**Consumer Goods Industry**

 Week 2 Project

**Introduction**

The project is based on the consumer goods industry and aims to develop an organization within the stated industry. Consumer goods are usually the products produced or manufactured by a particular company or organization and sold through the retail shops to consume by customers. The project's main focus is to create a company or an organization that deals with consumer goods. The goods our project aims to major on are household equipment and personal goods (Kopka et al., 2020). A consumer good or a final good is a commodity mainly produced to satisfy the needs or wants of the consumers, unlike the intermediate goods or commodities used to produce other goods. For example, a television or a bicycle is a final product, unlike the parts used to develop the bicycle, which falls under the intermediary group. Our project mainly focuses on the final good, the consumer goods. These goods, once produced, are very ready for the consumer or a customer to use. The sector our project major on involves companies; companies may include those involved in clothing, packaged goods, food production, electronics, automobiles, and beverages.

Defining the consumer products industry is quite difficult due to its close relationship with several other industries and its eclectic nature. For our project, we can describe consumer products as basically enveloping each commodity or item a person can buy or purchase when it comes to areas such as appliances, beverages and food, electronics, cosmetics and toiletries, and any other generic items, especially household items (Sarangi et al., 2021). Consumer goods are divided into two categories by analysts, durable and non-durable. Just as the names suggest, durable items are those products that pose staying power and can last for a longer time.

An example is home furnishings. On the other hand, non-durable items have a shorter life expectancy than three years and are more ephemeral merchandise. An example of items within this category is personal care items.

**Background Information**

The consumer industry accounts for two-thirds of the world trade economy, and as such, it is a very powerful industry. The sector plays a major role in the world economy since it has a close relationship with other sectors or industries. Many countries employ consumer products as their source for a large portion of gross domestic products (GDP) (Cha & Park, 2019). The sector further acts as the driver of numerous industries, especially the retail and advertising industries. The advertising and retail industries are crucial to the consumer goods industry as they offer investments in consumer products.

Having gained from the substantial development and growth due to the mid-19th century industrial devolution n the Unites States and Western Europe, the industry is now well established in the marketplace. The manufacturing process of many goods and products resulting from the revolution became more consistent, efficient, and cheaper. The process enabled many people to buy several products, and as a result, it created an urban middle class. The urban middle class facilitated the flow of consumer goods as they could buy more goods and time to go for more ever since consumer goods have become the main compost of all the nations' economies.

**Objectives and Goals**

The project is based on the consumer goods industry, and as such, the project's objective and goals aim to improve this industry sector. We aim to satisfy the need for consumer goods in the market through our project (Bessière et al., 2019). The main purpose of developing consumer goods industry is to satisfy an effective demand of several groups of individuals, the consumers, and the wants and needs of a particular country on a fast-moving industrial, technical, and consumer goods based on the creation of a modern, effective, and consistently functioning and a more competitive sector of industry. With the project, we aim to seize the available market of consumers' goods by providing the necessary items needed by the consumers.

To successfully achieve the project aim, our project needs to follow and meet some objectives and goals. The objective that we need to fulfill includes;

* Reduction of cost and labor productivity development
* Attracting investments through the creation of favorable conditions
* Meeting the competitive growth of goods
* We involve other countries or parties in development cooperation and an international integration extension.
* Exploration of other market segments and denominations like targeting the bottom of the pyramid consumers
* We are employing a market segment for consumers under the "$2 a day consumers" bracket.
* Producing a highly competitive good in the market
* We are improving the export share of products or goods with a higher degree of processing.
* We are improving the level of raw material processing to a higher level.

Like any other business, to achieve our objectives fully, the government needs to pay attention to some of the following factors.

* They are augmenting of venture appeal of undertakings of the customer merchandise industry. Not just valuing and shipment ought to draw in unfamiliar financial backers, yet additionally the components of interior working of a venture (Bessière et al., 2019). Organization the executives should deal with the adaptability of framework to adjust them to unfamiliar guidelines, which can be reached by the advancement of business measures in the circle of showcasing just as underway cycles themselves.
* Specialized re-gear of the area based on execution of venture projects, including cooperation of unfamiliar financial backers. Specialized re-gear of ventures implies the advancement of business measures to adjust them to new conditions.
* Dynamic execution of reformist advances into creation, for instance, business measure improvements associated with the mechanization of a creation.
* We are creating and utilizing new mechanical cycles and materials, decreasing the utilization of materials and energy. Execution of such mechanical cycles is additionally going with specific advancement of business measures.
* Further advancement of little business in purchaser merchandise industry;
* We are saving and supporting essential activation limits on purchaser merchandise creation.

This load of measures was typically going with different sorts of improvement of business measures in organizations of purchaser merchandise industry and carried out inside the casings of the organizational strategy pointed toward moving of all areas of creation to the inventive base of advancement, incitement of little business venture and giving of activation preparation.

**The measure of the Performance**

**The Product Specification**

After reviewing and researching the current market of the good consumer industry, we realized several companies and organizations perform well in the industry. However, these companies offer strict completion because we have yet to venture or start our own business in the same field and go for the same market. Some of these companies are Procter and Gamble (P&G) Company, Nestle Company, and Unilever Company (Jacobs & Mafini, 2019). After evaluating the market, we realized that despite the large number of companies dealing in consumer goods, we still had a chance of doing well in the market as the demand for consumer goods is favorably constant.

The product we chose to start with was personal items such as shampoos and toiletries. Our target market being the western part of Europe and China, the product had a better chance of winning the market in those areas. We planned on adopting a market segment of "$2 a day consumers" to major and develop our market from below.

**The Total Budget at Completion of the Plan**

The budget for our project that could run the project from the start till the execution and start of the business was $ 1,200,000. The funds were raised partly by the project's stakeholders, which was $ 1,000,000 after each member contribution, and the remaining $200,000 was from bank loans, family and friends contribute and gifts.

**Time Frame**

We estimated the project to take one year to complete functional and be a fully functioning business at the end of that one year.

**Stakeholders and Project Requirements**

**Stakeholders**

The stakeholder of the project is a total of five individuals. We developed the project as a partnership and aimed to build a fully functioning business in the consumer goods industry. The shares of each stakeholder were determined by the initial contribution, which was to change over the years depending on the additional agreements (Bessière et al., 2019). The initial contribution was equal, which means each member had the same level of shares in the project. For effective and flow of the project operation, each member was given a role, we have the chairperson, who chairs the meetings and vets the judgments, the organizer in charge of the events and meetings, the secretary keeping of projects official documents and taking of minutes during meetings, the researcher who is responsible for data and information collection for better judgment and finally the treasure who keeps the project's funds and oversee the budget.

**Requirements**

* Funds
* Legal documentation from the government
* Market and demand
* Venue for the execution of the business
* Employees
* Startup capital

**Project Scope Development**

As of late in the business, there has been an expanding dependence on innovations. The intelligent characteristics of the web and the savvy advantages of other innovations are progressively being used to make a nearer connection among customers and more effective undertakings. These include:

* Client relationship the board applications, programs that gather data about client conduct have likewise considered insignificance as organizations endeavor to more readily comprehend their objective market to expand deals and market presence.
* Radio-recurrence ID is utilized to label item shipment and assemble data used to help inventory network effectiveness. The expanded utilization of this innovation is being moved by the retailers who sell the customer items.
* Many organizations presently have intuitive sites where shoppers can play item-based games and buy products.

Besides innovation, the buyer items industry has likewise seen a rising tendency for organizations to participate in consolidations, acquisitions, or partnerships. This is for some, reasons including diminishing danger while making new items or venturing into new business sectors, arriving at new socioeconomics, expanding working efficiencies, lessening capital expenses, or reducing expenses.

**References**

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