.454 B	1.536 B	4.2x
2021-12-31	7.046 B	1.683 B	4.2x
2022-12-31	7.719 B	1.883 B	4.1x

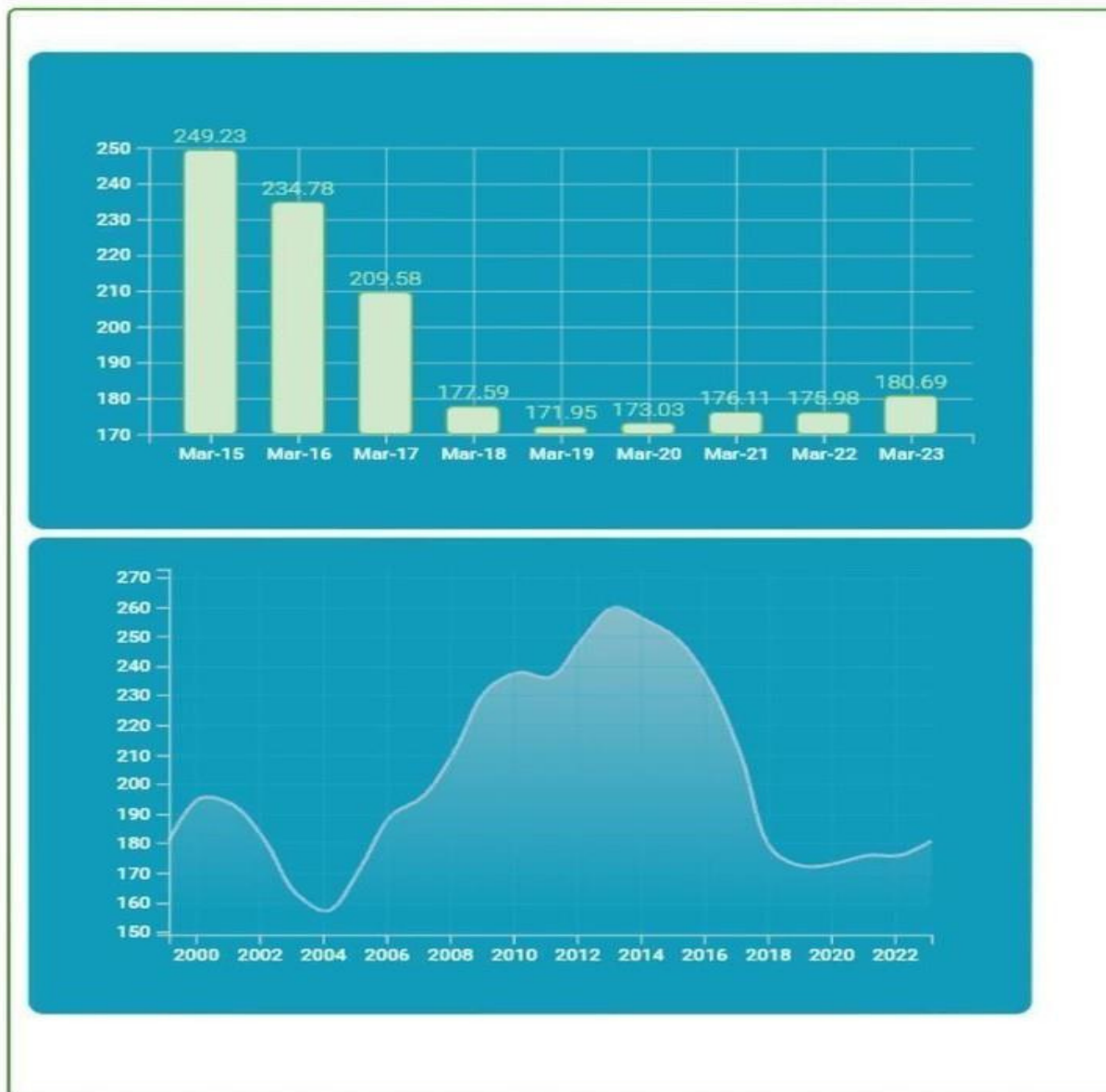
Table 2.0

Asset turnover ratio

$\text{Asset turnover} = \text{revenue} \div \text{average total assets}$

FIG 2.1

FY Chart of Asset Turnover of Colgate Palmolive (India) Ltd.



Market analysis

1. Market Share: Colgate has historically held a significant share in the global oral care market.
2. Revenue and Financials: Analyzing the company's financial reports provides insights into its performance, revenue growth, and profitability.
3. Competitive Landscape: Colgate faces competition from other major consumer goods companies in the oral care sector.
4. Innovation: Examining Colgate's product innovations and developments is crucial for understanding its competitiveness.
5. Global Presence: Colgate operates in various countries, and market analysis considers its performance in different regions.
6. Consumer Trends: Understanding shifts in consumer preferences and trends in oral care helps evaluate Colgate's market positioning.
7. Regulatory Environment: Compliance with regulations and any changes in the regulatory landscape can impact the company.
8. Sustainability Practices: Consumers increasingly value sustainable practices, and Colgate's efforts in this area can influence market perception.

Market trends , competition and potential growth Opportunities

Market Trends

1. Evolving Consumer Preferences: Health and wellness trends impact the oral care industry, with consumers seeking natural and sustainable products.
2. Technological Advancements: Innovations such as smart toothbrushes and advancements in dental care technology influence market trends.
3. E-commerce Growth: Increasing online sales and digital presence are notable trends in the consumer goods sector, including oral care.

Competition:

1. Global Competitors: Colgate competes with multinational companies like Procter & Gamble
2. (P&G), Johnson & Johnson, and Unilever in the oral care market.
Local Competitors: Region-specific competitors may vary, and Colgate's position can be influenced by local brands in different markets.

Potential Growth Opportunities:

1. Emerging Markets: Expansion into untapped or emerging markets provides growth opportunities for Colgate.
2. Product Diversification: Beyond traditional oral care, exploring new product categories or expanding into related health and wellness segments.
3. Digital Transformation: Leveraging digital platforms for marketing, sales, and customer engagement can enhance growth prospects
4. Sustainability Initiatives: Meeting the demand for sustainable and eco-friendly products can attract environmentally conscious consumers

Chapter-3

Management and leadership

Leadership team and their qualifications



Noel R. Wallace

Chief Executive Officer of Colgate-Palmolive.

As of my last knowledge update in January 2022, Noel R. Wallace was the President and Chief Executive Officer of Colgate-Palmolive. However, please note that executive positions at companies can change, and it's always a good idea to check the latest and most accurate information.

Noel R. Wallace has had a long career with Colgate-Palmolive. Before becoming CEO, he served in various leadership roles within the company, gaining extensive experience in the consumer goods industry.

For the most current information about Noel R. Wallace and his role at Colgate-Palmolive, I recommend checking the latest reports from reliable business news sources, the company's official website, or press releases.



Jennifer M. Daniels

Chief legal officer of Colgate-
Palmolive

As of my last knowledge update in January 2022, I don't have specific information about an individual named Jennifer M. Daniels. It's possible that there are multiple individuals with that name, and without additional context or details, it's challenging to provide specific information about a particular person.

If Jennifer M. Daniels is a public figure, executive, or professional, and you are looking for the most recent and accurate information about her, I recommend checking reliable sources such as the person's LinkedIn profile, corporate biographies, official websites, or recent news articles.

If Jennifer M. Daniels is a private individual, please note that I don't have access to personal information about private individuals unless they are public figures. Always respect privacy and adhere to ethical standards when seeking information about private individuals.



Stanley J. Sutula

Chief financial officer of Colgate-
Palmolive

As of my last knowledge update in January 2022, I don't have specific information about Stanley J. Sutula serving as the Chief Financial Officer (CFO) of Colgate-Palmolive. Leadership positions at companies can change, and it's important to verify the latest information from reliable sources.

If Stanley J. Sutula is currently the CFO of Colgate-Palmolive, you may find this information on the company's official website, in their financial reports, or in recent press releases. Additionally, business news sources and financial publications often provide updates on executive appointments and changes.

For the most accurate and up-to-date information on Stanley J. Sutula's role as the CFO of Colgate-Palmolive, I recommend checking the latest reports from official company sources or reputable business news outlets.



David Foster
chief information officer colgate

As of my last knowledge update in January 2022, I don't have specific information about David Foster serving as the Chief Information Officer (CIO) of Colgate-Palmolive. Leadership positions at companies can change, and it's important to verify the latest information from reliable sources.

If David Foster is currently the CIO of Colgate-Palmolive, you may find this information on the company's official website, in their corporate announcements, or in recent press releases. Additionally, business news sources and industry publications often provide updates on executive appointments and changes.

For the most accurate and up-to-date information on David Foster's role as the CIO of Colgate-Palmolive, I recommend checking the latest reports from official company sources or reputable business news outlets.



Palau Davis
chief communication
officer colgate

As of my last knowledge update in January 2022, I don't have specific information about Palau Davis serving as the Chief Communication Officer at Colgate-Palmolive. Leadership positions at companies can change, and it's important to verify the latest information from reliable sources.

If Palau Davis is currently the Chief Communication Officer at Colgate-Palmolive, you may find this information on the company's official website, in their corporate announcements, or in recent press releases. Additionally, business news sources and industry publications often provide updates on executive appointments and changes.

For the most accurate and up-to-date information on Palau Davis's role as the Chief Communication Officer at Colgate-Palmolive, I recommend checking the latest reports from official company sources or reputable business news outlets.

Corporate governance and decisions making process

Colgate-Palmolive, like many large corporations, follows a corporate governance framework to ensure effective decision-making and accountability. Some key aspects of Colgate's corporate governance and decision-making process include:

- **Board of Directors:** The Board is responsible for overseeing the company's management and representing shareholders' interests. It typically includes a mix of independent and executive directors.
- **Committees:** Colgate's Board often has committees, such as the Audit Committee and Compensation Committee, to focus on specific areas like financial reporting and executive compensation.
- **Shareholder Engagement:** Regular communication with shareholders helps Colgate understand their concerns and priorities, ensuring alignment between company decisions and shareholder expectations.
- **Ethical Standards:** Colgate emphasizes ethical behavior and compliance with laws and regulations. This commitment is reflected in its Code of Conduct, which guides employees in making ethical decisions.
- **Decision-Making Process:** Colgate likely follows a structured decision-making process, involving analysis, evaluation, and input from relevant stakeholders. This process helps ensure that decisions align with the company's strategic goals
- **Risk Management:** The company likely has a robust risk management framework to identify, assess, and mitigate risks that could impact its business. This involves regular risk assessments and proactive measures to address potential challenges

Chapter-4

SWOT Analysis



A SWOT analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a business, project, or individual. It involves identifying the internal and external factors that can affect a venture's success or failure and analyzing them to develop a strategic plan. In this article, we do a SWOT Analysis of Colgate-Palmolive.

Strengths:

- 1. Brand Recognition:** Colgate is a globally recognized brand with a strong reputation in oral care.
- 2. Product Diversification:** The company offers a wide range of products beyond toothpaste, including soaps, detergents, and pet nutrition.
- 3. Global Presence:** Colgate operates in numerous countries, giving it a broad market reach.
- 4. Research and Development:** Continuous innovation in product development and technology enhances competitiveness.

Weaknesses:

- 1. Dependence on Oral Care:** Colgate's heavy reliance on oral care products makes it vulnerable to shifts in consumer preferences.
- 2. Regional Variability:** Economic and market conditions in different regions may impact the company's performance.
- 3. Intense Competition:** Facing competition from both established and new players in the consumer goods industry.

Opportunities:

- 1. Emerging Markets:** Growth opportunities exist in untapped markets and regions with rising consumer incomes.
- 2. Health and Wellness Trends:** Increasing focus on health and wellness presents opportunities for Colgate to expand its product lines.
- 3. E-commerce Growth:** The rise of online shopping provides a platform for increased sales and market reach.
- 4. Acquisitions:** Strategic acquisitions can enhance Colgate's portfolio and market share.

Threats:

- 1. Intense Competitive Pressure:** Rivalry in the consumer goods sector poses a threat to market share and pricing.
- 2. Regulatory Changes:** Adherence to varying regulations in different regions may impact operations.
- 3. Currency Fluctuations:** Exchange rate volatility can affect profits, especially in international markets.
- 4. Consumer Trends:** Shifting consumer preferences towards natural or organic products could impact sales of traditional oral care products.

Chapter 5

Summary of findings, suggestions and conclusion.

Key findings of the analysis

1 Financial Performance:

- Examine revenue trends over the past few years.
- Assess profitability margins, such as gross profit and net income.
- Analyze cash flow patterns and liquidity ratios.

2. Market Position:

- Evaluate market share and competitive positioning.
- Investigate growth strategies and market expansion initiatives.
- Look into brand recognition and customer loyalty.

3. Product Portfolio:

- Assess the diversity and performance of product lines.
- Explore innovations and new product launches.
- Consider how well products align with market trends.

4. Global Presence:

- Analyze the geographical distribution of sales.
- Evaluate currency risks and exposure to international markets.
- Investigate strategies for managing global operations.

5. Sustainability and Social Responsibility:

- Examine environmental and social responsibility initiatives.
- Assess the company's commitment to sustainability.
 - Investigate corporate social responsibility practices.

6. Competitive Landscape:

- Identify major competitors and their market share.
- Compare Colgate's strengths and weaknesses against rivals.
- Evaluate potential threats and opportunities in the industry.

7. Supply Chain and Operations

- Analyze efficiency in the supply chain and manufacturing processes.
- Assess risk management strategies for supply chain disruptions.
- Consider any recent changes or improvements in operations.

8. Regulatory and Compliance:

- Investigate adherence to industry regulations.
- Assess the impact of regulatory changes on the business.
- Look into any legal challenges or compliance issues.

9. Technology and Innovation:

- Examine investments in research and development.
- Assess technological advancements and innovations.
- Consider how technology contributes to competitive advantages.

10. Management and Corporate Governance:

- Evaluate the leadership team's experience and track record.
- Assess corporate governance practices.
- Investigate executive compensation and incentive structures.

Recommendation for enhancing its performance and competitiveness

1. Innovative Product Development:

- Increase investment in research and development for innovative and differentiated products.
- Establish a dedicated innovation team to identify market trends and consumer needs.

2. Digital Transformation and E-commerce:

- Accelerate digital transformation initiatives to enhance online presence and customer engagement.
- Develop and optimize e-commerce platforms to capture a larger share of online consumer transactions.

3. Supply Chain Optimization:

- Implement advanced technologies like block chain and AI for real-time visibility and efficiency in the supply chain.
- Diversify suppliers to mitigate risks and ensure a resilient supply chain.

4.Sustainability Integration:

- Integrate sustainability into all aspects of the business, from sourcing to production and packaging.
- Communicate sustainability efforts transparently to align with environmentally conscious consumer expectations.

5.Global Expansion and Localization:

- Conduct thorough market research to identify growth opportunities in emerging markets.
- Tailor products and marketing strategies to meet local preferences and cultural nuances.

6. Customer-Centric Strategies:

- Enhance customer experience by implementing personalized marketing and loyalty programs.
- Leverage data analytics to understand customer behavior and preferences.

5. Strategic Partnerships and Collaborations:

- Forge strategic partnerships with retailers, distributors, and other industry players to expand market reach.
- Collaborate with technology companies for innovative solutions and market insights.

6. Employee Training and Development:

- Invest in continuous training programs to develop a skilled and adaptable workforce.
- Foster a culture of creativity and entrepreneurship to drive internal innovation.

7. Brand Positioning and Marketing:

- Conduct a comprehensive brand audit and refresh the brand positioning if needed.
- Implement targeted marketing campaigns to reinforce brand loyalty and attract new customers.

8. Risk Management and Compliance:

- Develop a robust risk management strategy to mitigate potential disruptions.
- Stay abreast of changes in regulations and proactively ensure compliance.

Overall out look of the company

In conclusion, Colgate-Palmolive demonstrates a strong foundation but can further enhance its position through strategic initiatives. The company's commitment to innovation, sustainability, and digital transformation positions it well for future growth. With a focus on product diversification, supply chain resilience, and targeted global expansion, Colgate can navigate market challenges and capitalize on emerging opportunities. Strengthening customer-centric approaches, strategic partnerships, and employee development will contribute to sustained competitiveness. Overall, a holistic approach that combines operational efficiency, innovation, and market responsiveness will empower Colgate to thrive in an evolving business landscape.

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