

# PLC Approach in Fast Moving Consumer Goods: A Case Study from India

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**Abstract:** *Fast-Moving Consumer Goods (FMCG), or Consumer Packaged Goods (CPG), are products sold quickly and at a relatively low cost. The FMCG industry is characterized by high-volume sales, quick inventory turnover, and various products catering to consumer needs. Fast moving consumer goods (FMCGs) is possibly the toughest and most disciplined of all industries. The survival, market share and profitability of a FMGC organization rely on number of factors including innovative thoughts, focused consumer, competitor analysis and deep marketing knowledge. These factors are necessary considerations throughout the Product Life Cycle (PLC).*

**Keywords:** Product life cycle, FMGC, Market Share, Strategic planning

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