

An international story of success whose hero is researches and development

A piece of news was briefly carried by news agencies on the sidelines of Davos International Forum to the effect that Procter and Gamble had bought the overall assets of Gillett International for razors and manual electric shavers.

Procter and Gamble is a company of British origin that achieved an international success for which it is only challenged by Wilkinson Sword Company.

Those following up the story of the advancement and success of these two rival companies can assert that the launching-off point for each began less than ten years ago when both of them by virtue of researches and development created a revolutionary concept in the design and use of the manual electric shavers.

This began with the mobile top of the shaver that could move smoothly while man's head turns offering ideal shave compared with others of the fixed shaver tops.

This relative success led to more investment in researches and development that was this time in the shaver blades.

They released a product with two blades wrapped in plastic frame, at the bottom and top of which there is a relatively solid chemical that helps sliding when coming in touch with water, which results in shave that is softer and provides more protection to skin.

This success led to more spending on researches and development which yielded a new product of shaving blades that consist of three parallel blades.

The blade edge is whetted with high-tech laser which gets it sharper, something that required providing what is almost like a shield preventing any injury when wrongly using these sharp blades or inaccurately touching the skin.

At this stage, 80% of competitors went out of the market as they failed to keep pace with this technological progress with the two sworn rivals sharing the market each according to its capability, efficiency of its marketing apparatus and distribution of its agents worldwide.

The surprise sprung by Gillett was a new product of three blades mounted on a mobile top.

What is new is that the hand that holds this top which is totally identical with the previous product has 1, 5 volt small battery. When the battery is switched on, it produces vibration in the mobile top thus moving smoothly during shave, which makes it easier and facilitates contact between the device and man's skin.

This results in higher standard of shaving due to using this machine vis-à-vis the traditional machines.

Wilkinson Sword Company has no other option but to produce a new top of four blades, which did not enjoy high demand curtailing Gillett control on the markets.

President of Procter and Gamble was asked by the German TV about the reason behind this giant deal, he answered that his new invention has tipped the balance in favour of Gillett and enabled it to have the lion share over the coming period without any rival at the international level.

The second question was about the value of the deal which he answered quietly saying it is 54 billion euros, equivalent to 59 billion US dollars or 354 billion LE. He was also asked a significant question about his view on the added value for this deal and he said that it has confirmed results in view of the two companies' unifying their marketing and sales departments worldwide.

Thus, it becomes clear for everybody who cannot grasp it from the very beginning that the maker of success, progress and the main associate on the march of the industrial progress was and will continue to be researches and development which have their effect on the facility's progress and securing its future march.