Shaving is considered a chore that most people do not enjoy doing, but must do. Since people resent shaving, they want the experience to be as short and as pleasurable as possible. The challenge for razor corporations around the world, like Gillette, is to provide these qualities in their products, but also creating them in a way that is consumer friendly and economically viable. Razors seem like a good that is simple to create, but it is actually the opposite. The process of conceptualizing, creating, marketing, and distributing the product is very complex.

The first step in creating the ultimate razor is actually gathering the materials to make it. The first component of the razor is the razor itself. Today’s razors are typically made from a metal known as carbide steel. The elements involved in creating carbide steel include, silicon, manganese, chromium, molybdenum, and iron. The majority of these elements, primarily iron, come from iron ore mines in China, and Brazil. These elements are combined into a corrosion resistant steel alloy, are hard enough to hold their shape, but malleable enough to be processed. The second component of creating a razor is the plastic handle. The resins included in making it are polystyrene, polypropylene, and phenylene oxide. These resins when chemically combined create a plastic handle with a comfortable grip for a great shaving experience. Another element used in the razor is a polyurethane lubricating strip that allows for a more comfortable shave.

The next step is the research involved in creating a razor design that works for all consumers. In order to do this, scientists with PhDs in a variety of fields actually sit down and watch people shave over and over again through a two-way mirror. They do it because no two men or women shave the same way. Some people shave quickly and apply a lot of pressure while doing so, and other prefer a slow and gentle shave. All of this must be taken into account when producing a product. For example, Gillette, before releasing the Fusion ProGlide, researched and examined the shaving habits of over 30,000 men. The process is long and complex.

The manufacturing process for actually creating the razors is automated but very specific. As mentioned the metals gathered to create the carbide steel are combined. The created metal is then put through a stamping machine where the metal is shaped into the new cutting edge design of the razor. While the razors are being manufactured in one area, the plastic handles are being manufactured in another. Again, automated machines mold the plastic resins together and transport them to a stamping machine where they are formed into the desired shape/design. The two processes then meet on a conveyor belt where they are transported to a variety of automated work stations where they are assembled. By using an automated manufacturing process, Gillette’s razors are made efficiently and with minimal error.
The packaging process of these razors virtually goes hand-in-hand with the manufacturing process. The assembled razors are transported to a variety of packaging lines, each with a specific packaging design. Some only package single razors, while others bundle razors in groups of 4-8 into one package. This process is called blister packaging. The engineering

The marketing process for razors, particularly Gillette, is very simple. They want to get people to buy their product, and how do you do that? You get really famous and likable celebrities to use your razors on advertisements. Gillette, prior to any scandal, had 3 of the most famous athletes in the world represent their razors, Tiger Woods, Roger Federer, and Thierry Henry. Whether it was in magazines, on TV, or on billboards Gillette razors were associated with those three athletes and people would buy them.

Finally, is the consumer use of the razors, which is also simple. People go to their local pharmacy, or supermarket, grab a pack of razors and use them! Of course there are hundreds of razors to choose from, but consumers will either lean towards the cheapest ones, or the most advertised ones. Once purchased, they use the razors until they go dull and throw them out, or recycle them, and the process starts all over again.