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THE SUCCESSFUL EXPERIENCE OF PROCTER AND GAMBLE COMPANY ON INTERNATIONAL MARKET

Products that are sold quickly, in large quantities at relatively low cost are called Fast Moving Consumer Goods (FMCG). The absolute profit made on FMCG products is relatively small, but the cumulative profit on such products can be large.

Procter and Gamble is American global corporation that manufactures a wide range of frequently purchased consumer goods. It is one of the best known example of FMCG companies.

For almost 200 hundred years from humble but bold new enterprise company has grown up into the thriving and international global corporation.

Procter and Gamble is an international company reaching out to almost the entire world population with about 300 brands in 140 countries, including numerous manufacturing sites and research. It also has developed technical centers. Many of its world brands have become famous household names and are found in almost every home.

Procter and Gamble's dominance in many categories of consumer products makes its brand management decisions worthy of study. Firstly, they understand their consumer deeply, all his interests and needs and the way how these interests and needs can be changed with the time and environment. Secondly, they use of advanced global manufactures. Procter and Gamble are successful in this field because they use the advantages of the basic technological stage and adapt it to the conditions of the particular country. Thirdly , people who work for this company. They are able not only to suggest the ideas, but to promote them through the borders and adapt them in a wide range of the countries.

In this way Procter and Gamble Company value not only the production quality, but the quality of work. That's why they attract and recruit the finest people all over the world. The company is based on some basic values. They are: leadership, ownership, integrity, passion for winning, trust. At the same time they have some definite principles. But they pay a lot of attention on the innovations, because it helps to raise the profit and to develop the business.

Now Procter and Gamble Company has become inevitable for the Ukrainian market. It is one of the main strategic investor to the economy of our country.

Also Procter and Gamble is committed to focusing on charitable contributions and sustainability efforts on improving life for children in need, ages 0-13, through their corporate programmes, Procter and Gamble Live, Learn and Thrive.