

P&G Acronyms & Terms

A-B-C	
A&T	Administrative & Technical (administrator, non-manager employee)
AAI	Australia/ASEAN/India
ABM	Assistant Brand Manager
AD	Associate Director
AE	Account Executive
AG	Alan G. Lafley, President & CE of P&G (uses initials as first name)
AM	Account Manager
AMJ	April, May, June (fourth fiscal quarter)
AP/DO	Antiperspirants and Deodorants (product category)
AP/J	Asia-Pacific/Japan
B&FC	Baby & Family Care (GBU)
Baby Care	Baby Care (Part of Baby & Family Care GBU)
BC	Beauty Care (GBU)
BM	Brand Manager
BRTC	Beckett Ridge Technical Center
CBA	Current Best Approach
CBD	Customer Business Development (function – formerly Sales)
CCBC	Cincinnati Customer Business Center
CDSN	Consumer Driven Supply Network
CE	Chief Executive
CEEMEA	Central & Eastern Europe, Middle East & Africa (P&G country regions)
CETL	Corporate Engineering Technology Labs (P&G location in Cincinnati area)
C&F	Cosmetics & Fragrances (product category)
CF	Corporate Function
CFO	Chief Financial Officer
CFYTD	Current Fiscal Year to Date
CIB	Consumer Is Boss
CIO	Chief Information Officer
CMK	Customer & Market Knowledge (formerly known as MRD)
COB	Chairman of the Board
COB	Close of Business
COE	Center of Excellence
CPG	Commercial Products Group
CTMM	Customer Team Marketing Manager
CTO	Chief Technical Officer
D-E-F	
EOTS	Employee Opinion Trends Survey
EPS	Earnings Per Share
ER	Employee Relations; External Relations
ESC	Employee Service Center
ESOP	Employee Stock Ownership Program

ETC	European Technical Center (Belgium)
F&A	Finance & Accounting
FAQ	Frequently Asked Questions
FC	Feminine Care (GBU)
F&HC	Fabric & Home Care
F&HCIC	Fabric & Home Care Innovation Center
FMOT	First Moment of Truth (when consumers buy our products)
FY	Fiscal Year (July 1 – June 30)
FYTD	Fiscal Year to Date
G-H-I	
GBS	Global Business Services
GBU	Global Business Unit
GC	Greater China
GH	Governors Hill (a P&G site in the Cincinnati area)
GL	Global Learning (responsible for Corporate Learning & Training Programs)
GLC	Global Leadership Council (P&G top leadership)
GM	General Manager
GO	General Offices
HC	Health Care (GBU)
HCRC	Health Care Research Center (health care research center in Cincinnati)
HPMO	High Performance Marketing Organization
HQ	Headquarters
HR	Human Resources
IMM	Interactive Marketing Manager
ISOP	International Stock Ownership Plan
IT	Information Technology (function)
IWS	Integrated Working Systems
J-K-L-M	
JAS	July, August, September (first fiscal quarter)
JFM	January, February, March (third fiscal quarter)
JHQ/KTC	Japan Headquarters/Kobe Technical Center
KOL	Key Opinion Leader
KTC	Kobe Technical Center (P&G R&D Center in Kobe, Japan)
LA	Latin America (a P&G region)
LAHQ	Latin America Headquarters
LAN	Local Area Network
MD	Marketing Director
MDO	Marketing Development Organization (function that works with retail partners)
MVI	Miami Valley Innovation Center (P&G research center in Cincinnati region)
N-O-P	
NA	North America
NAD	National Account District (chains)
NEA	Northeast Asia

O-2005	Organization 2005 – (P&G global cultural and restructuring transition)
OGSM	Objectives, Goals, Strategies & Measures
OND	October, November, December (second fiscal period)
OTC	Over the Counter
PD	Product Development (part of R&D function formerly known as PDD)
P&L	Profit and Loss
PHC	Personal Health Care
POV	Point of View
PR	Products Research (part of R&D function); Public Relations
PS	Product Supply (P&G function)
PVP	Purpose, Values and Principles
Q-R-S-T	
R&D	Research & Development
RFID	Radio Frequency Identification (Technology)
RLA	Remote LAN Access
ROI	Return on Investment
ROMI	Return on Marketing Investment
S&B	Snacks & Beverages (GBU)
SAP	Systems Application & Products of Data Processing
SG&A	Selling, general and administrative expenses
SKU	Stock Keeping Unit
SMOT	Second Moment of Truth (when consumers use our products)
SRA	Sales Research, Development & Administrative Costs
SWTC	Sharon Woods Technical Center
TTF	Tissue, Towel, Facial
TPM	Total Productive Maintenance/Management
TQ	Total Quality
TSR	Total Shareholder Return
U-V-W	
UPC	Universal Product Code
VP	Vice President
VTC	Video Teleconferencing
W&DP	Work & Development Plan
WE	Western Europe
WHBC	Winton Hills Business Center (P&G site in the Cincinnati area)
WTO	World Trade Organization
X-Y-Z	
XFS	Cross Functional Solutions
YA	Year Ago
YTD	Year to Date
ZTO	Zero Touch Orders