

Figure 1: The Main Graph shows the upper stock's trend.

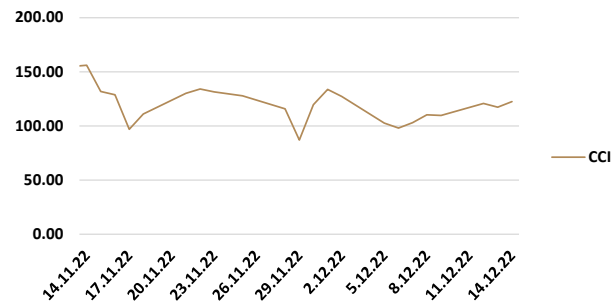


Figure 2: CCI indicates a potential slightly buy signal.

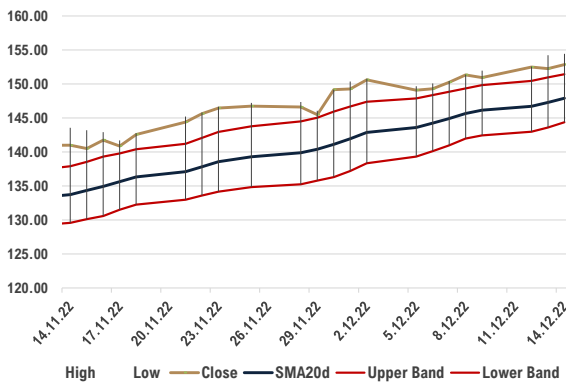


Figure 3: Bollinger Bands indicate a sell signal

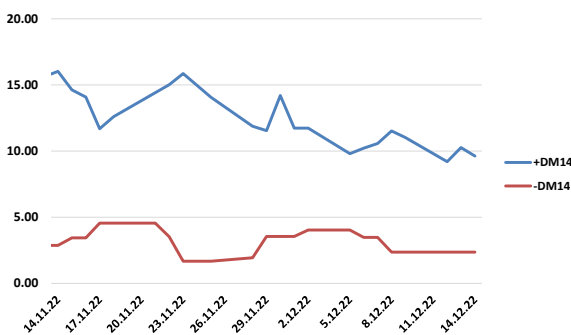


Figure 4: DMI shows a buy signal

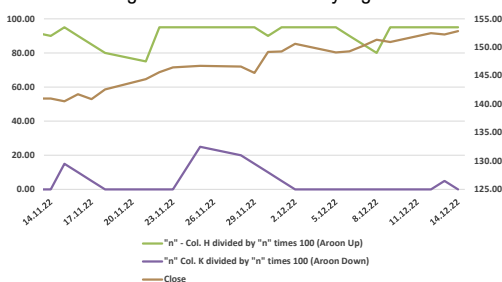


Figure 5: Aroon Indicator shows a buy signal

## Firm's Brief Description

The Procter & Gamble Company provides branded consumer packaged goods worldwide. It operates through five segments: Beauty, Grooming, Health Care, Fabric & Home Care, and Baby, Feminine & Family Care. The Beauty segment offers conditioners, shampoos, and treatments under the Head & Shoulders, Herbal Essences, Pantene, and Rejoice brands. The Grooming segment provides shave care products under the Braun, Gillette, and Venus brand names. The Health Care segment offers oral care products under the Crest and Oral-B brands and personal health care products under the Metamucil, Neurobion, Pepto-Bismol, and Vicks brands. The Fabric & Home Care segment owns Ariel, Downy, Gain, and Tide brands; and air care, dish care, P&G professional, and surface care products under the Cascade, Dawn, Fairy, Febreze, Mr. Clean, and Swiffer brands. The Baby, Feminine & Family Care segment offers baby wipes and taped diapers, under the Luvs and Pampers brands; adult incontinence and feminine care products under the Always, Always Discreet, and Tampax brands; and paper towels, tissues, and toilet papers under the Bounty, Charmin, and Puffs brands. The company sells its products primarily through mass merchandisers, e-commerce, grocery stores, membership club stores, drug stores, department stores, distributors, wholesalers, specialty beauty stores, high-frequency stores, pharmacies, electronics stores, and professional channels, as well as directly to consumers. The Procter & Gamble Company was founded in 1837 and is headquartered in Cincinnati, Ohio.

## Fundamental Approach

- Despite cost headwinds and rising inflation, solid demand, brand strength and productivity efforts bode well and will likely help PG stay afloat. Also, a long-term earnings growth rate of approximately 6% raises optimism on the stock.
- The company acquired Farmacy Beauty to its brand portfolio, in order to appeal the Gen Z consumer and strengthen the company's presence in the specialty beauty channel.
- Net sales increased by 5.34% year over year, amounting at a topping \$80.19B.

## Technical Analysis

Based on the main graph (figure 1), we can see the price of stock is above MA 10 as well as MA 20 indicating an uptrend for the future. Additionally, the second graph (figure 2) the CCI ranges between 150 and 100. In addition, after the 6<sup>th</sup> of December it has an uptrend indicating a buy signal. On the contrary, in graph 3 (figure 3), the Bollinger Bands provides a sell signal as the close price is above the upper band. Furthermore, it can be observed from the fourth graph (figure 4) that the +DMI is above the -DMI, indicating a buy signal. Likewise, considering the 5<sup>th</sup> graph (figure 5); Aroon Indicator, we observe a buy signal as the Aroon down (purple line) is above the Aroon Up (green line).

## Prediction

Taking into account the recent news regarding PG increasing net sales, as well as the projections for long-term earnings and the indications presented above, we anticipate an uptrend and advocate a long position in the company.

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