

Tom Muccio: Negotiating the P&G Relationship with Wal-Mart (A)

Introduction

The business relationship between Procter & Gamble (P&G) and Wal-Mart evolved under the essential leadership of Tom Muccio through the negotiation outlined in Tom Muccio: Negotiating the P&G Relationship with Wal-Mart (A).

Challenges

At the beginning of their partnership P&G and Wal-Mart encountered multiple hurdles that created obstacles for their mutual success.

Key Negotiation

The companies shifted toward creating a collaborative partnership based on joint objective. Alignment became their central approach to business relations.

Conclusion

The companies shifted toward creating a collaborative partnership based on joint objective. Alignment became their central approach to business relations.

Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.