

# Consulting for Green Vogue

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# 1. Cost Reduction Strategy (Without Compromising Vision)

## Green Vogue's current expenses:

- Production: 40%
- Raw Materials: 20%
- Marketing: 15%
- Delivery: 10%
- Warehousing: 5%
- Other: 10%

## Cost Optimization Ideas:



### **Production (40%)**

- Move towards batch-based production rather than continuous, to reduce inventory holding.
- Partner with cooperatives or community production hubs to share loom/charkha infrastructure costs.
- Explore government subsidies or CSR tie-ups for eco-friendly production (reduces effective cost).



### **Raw Materials (20%)**

- Partner with municipal waste programs, retail outlets, and packaging companies for free or subsidized plastic waste collection instead of purchasing.
- Collaborate with NGOs for waste collection drives in exchange for brand visibility.



### **Marketing (15%)**

- Shift from paid ads to low-cost influencer partnerships (eco-conscious creators, sustainability bloggers).
- Leverage earned media (articles, podcasts, sustainability awards).



### **Delivery & Warehousing (15% total)**

- Partner with third-party logistics aggregators to reduce per-shipment costs.
- Implement drop-shipping model for select SKUs to reduce warehousing burden.
- Tie-up with sustainable e-commerce fulfillment centers.

## 2. Revenue Growth - Choosing the Best Option

### Increase Marketing & Penetration of Current Products

**Pros:**

- Quick to implement, uses existing products.
- Fits eco-conscious trend — can target niche urban markets.
- No new production or R&D risk.

**Cons:**

- Requires upfront marketing investment (15% already in budget).
- Highly competitive — Myntra/marketplaces are crowded.
- Without brand differentiation, visibility may stay low.

**Verdict:** Good short-term boost, but high dependence on marketing ROI.

OPTION 1

### Expand into New Markets

**Pros:**

- Opportunity to target global eco-conscious consumers (e.g., Etsy, Amazon Handmade, US/EU markets).
- Global buyers often pay higher premiums for sustainable, artisan-made products.

**Cons:**

- Requires export logistics, compliance, and higher quality checks.
- Economic/logistical limitations could make entry challenging.

**Verdict:** High revenue potential, but higher upfront complexity and operational strain.

OPTION 2

### Develop New Products

**Pros:**

- Can create high-margin, differentiated products (e.g., office accessories, travel goods, fashion add-ons like belts, tote bags).
- Strong storytelling potential (new SKUs get media & influencer attention).
- Reduces competition by targeting niche categories.

**Cons:**

- Requires design & production investment.
- Risk if new products don't sell.

**Verdict:** Best balance of differentiation, PR, and staying aligned with eco-conscious vision. Can start small with minimal prototypes.

OPTION 3

## **Recommendation:**

### **Choose Option 3: Develop New Products (Focused, Low-Capex Approach)**

- Start with small-batch, high-margin items: Laptop sleeves, eco-friendly handbags, minimalist home-office decor.
- Leverage storytelling marketing — “Your plastic waste, your style.”
- Use crowdfunding or pre-order models to reduce financial risk.
- Continue cost reductions to free up budget for small R&D.

### **Reason for Selection:**

- Aligns perfectly with Green Vogue’s vision (eco-conscious + artisan livelihood).
- Differentiates from competitors instead of just increasing spend.
- Avoids heavy logistics burden of exports.
- Creates a PR-worthy narrative that boosts brand visibility organically.