

# EVALUATION OF THE STABILITY OF KIMBERLY-CLARK AND PROCTER & GAMBLE USING A MODIFIED SAFE MODEL

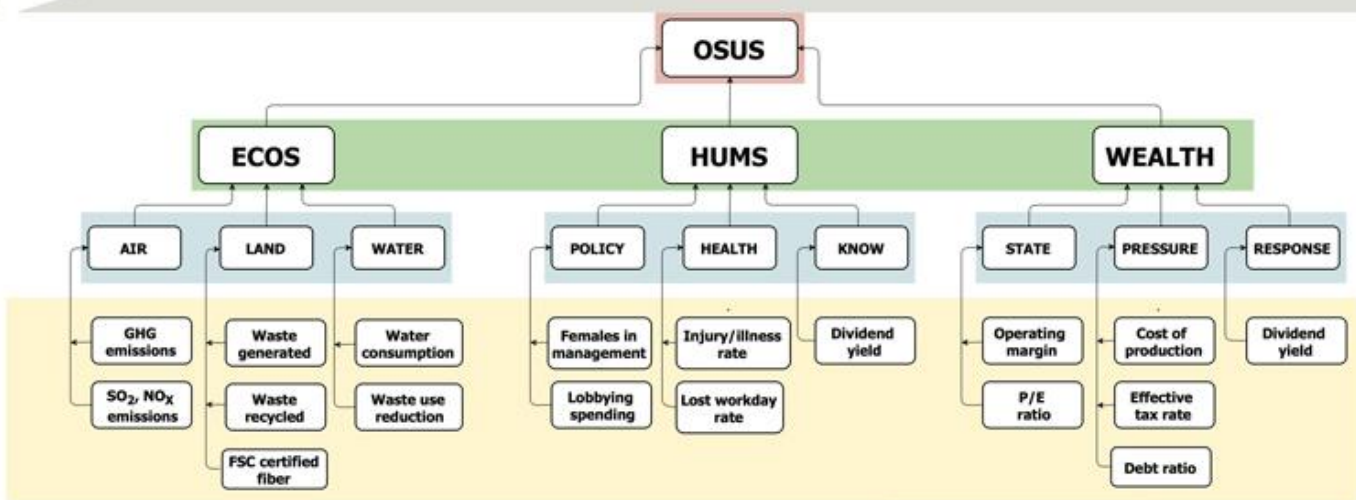
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The overall sustainability (OSUS) of Kimberly-Clark and Procter & Gamble, two consumer goods companies focused on personal care and hygiene products, was evaluated using a modified SAFE method. Eighteen indicators informed the impacts of each company on the ecosystem, human system, and its own financial health. Data was collected for the past six years from annual sustainability reports and financial statements. On a scale of 0 to 1, the OSUS crisp value of Procter & Gamble was determined to be 0.92 and that of Kimberly-Clark was determined to be 0.78. From the sensitivity analysis performed, it was found that the model is most sensitive to changes in the operating margin and P/E ratio indicators.



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