Overview

Industry Overviews:
- Hoover's Online
- Business Insights
- Value Line

Analysts Reports:
- Value Line
- S&P NetAdvantage
- S&P Industry Surveys
- SWOT Analysis on Business Source Complete

Ratios:
- D&B Industry Norms
- RMA Annual Statement Studies
- Troy's Almanac

10-Ks:
- Hoover's Online
- Lexis-Nexis
- Thomson One Banker

Business Articles:
- ABI/INFORM
- Business Source Complete
P&G focuses on five core strengths required to win in the consumer products industry. We are designed to lead in each of these areas.

- **Consumer Understanding**
  Uncovers the unarticulated needs of consumers

- **Scale**
  Drives efficiency and consumer value

- **Innovation**
  Translates consumer desires into new products

- **Go-to-Market Capabilities**
  Reaches retailers and consumers at the right place and time

- **Brand-Building**
  P&G brands are among the world’s best known household names.

Sample Company: Procter & Gamble

Credit: www.pg.com
First, find your industry code

- SIC = Standard Industrial Classification Code.
- NAICS = North American Industry Classification System.
- U.S. Bureau of the Census assigns.
- Each industry gets unique number.
- Purpose: government statistics & demographics.
- Researchers use it like a “street address.”
- Sample NAICS code: 325611 = Soap & Other Detergent Manufacturing. This is the primary industry of Procter & Gamble.
- Sample SIC code: 2841 = Soap and Other Detergents.
Next, get your industry overview

- **Hoover’s Online**
- **Business Insights**
- **Value Line**

  - 1st stop is Hoover’s Online. We’ll cover it in depth & breeze thru the others.
Did 'Lafley bump' lift P&G stock to a gain in a down week? [BizJournals] (Wed May 29 00:00:00 UTC 2013)
Procter & Gamble Co.'s stock got a "Lafley bump" on Friday after the consumer products giant named former chief A.G. Lafley to replace the suddenly retired Bob McDonald as CEO late Thursday. But was it enough to give the shares a lift during a week when stocks fell? It was, and it swung P&G from a weekly loss to a healthy gain. P&G's stock rose 2.3 percent for the week, gaining $1.86 thanks solely to the
**Hoover’s Online**

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**The Procter & Gamble Company**
Cincinnati, OH United States • NYSE PG

This company is covered by Catherine Colbert. (bio)

<table>
<thead>
<tr>
<th>Company Index</th>
<th>My Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>About This Company</td>
<td>Financials</td>
</tr>
<tr>
<td>Industry Information</td>
<td>Competition</td>
</tr>
<tr>
<td>News &amp; Press</td>
<td>Stock Quote &amp; Chart</td>
</tr>
<tr>
<td>Products &amp; Operations</td>
<td>Financial Market Data</td>
</tr>
<tr>
<td></td>
<td>People &amp; Contacts</td>
</tr>
</tbody>
</table>

**SEC Filings**

From the US Securities and Exchange Commission’s Electronic Data Gathering, Analysis, and Retrieval system. Data refreshed hourly.

1 - 25 of 3,225 Results

- Annual Reports - 10K
- Annual Reports (Non-US) - 20F
Hoover’s Online

The Procter & Gamble Company
Cincinnati, OH United States • NYSE PG
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Company Index
- About This Company
- Financials
- Industry Information
- Historical Events
- News & Press
- Family Tree
- Products & Operations
- Earning Estimates

My Tools
- Competition
- Stock Quote & Chart
- Download Data
- Financial Market Data
- People & Contacts
- Receive Alerts
- More Tools

Industry Information
- Consumer Products Manufacturing
  - Personal Care Products Manufacturing (primary)
    - Cosmetics & Skin Care Products Manufacturing
    - Fragrance Manufacturing
    - Soap & Other Detergent Manufacturing
  - Business Services Sector
    - Building Services
    - Janitorial & Carpet Cleaning Services
  - Food Manufacturing
    - Pet Food Manufacturing
    - Snack Foods Manufacturing
  - Pharmaceutical Manufacturing
    - Over-the-Counter Medication Manufacturing
    - Vitamin, Nutritional Supplement & Other Health-Related Product Manufacturing

NAICS Codes
- 311111 Dog and Cat Food Manufacturing
- 311411 Frozen Fruit, Juice, and Vegetable Manufacturing
- 31191 Snack Food Manufacturing
- 311919 Other Snack Food Manufacturing
- 312111 Soft Drink Manufacturing
- 322291 Sanitary Paper Product Manufacturing
- 32541 Pharmaceutical and Medicine Manufacturing
- 325412 Pharmaceutical Preparation Manufacturing
- 32561 Soap and Cleaning Compound Manufacturing

*Denotes In-depth Industry Insight by Hoover’s Editorial Staff
Hoover’s Online

The Procter & Gamble Company
Cincinnati, OH United States • NYSE PG
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Company Index
About This Company • Financials • Industry Information • Stock Quote & Chart
News & Press • Family Tree • Financial Market Data
Products & Operations • Earning Estimates • People & Contacts

My Tools
Print Quick Report
Download Data
Receive Alerts
More Tools

Competitors
Select up to three competitors from the list below to compare them to The Procter & Gamble Company as well as Industry and Market medians. If no competitors are selected, the top three competitors will be used in the comparison.

<table>
<thead>
<tr>
<th>Company</th>
<th>Gross Revenue</th>
<th>Net Profit Margin</th>
<th>Net Operating Cash Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alticor</td>
<td>$10,900.00M</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Amway</td>
<td>$6.80M</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Avon</td>
<td>$10,717.10M</td>
<td>(0.78%)</td>
<td>$556.10M</td>
</tr>
<tr>
<td>Bath &amp; Body Works</td>
<td>$2,572.70M</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Baxter of California</td>
<td>$0.24M</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>BIC</td>
<td>$2,509.14M</td>
<td>13.86%</td>
<td>$400.02M</td>
</tr>
<tr>
<td>Body Shop</td>
<td>$649.80M</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Bristol-Myers Squibb</td>
<td>$17,621.00M</td>
<td>9.06%</td>
<td>$6,941.00M</td>
</tr>
<tr>
<td>Church &amp; Dwight</td>
<td>$2,921.90M</td>
<td>12.01%</td>
<td>$523.60M</td>
</tr>
<tr>
<td>Clorox</td>
<td>$5,468.00M</td>
<td>10.02%</td>
<td>$612.00M</td>
</tr>
<tr>
<td>Colgate-Palmolive</td>
<td>$17,085.00M</td>
<td>13.60%</td>
<td>$3,196.00M</td>
</tr>
</tbody>
</table>
## Procter and Gamble Co.

**URL:**
http://www.pg.com

**Email:**
sales@pg.com

### Ticker (Stock Exchange):
PG (NYSE)

<table>
<thead>
<tr>
<th>Key Information</th>
<th>Related Companies</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue:</td>
<td>L’Oréal S.A.</td>
<td>$27,184,500,000</td>
</tr>
<tr>
<td>Employees:</td>
<td>Kimberly-Clark Corp.</td>
<td>$21,063,000,000</td>
</tr>
<tr>
<td>Sales Per Employee:</td>
<td>Henkel AG and Company KGaA</td>
<td>$20,853,000,000</td>
</tr>
<tr>
<td>Year Founded:</td>
<td>Colgate-Palmolive Co.</td>
<td>$17,085,000,000</td>
</tr>
<tr>
<td></td>
<td>Reckitt Benckiser Group PLC</td>
<td>$14,720,700,000</td>
</tr>
</tbody>
</table>

### Industries
- Soap and Other Detergent Manufacturing (325611)
- Primary Industry
- Sanitary Paper Product Manufacturing (322291)
- Coffee and Tea Manufacturing (311920)
- Paper (except Newsprint) Mills (322121)
- Other Snack Food Manufacturing (311919)

### Business Description:
Procter and Gamble Co. was founded in 1837. The company is publicly traded on the New York Stock...
Soap and Other Detergent Manufacturing

Key Information
- Number of Companies: 207
- Employees: 348,013
- Annual Revenue: $159,293,280,000
- Sales Per Employee: $457,722
- NAICS: 325611

Top Companies

<table>
<thead>
<tr>
<th>Company</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter and Gamble Co.</td>
<td>$20,739,000,000</td>
</tr>
<tr>
<td>Colgate-Palmolive Co.</td>
<td>$17,085,000,000</td>
</tr>
<tr>
<td>Kao Corp.</td>
<td>$14,273,400,000</td>
</tr>
<tr>
<td>Sun Products Corp.</td>
<td>$11,401,000,000</td>
</tr>
<tr>
<td>Unilever United States Inc.</td>
<td>$8,000,000,000</td>
</tr>
</tbody>
</table>

Industry Essays

- **Toiletries and Cosmetics**
  - Encyclopedia of Global Industries, 2012
  - The toiletries industry manufactures the world's perfumes, cosmetics, shampoos, and related personal toilet preparations. The cosmetics and toiletries industry experienced difficult times during the early years of the ...

- **Anti-aging Products and Services**
  - Encyclopedia of Emerging Industries, 2012
  - Despite difficult economic conditions, demand for anti-aging products and services remained strong as the industry headed into 2012. By 2010 the number of Americans using anti-aging products and procedures totaled 90 ...

- **Perfumes, Cosmetics, and Other Toilet Preparations**
  - This category includes establishments primarily engaged in manufacturing perfumes, cosmetics, and other toilet preparations. Manufacturers of shampoos, shaving products, personal deodorants, hair preparations, and other ...

Related Content:
- Associations
- Journals
- Market Research
- Market Share Reports
- Rankings
- Recent News
### Procter & Gamble (NYSE: PG)

**Last Price** $85.64  
**Day Change** $0.25 (+0.29%)  
**Trailing P/E** 21.10  
**Relative P/E** 1.05  
**Dividend Yield** 3.03%  
**Target Price Range** $90.00 - 110.00

As of 4:02 PM Feb 11, 2015. Delayed at least 15 minutes.

**Industry Rank:** Household Products - 93 (of 97)

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**RANKS**

- **Safety:** 1  
  Upgraded on Jan 4, 2002
- **Timeliness:** 5  
  Downgraded on Nov 28, 2014

**Financial Strength Grade Rating**

<table>
<thead>
<tr>
<th>Peers</th>
<th>Industry - Household Products</th>
<th>Investment Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>B</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>C</td>
<td>C</td>
<td>C</td>
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</table>

Upgraded on Dec 17, 1983

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### Financials

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>Est. 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sales</td>
<td>83,680.00</td>
<td>84,167.00</td>
<td>83,052.00</td>
<td>--</td>
</tr>
<tr>
<td><em>Cash Flow</em> per share</td>
<td>5.20</td>
<td>5.33</td>
<td>5.67</td>
<td>--</td>
</tr>
<tr>
<td>Cash &amp; Marketable Securities</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Long-Term Debt</td>
<td>21,080.00</td>
<td>19,111.00</td>
<td>19,811.00</td>
<td>18,124.00</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>22.60</td>
<td>22.30</td>
<td>23.70</td>
<td>--</td>
</tr>
<tr>
<td>% Return on Shareholders' Equity</td>
<td>17.70</td>
<td>17.30</td>
<td>17.50</td>
<td>--</td>
</tr>
<tr>
<td>% Return on Total Capital</td>
<td>13.80</td>
<td>13.90</td>
<td>14.00</td>
<td>--</td>
</tr>
<tr>
<td>All Dividends to Net Profits</td>
<td>54.00</td>
<td>55.00</td>
<td>57.00</td>
<td>--</td>
</tr>
</tbody>
</table>
VENDOR supplied tutorials are available for all of these UNT Libraries-subscribed products. They are easy to find. Type the following into the Google.com search engine:

ProQuest guide to ABI/INFORM
EBSCO Support Tutorials
EBSCOhost Business Source Complete Tutorial
Hoovers Training Videos
Using Gale's Business Insights
Lexis Nexis Tutorials
Lexis Nexis Advance Support
JSTOR Tutorials
End of Part I

**Part II** will cover:

- Benchmark industry ratios
- Standard & Poor’s NetAdvantage
- Business Source Complete – SWOT Analysis
- Finding Form 10-K on Hoover’s Online & Lexis-Lexis Academic
- Typical items on a Form 10-K
- “Management’s Discussion,” Item 7 on the Form 10-K
- Using “Advanced Search” to find articles on companies:
  - ABI/INFORM
  - Business Source Complete