



Dakota Scurlock, Connor Ward, Brennan Richard

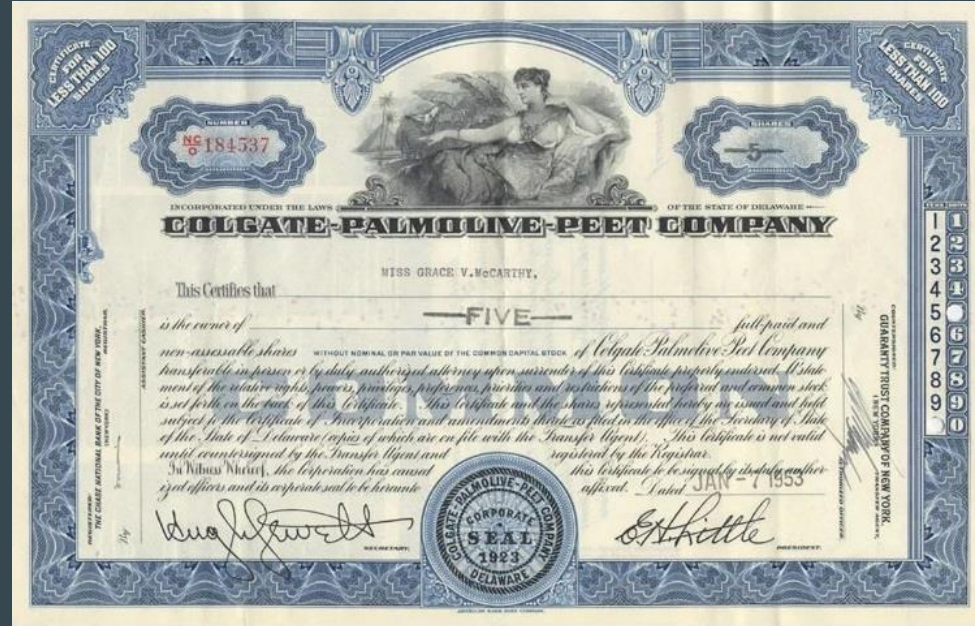
The Story of Colgate

- Founded in 1806; later incorporated in Delaware
- Started as starch, soap, and candle business
- 200 years of historical product development and acquisitions



The Story of Colgate

- 1908: Incorporated by Samuel Colgate's five sons
- 1928: Colgate merges with Palmolive-Peet to become Colgate-Palmolive-Peet Company



The Story of Colgate

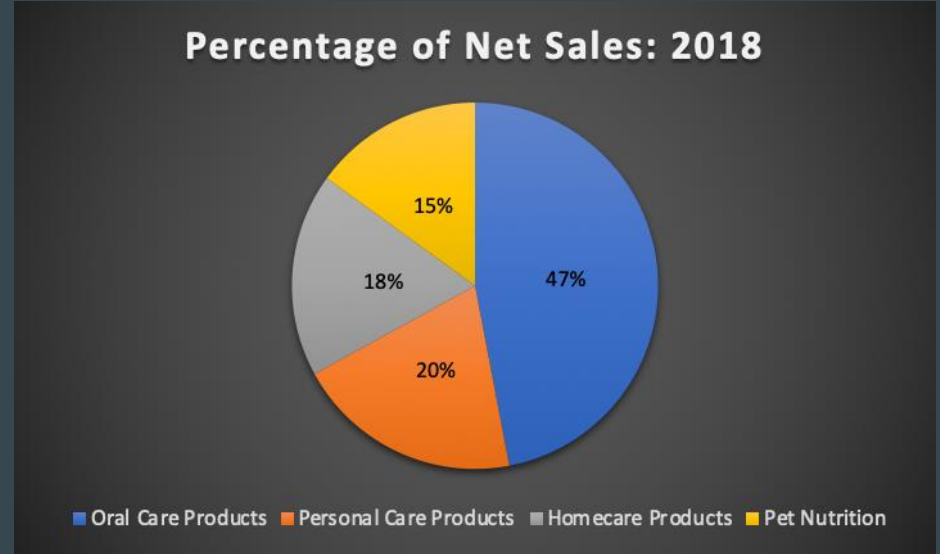
- 1930: March 13, listed on NYSE
- 1976: Colgate-Palmolive acquires Hill's Pet Nutrition.
- 1987: Colgate acquires Softsoap, liquid soap maker, from Minnetonka Corporation.



The Story of Colgate

Focuses on products for the general public, such as:

- Oral Care Products
- Personal Care Products
- Homecare Products
- Pet Nutrition



Our Available Products



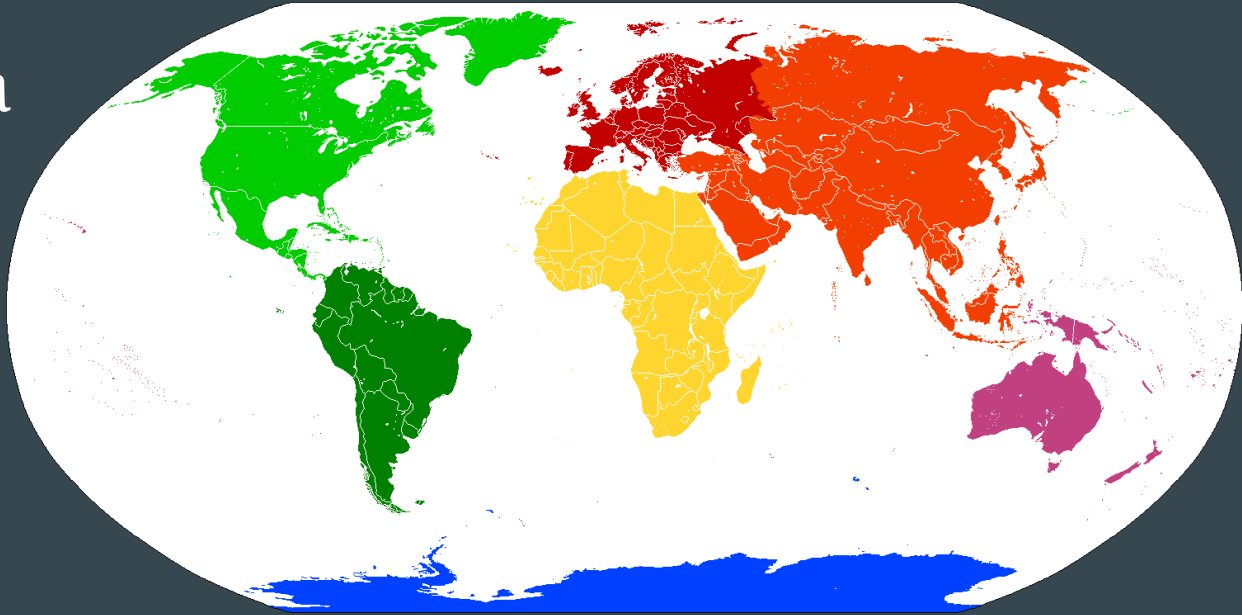
Who does Colgate sell to?

- Distributes products to various wholesalers such as Walmart and America's Supplier's

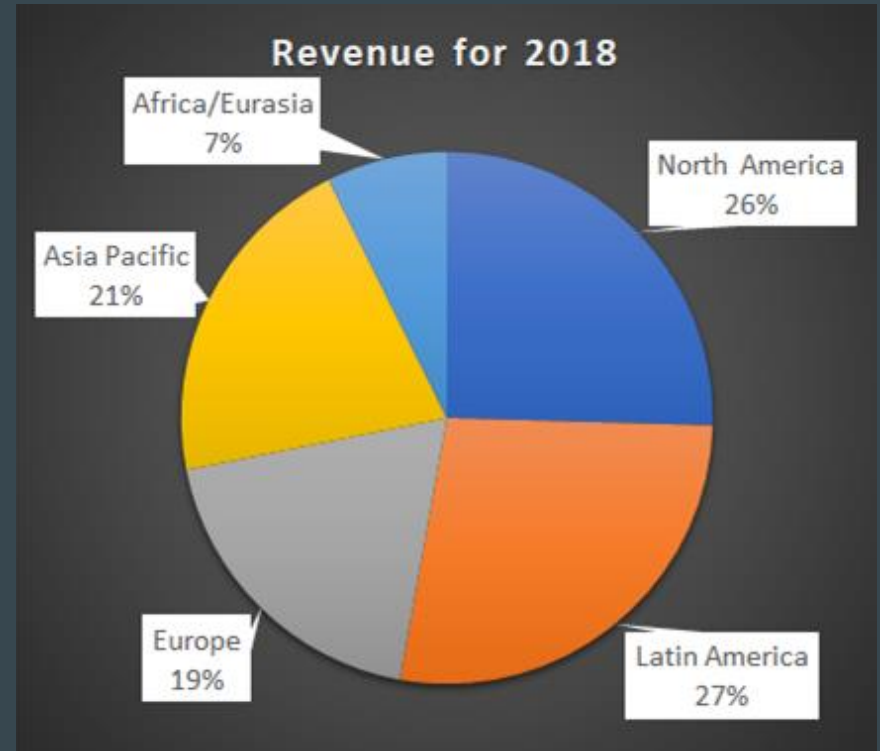
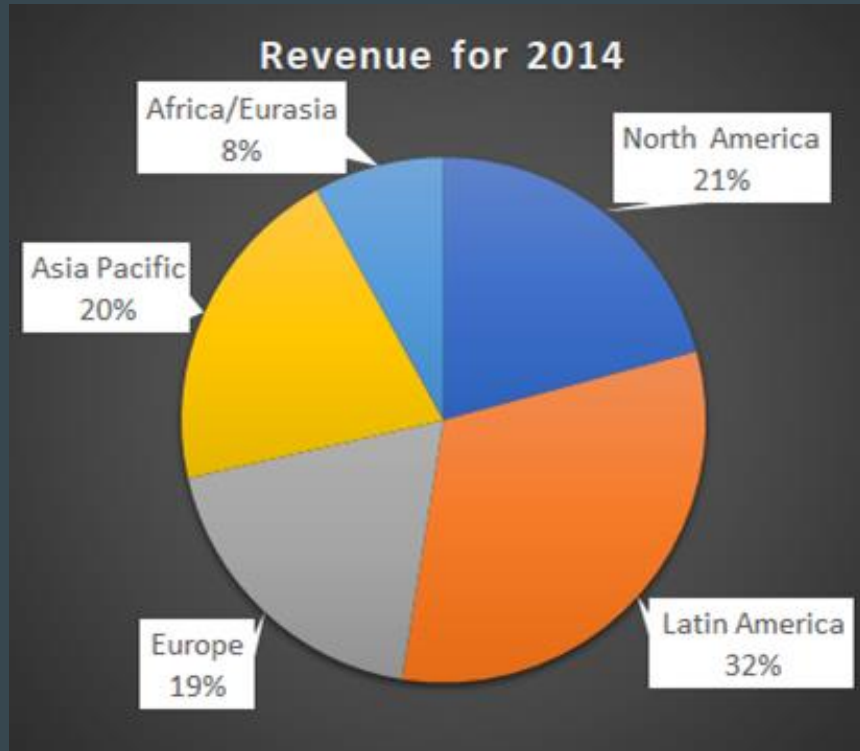


Colgate's Market Reach

- North America
- Latin America
- Europe
- Asia Pacific
- Africa/Eurasia



Revenue by Market Segment



Our Major Competitor - Procter & Gamble

Has the same
NAICS code of:
325611



Size of the Industry Participants

Colgate-Palmolive

3rd largest company with a market cap of \$56 billion

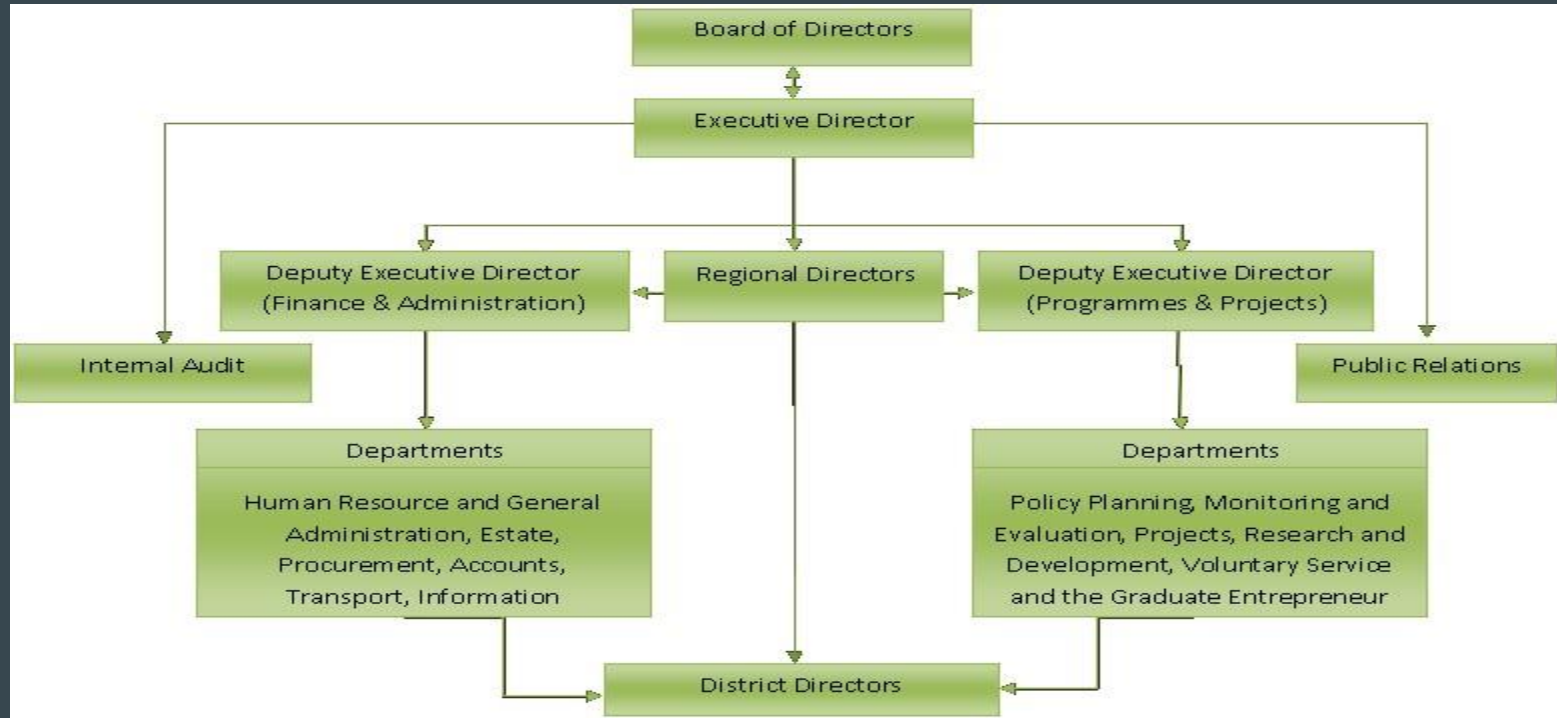
5th largest in revenue with \$15 billion

Procter & Gamble

Leads the industry with \$296 billion in market cap

Revenue of \$68 billion

Organizational Structure



Culture

- Managing with Respect Policy

Promotes collegial work environment

- Promoting Diversity

2019 Top 50 Employers (Reader's Choice)

2019 Top Companies for Executive Women (NAFE)

2019 Top 50 Companies for Diversity (Diversity Inc.)

Readers | choice



SWOT Analysis

Strengths

Brand Recognition

Significant Market Share

Significant Cash Reserves

Significant Social Media Engagement and
Commercial Media Presence

Weaknesses

Cannibalization

Redundant Product Lines

SWOT Analysis

Opportunities

External Innovation

Internal Innovation

Threats

Product Liability

New Competition

Environmental Issues

Increasing Distribution Costs

Foreign Currency Fluctuations

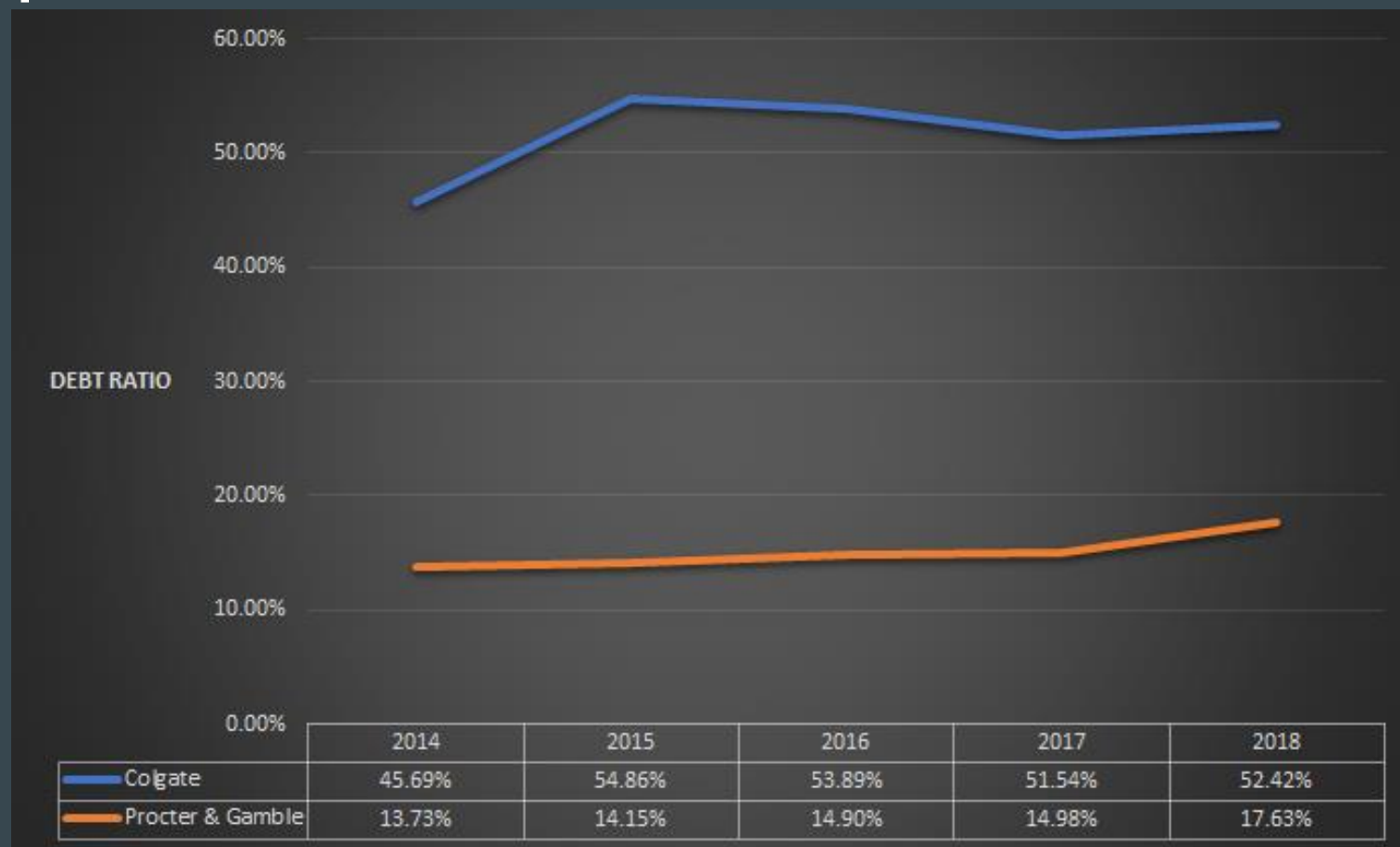
Intellectual Property Infringements

Comparison: Return on Equity

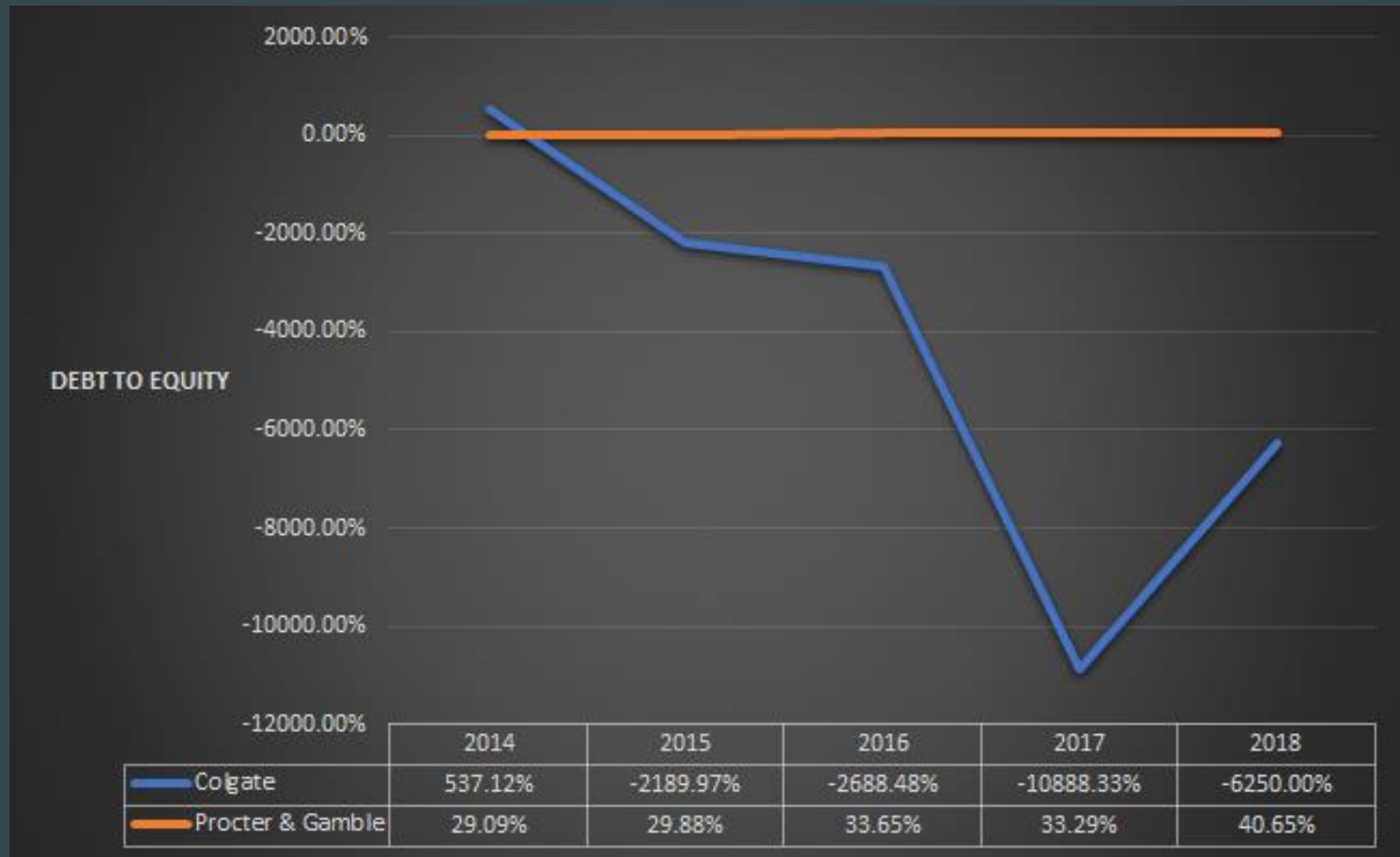


Debt ratios

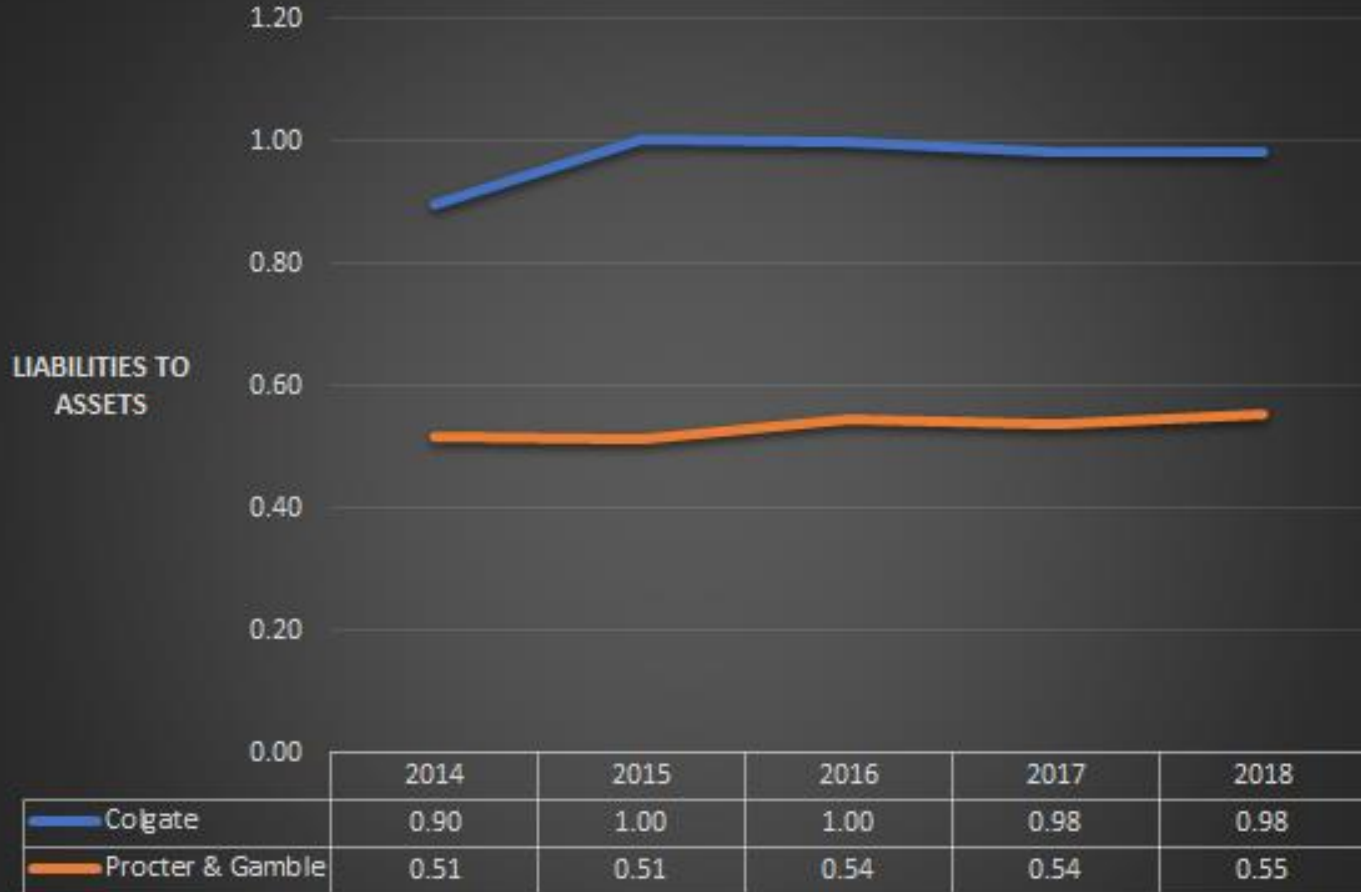
Comparison: Debt to Total Assets



Comparison: Debt to Equity



Comparison: Liabilities to Assets



Comparison: TIE Ratio



Colgate's Bond Rating

Issuer Credit Rating (Local Currency Long Term) : AA-

Issuer Credit Rating (Local Currency Short Term) : A-1+

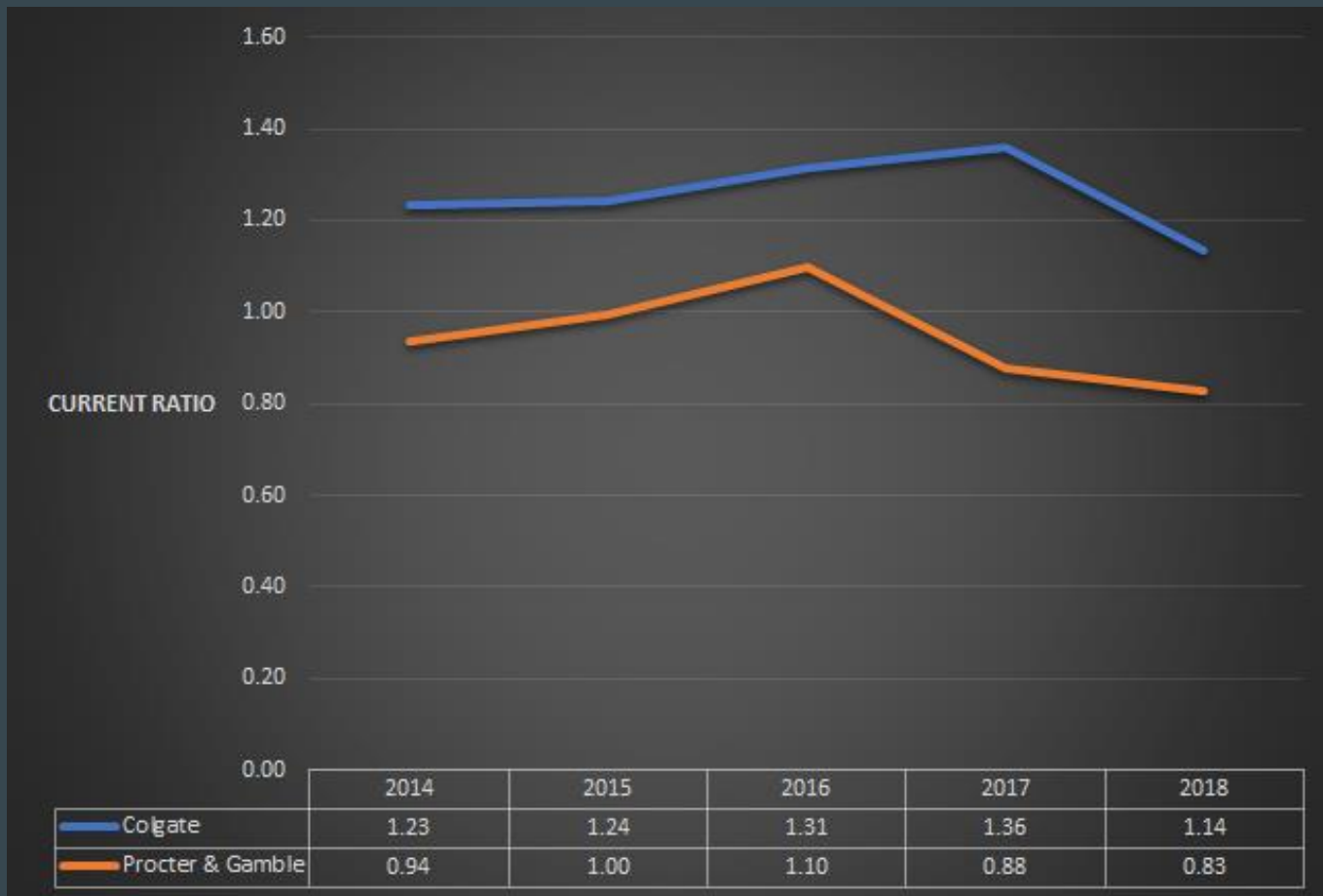
Issuer Credit Rating (Foreign Currency Long Term) : AA-

Issuer Credit Rating (Foreign Currency Short Term) : A-1+

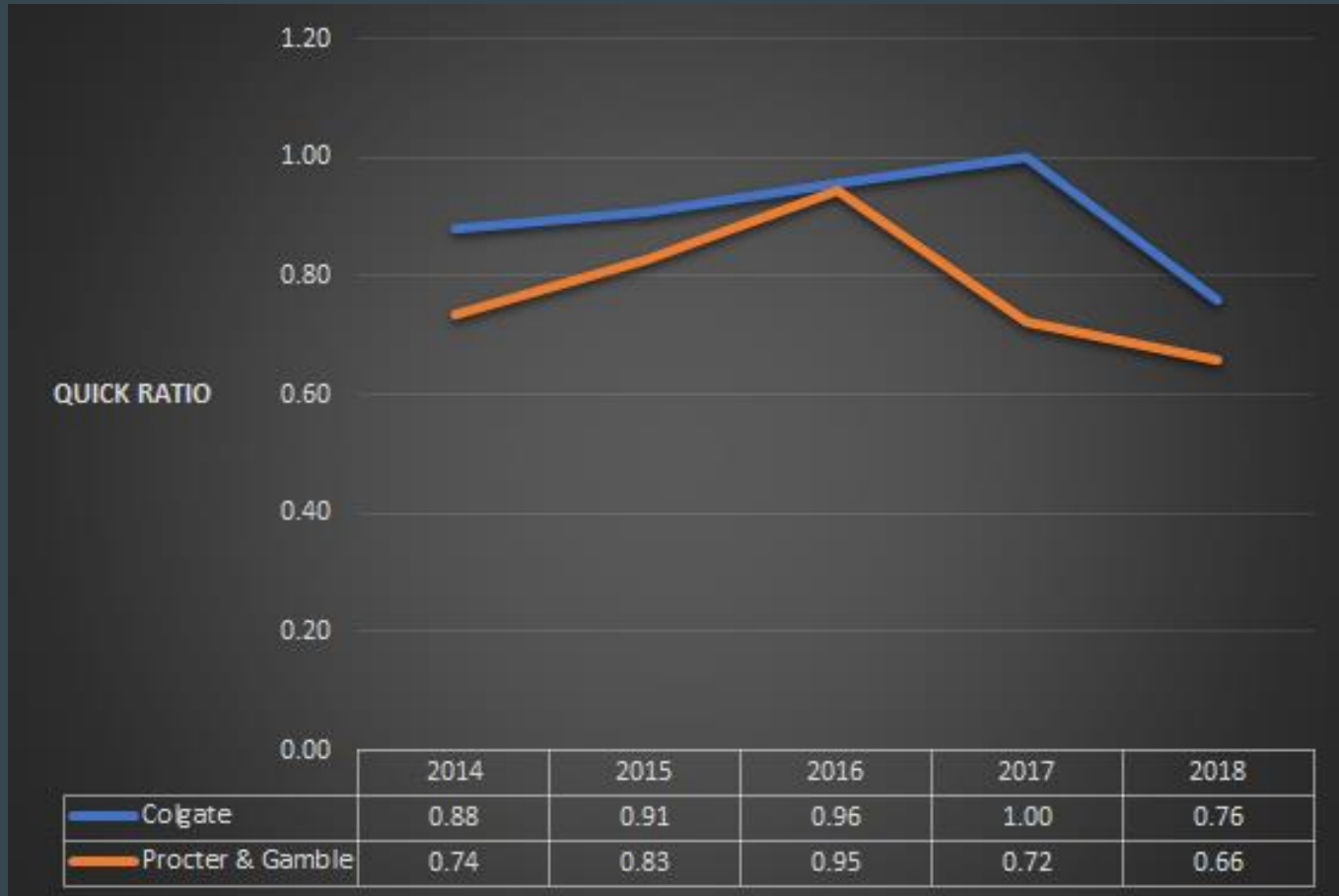
*As of October 17th, 2019

Liquidity

Comparison: Current Ratio



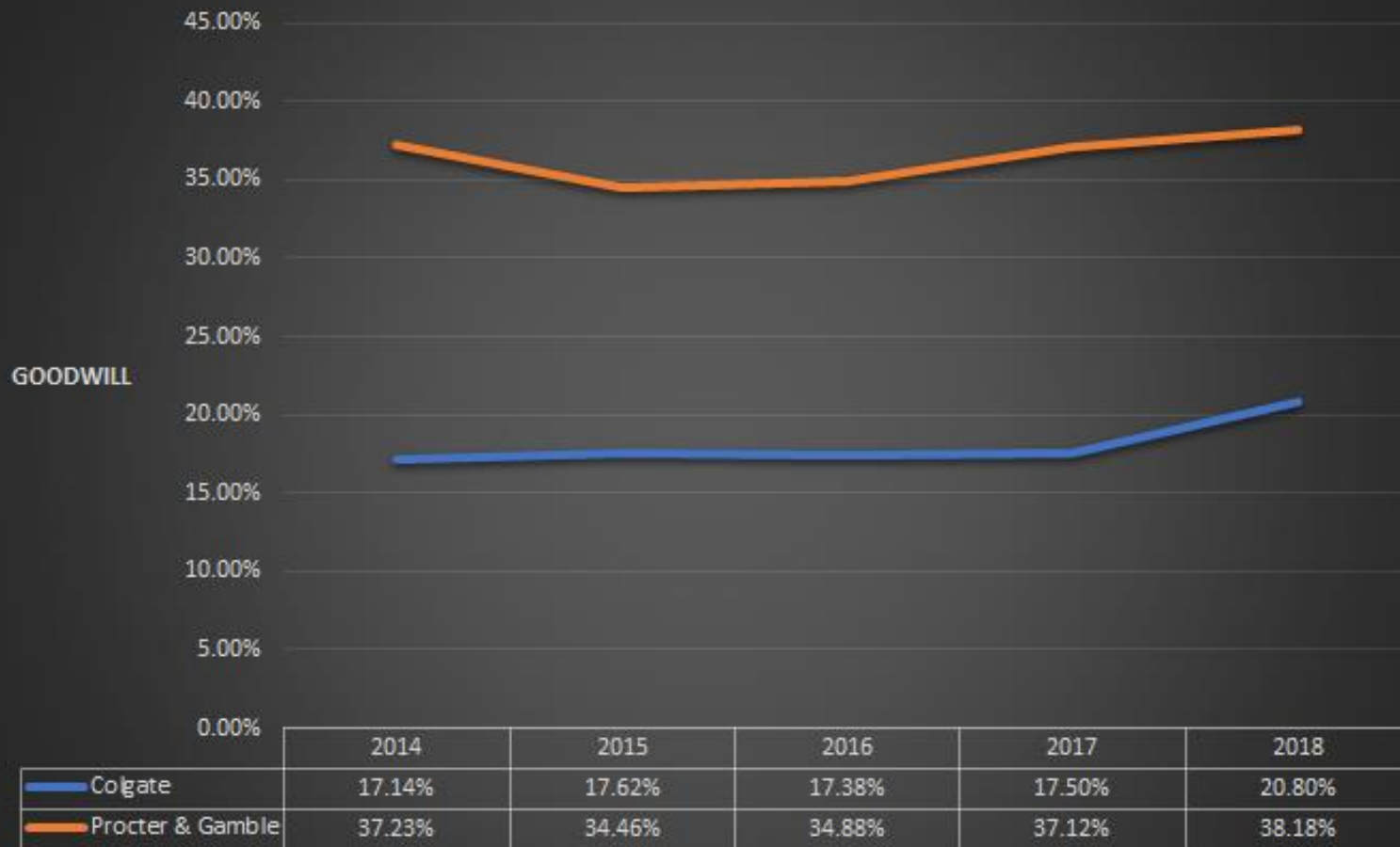
Comparison: Quick Ratio



Common Size Statement

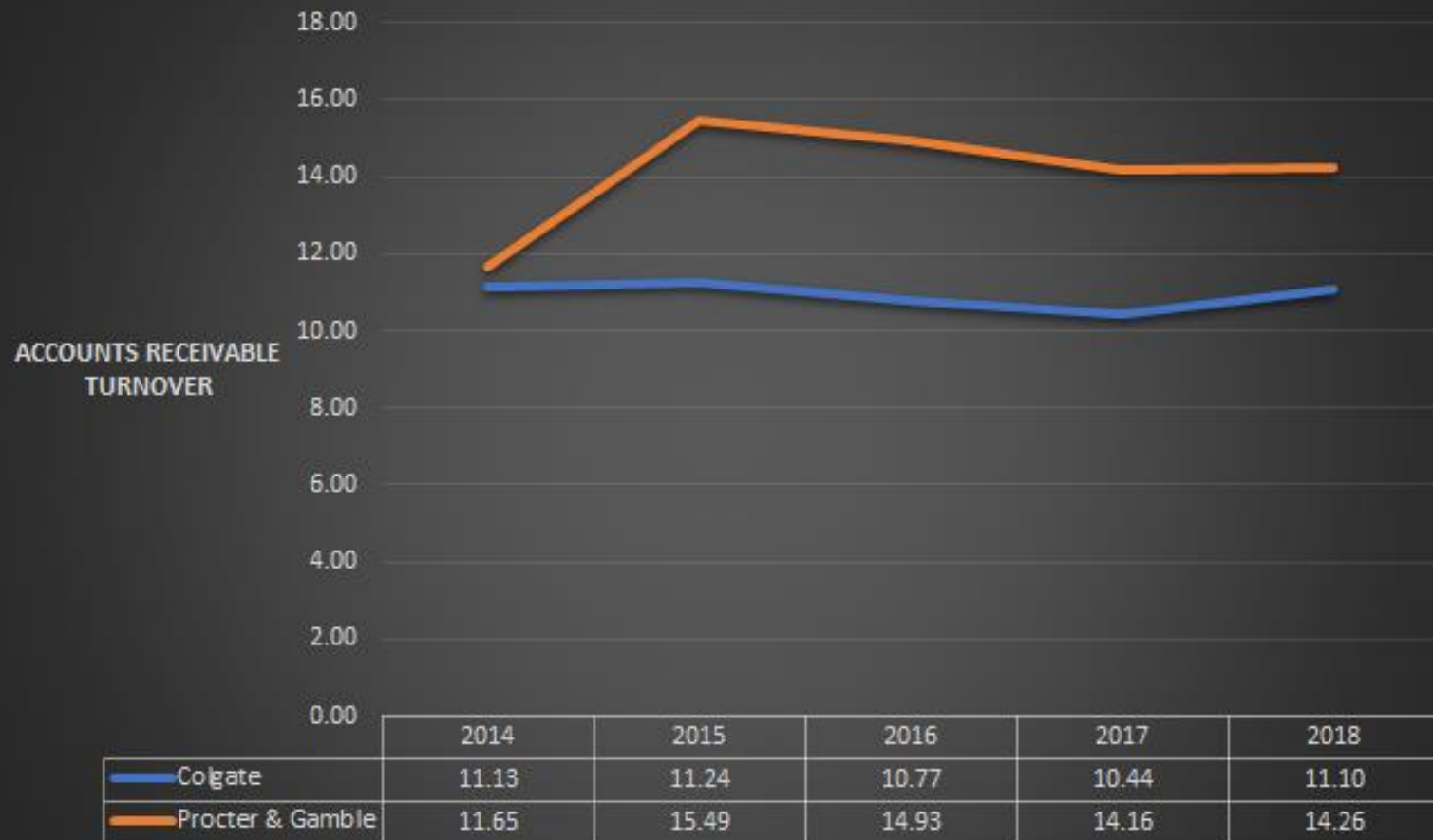
	2016	2017	2018
Cash & Equivalents	9.77%	11.41%	5.39%
Property, Plant & Equipment	65.51%	66.74%	68.55%
Goodwill	17.38%	17.50%	20.80%
Other Intangibles	10.83%	10.58%	13.46%

Comparison: Goodwill

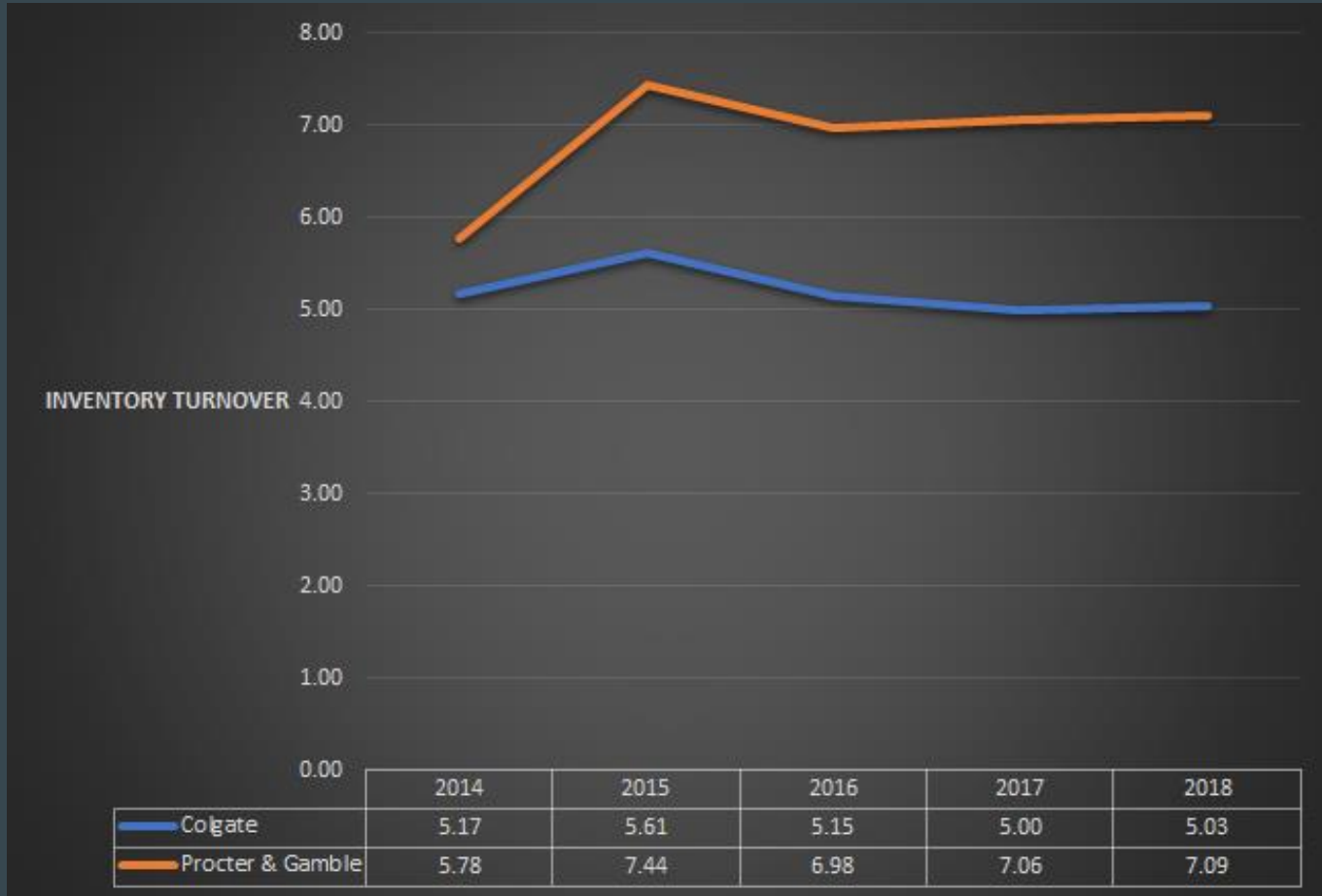


Asset Turnover

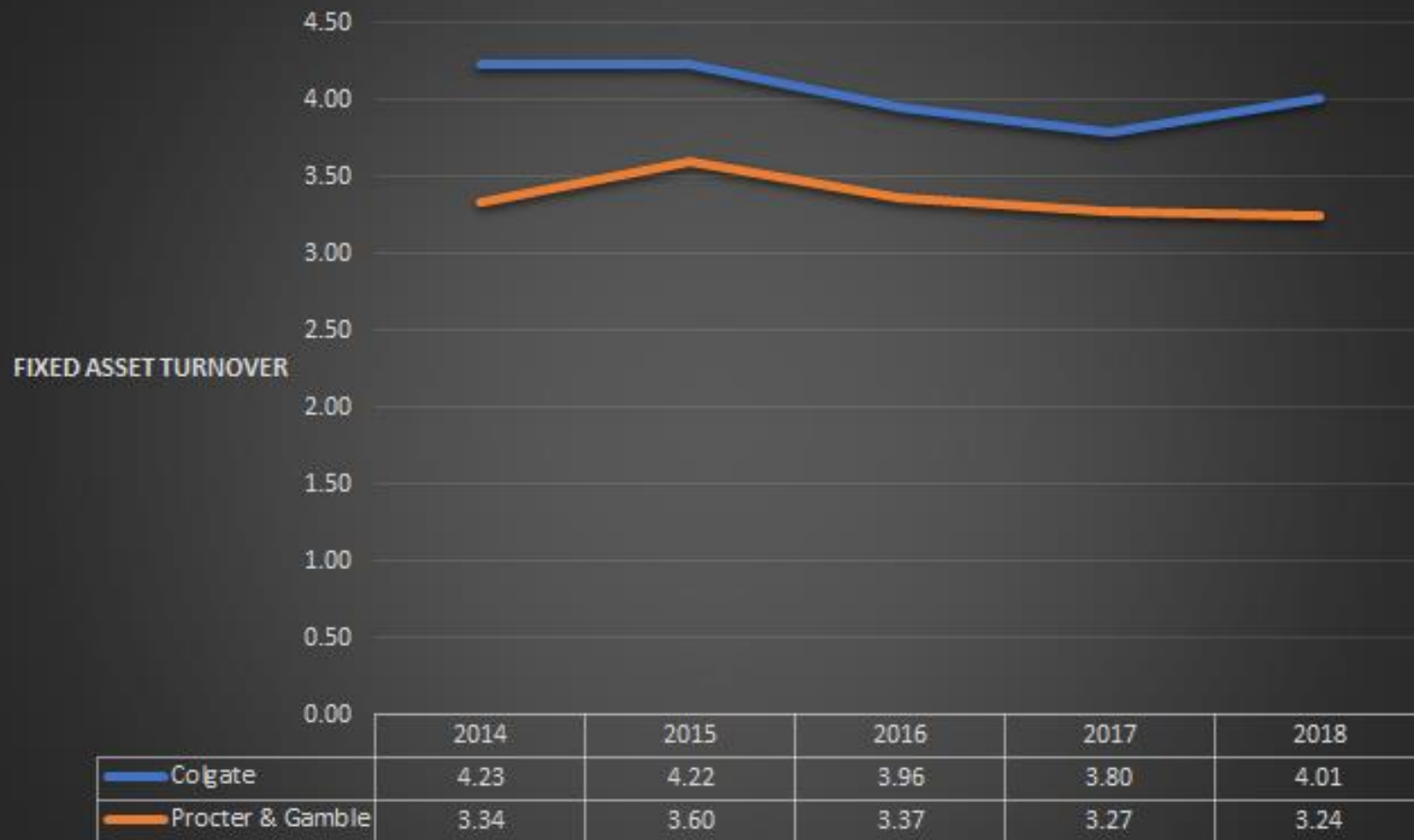
Comparison: Accounts Receivable Turnover



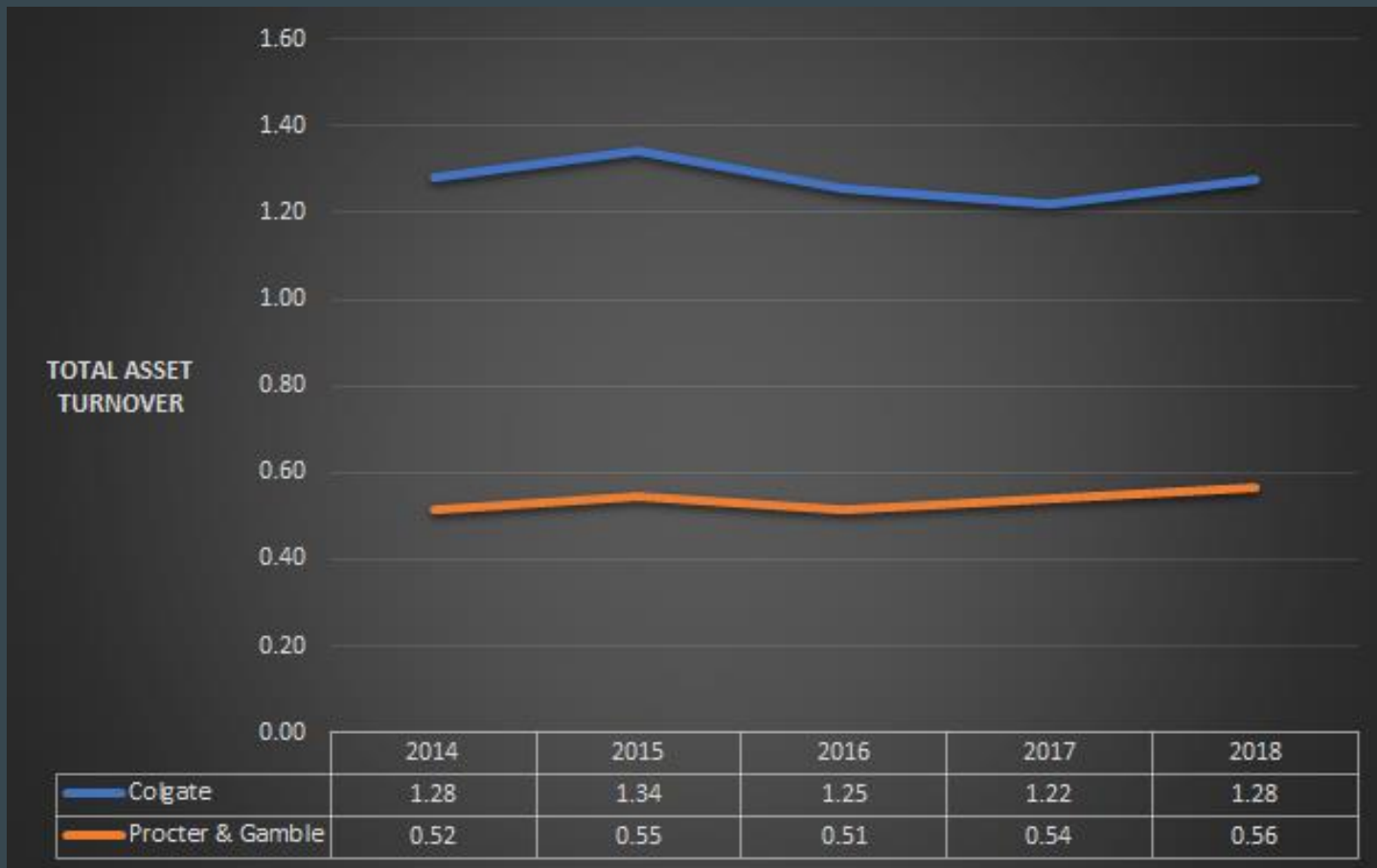
Comparison: Inventory Turnover



Comparison: Fixed Asset Turnover

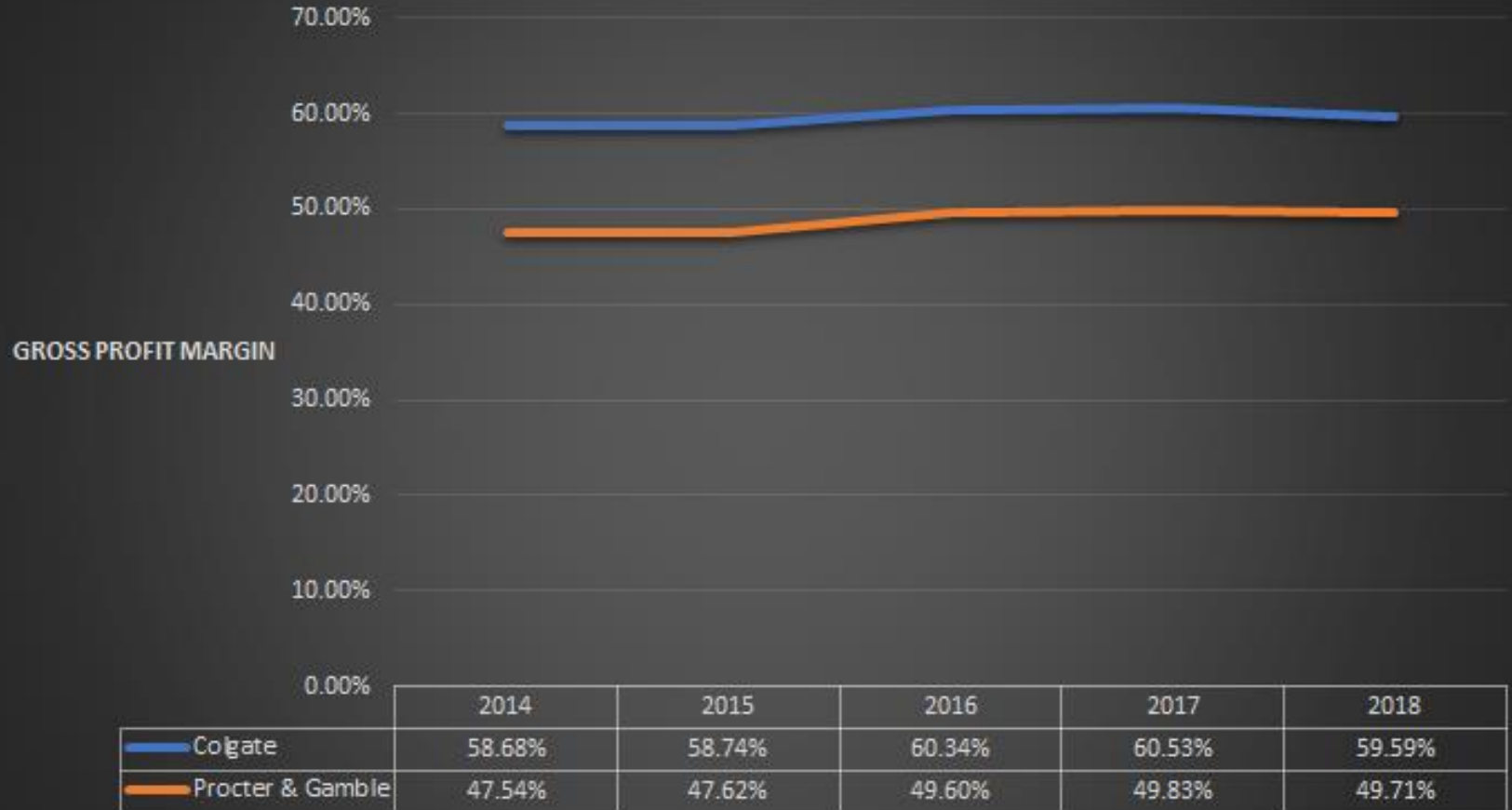


Comparison: Total Asset Turnover



Profit Margin

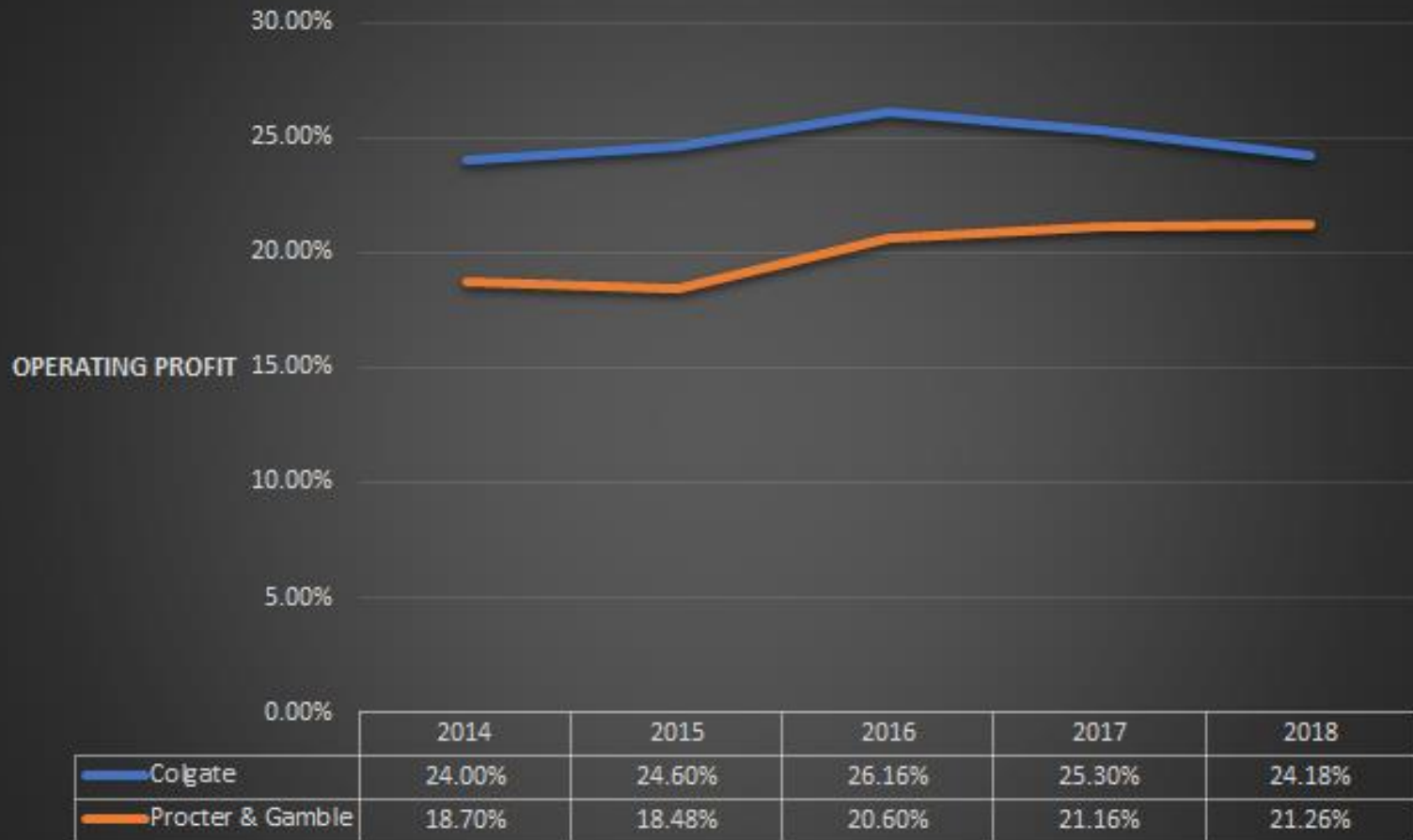
Comparison: Gross Profit Margin



Common Size Statement

	2014	2015	2016	2017	2018
Selling General & Admin Exp.	34.27%	33.68%	34.04%	35.02%	34.96%
R & D Exp.	-	-	-	-	-
Depreciation & Amort.	-	-	-	-	-
Other Operating Expense/(Income)	0.41%	0.47%	0.14%	0.21%	0.45%

Comparison: Operating Profit Margin



Comparison: Net Profit Margin



Return on Assets

Comparison: Return on Assets



Colgate's Year End for 2018

Total Assets = 12,161.00

Percentage of Total Assets

- Cash = 5.39%
- Accounts Receivable = 10.40%
- Inventory = 10.28%
- Property, Plant, and Equipment = 31.91%
- Goodwill = 20.80%

Management's Discussion Analysis

Colgate's Goals

1. Identify and Meet Consumer Needs
1. Test Products Regionally
1. Extend Products to Global Markets

Colgate's Intentions

Broaden e-commerce offerings

- Direct-to-Consumer
- Subscriptions

Increase Effective Asset Utilization

By reducing costs for:

- Direct Materials
- Indirect Expenses
- Distribution & Logistics
- Promotional Materials

Our Proposed Solution

Growth = 4%

Improve Return on Assets

- Reduce COGS by 0.41%
- Reduce SGA by 0.46%

Projected Financial Statements (Key Areas)

	2018	2019
Revenue	15,554 mil	16,165.76 mil
ROA	19.74%	20.61%
ROE	-2352.94%	257.03%
OP	17.85%	18.5%

Any Questions?