



Acronyms and Terms

Acronym	Meaning
A-B-C	
AAI	Australia/ASEA/India
ABM	Assistant Brand Manager
AD	Associate Director
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
CBA	Current Best Approach
CBD	Customer Business Development (Function - formerly P&G's sales organisation)
CBDT	Customer Business Development Team
CEEMEA	Central & Eastern Europe, Middle East & Africa (P&G country regions)
CEO	Chief Executive Officer
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	Centre of Excellence
CPG	Commercial Products Group
CS&L	Customer Services & Logistics
D-E-F	
EMEA	Europe/Middle East/Africa
EPS	Earnings Per Share
EC	Employee Communications
ER	External Relations
ESC	Employee Service Centre
ESOP	Employee Stock Ownership Program
ETC	European Technical Centre
F&A	Finance & Accounting
F&B	Food/Beverage (GBU)
F&HC	Fabric & Home Care
Fem Pro	Feminine Protection (GBU)
FMOT	First Moment of Truth
FY	Fiscal Year
FYTD	Fiscal Year To Date
G-H-I	
GBS	Global Business Services
GBU	Global Business Unit
GC	Greater Chiner



Acronyms and Terms

GL	Global Learning (responsible for Corporate Learning & Training Programs)
GM	General Manager
GO	General Offices
HC/CNV	Health Care & Corporate New Ventures (GBU)
HQ	Headquarters
HR	Human Resources

J-K-L-M

ISOP	International Stock Ownership Plan
IDS	Information Decision Solutions (P&G function - formerly IT)
IWS	Integrated Working System
JAS	July, August, September (first fiscal quarter)
JFM	January, February, March (third fiscal quarter)
LA	Latin America (a P&G region)
MD	Marketing Director
MDO	Marketing Development Organisation
MEAGE	Middle East Africa and General Export

N-O-P

NA	North America
NEA	North East Asia
OGSM	Objectives, Goals, Strategies, Measures
OH	Occupational Health
OND	October, November, December (second fiscal quarter)
OTC	Over the counter (products)
P&L	Profit And Loss
PD	Product Development (part of R&D function formerly know as PDD)
PHC	Personal Health Care
POV	Point of View
PR	Products Research (part of R&D function)
PS	Product Supply (a P&G function)
PVP	Purpose, Values and Principles

Q-R-S-T

R&D	Research & Development
ROI	Return on Investments
ROMI	Return on Marketing Investments
RVI	Richardson Vicks International
SAP	Systems Application & Products of Data Processing
SKU	Stock Keeping Unit
SRA	Sales Research, Development & Administrative Costs
TPM	Total Productive Maintenance/Management
TQ	Total Quality
TSR	Total Shareholder Return
TTF	Tissue/Towel/Facial

U-V-W

UPC	Universal Product Cost
VP	Vice President
VTC	Video Teleconferencing
W&DP	Work & Development Plan
WE	Western Europe



Acronyms and Terms

X-Y-Z

YA

YTD

Year Ago

Year To Date