

Figure 1: Stock graph shows the up-trend

Firm's Brief Description

The Procter & Gamble Company is focused on providing branded consumer packaged goods to the consumers across the world. The Company operates through five segments: Beauty; Grooming; Health Care; Fabric & Home Care, and Baby, Feminine & Family Care. The Company sells its products in approximately 180 countries and territories primarily through mass merchandisers, grocery stores, membership club stores, drug stores, department stores, distributors, baby stores, specialty beauty stores, e-commerce, high-frequency stores and pharmacies. It offers products under the brands, such as Olay, Old Spice, Safeguard, Head & Shoulders, Pantene, Rejoice, Mach3, Prestobarba, Venus, Cascade, Dawn, Febreze, Mr. Clean, Bounty and Charmin.

Fundamental Approach

- PG's Return On Assets of 11.44% is amongst the best of the industry. PG does better than the industry average Return On Assets of 7.32%.
- The Earnings Per Share has grown significantly by 12.55% over the past year.
- PG is in better financial health than average in its industry. Its Altman-Z score is much better than the industry average of 4.69.



Figure 2: Candle chart shows the surplus of positive changes

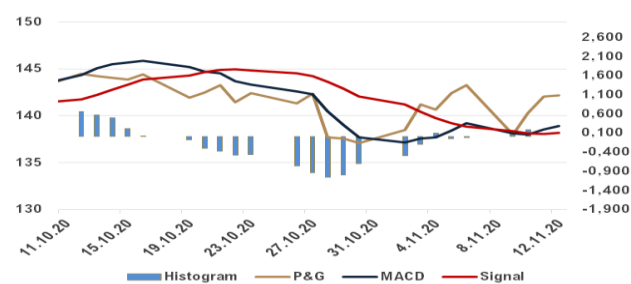


Figure 3: MACD shows a potential buy signal

Technical Analysis

According to our analysis, the trend during the last month was bearish with St.Dev. 2,20 and Average 141,57. However, our calculations showed that in the last 12 months the momentum was bullish, as the closing price range of the last year was substantially positive (18,18). As figure 1 depicts there were five noticeable secondary movements, three uptrends and two downtrends. In addition, on the last day of the examined period, MA10 crossed above the MA20. The Candle Bar (figure 2) indicates more positive closing price changes than negative. According to figure 3, the last three days, MACD crossed above the zero and the signal line, which states a potential buy signal. The support and resistance levels were 141,80 & 142,79 at the same time when the closing price crossed the support level. Support is a price level where a downtrend can be expected to pause due to a concentration of demand. The last indicator shows a potential buy signal as the PPO crossed above the zero-line at the same when, according to our calculations, EMA 12 was bigger than EMA 26.

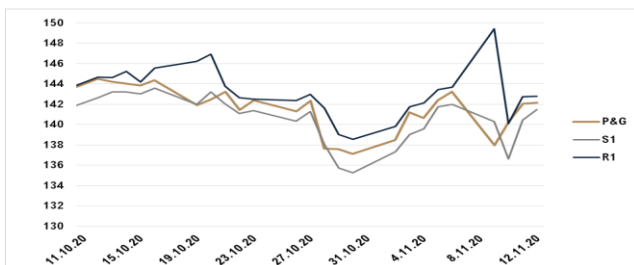


Figure 4: Shows the resistance and support levels



Figure 5: PPO crossed above zero-line

Prediction

Considering the bullish trend of the last year, the high profitability measurements, the financial health of Procter & Gamble company and the above-mentioned technical indicators, our research team suggests a potential buy signal.

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