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As the global leader in household and personal care products dominating retail toothbrush sales in the United States in 1992, Colgate-Palmolive is faced

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Colgate-Palmolive (Colgate) needs to determine how Precision should be positioned in the tooth brush market. Colgate must decide what segment of the market to target and how Precision should be marketed to its target market. II. Solution Possibilities Colgate's objective is to position and market Precision to fully utilize the products potential.

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Colgate Palmolive Company The Precision

Colgate-Palmolive Company: the Precision Toothbrush Colgate-Precision (CP) held the number one position in the US retail toothbrush with 23. 3% volume share in 1991; they are a global leader in household and personal care products.

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Colgate-Palmolive Company: the Precision Toothbrush

PRODUCTS Precision has patented the design and features of the triple action bristles that work with one another so that the short, long, and angled bristles remove 35% more plaque than a standard toothbrush. Precision should offer a warranty on its products so that customers who are unhappy with the product can return it. Colgate-Palmolive could have also considered utilizing the line ...

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