

Cost is (not) the issue - problem solutions

zero-waste marketing analytics

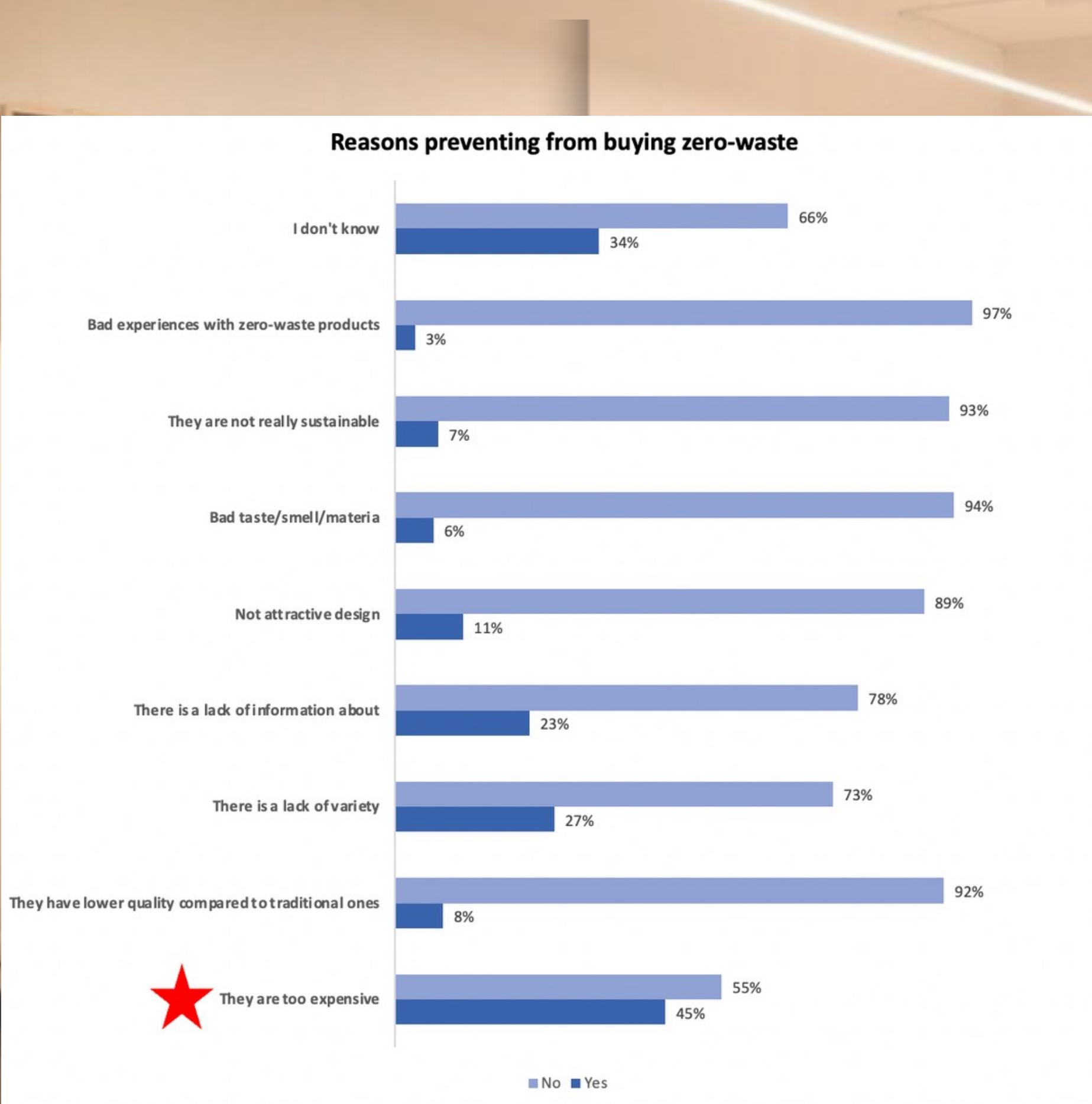


SWOT ANALYSIS OF FRIENDLY SHOP



S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
<ul style="list-style-type: none">• Good location• Friendly staff• Good reviews on GMB• Fast delivery (online service)• In-house production• First mover	<ul style="list-style-type: none">• Retail management can be better• High prices	<ul style="list-style-type: none">• Niche market• Implementing a loyalty program• Local business partnership• Word of mouth• Access to the wealthy customers• Finding cheaper suppliers	<ul style="list-style-type: none">• Competitors• Inflation

TARGET CUSTOMER SEGMENTS



GOOD CITIZENS

UNAWARE

Willingness to buy sustainable products

usually willing

rarely willing

Frequency of sustainable purchases

Often or always

Rarely

Concern about sustainability

Mid

Low to Mid

Generation

Millenials and Gen Z

Gen X and older

Education

undergrad/graduate school

undergrad/graduate school

Gross family income

€€€

€€€€

Source of information about the products

website research, social media, in-store displays, word of mouth

word of mouth, media

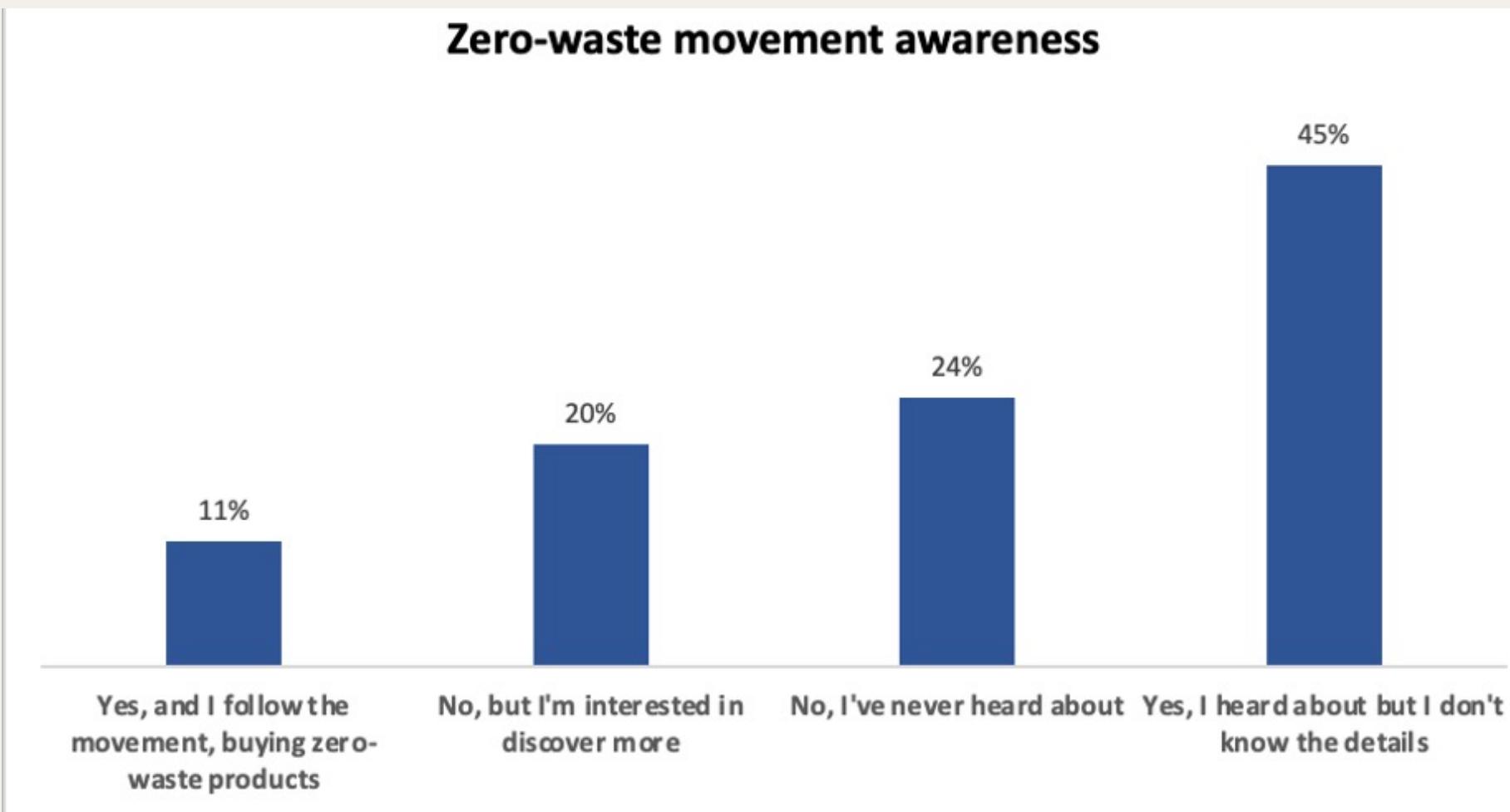
SOLUTIONS



AWARENESS SOLUTIONS



WEBSITE SOLUTIONS - TAB „MY FIRST ZERO-WASTE PRODUCTS“



WHY?

- Guide people who don't know how to begin zero-waste journey
- Showing that "small changes are meaningfull"
- Showing that zero-waste replacement is simple



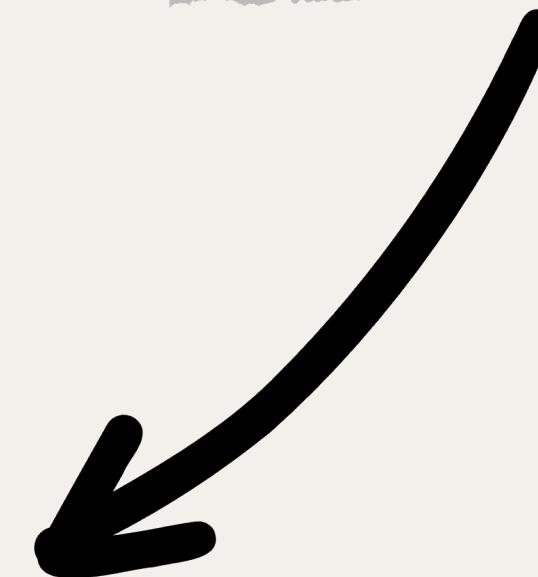
WEBSITE SOLUTIONS - TRANSPARENCY ABOUT PRODUCTS



- Highlighting the cost of ethical production, transportation, packaging (recyckled paper packaging is 2x more expensive than regular)
 - Adding info about the efficiency of zero-waste products, such us:

The screenshot shows a product page for "Shampoo Solido – Zero Waste Path". The page includes a large image of a yellowish solid shampoo bar, its price (10,80 €), and a call-to-action button ("Aggiungi al carrello"). A small orange box on the right contains the text "1 SHAMPOO BAR = 2 LIQUID SHAMPOOS".

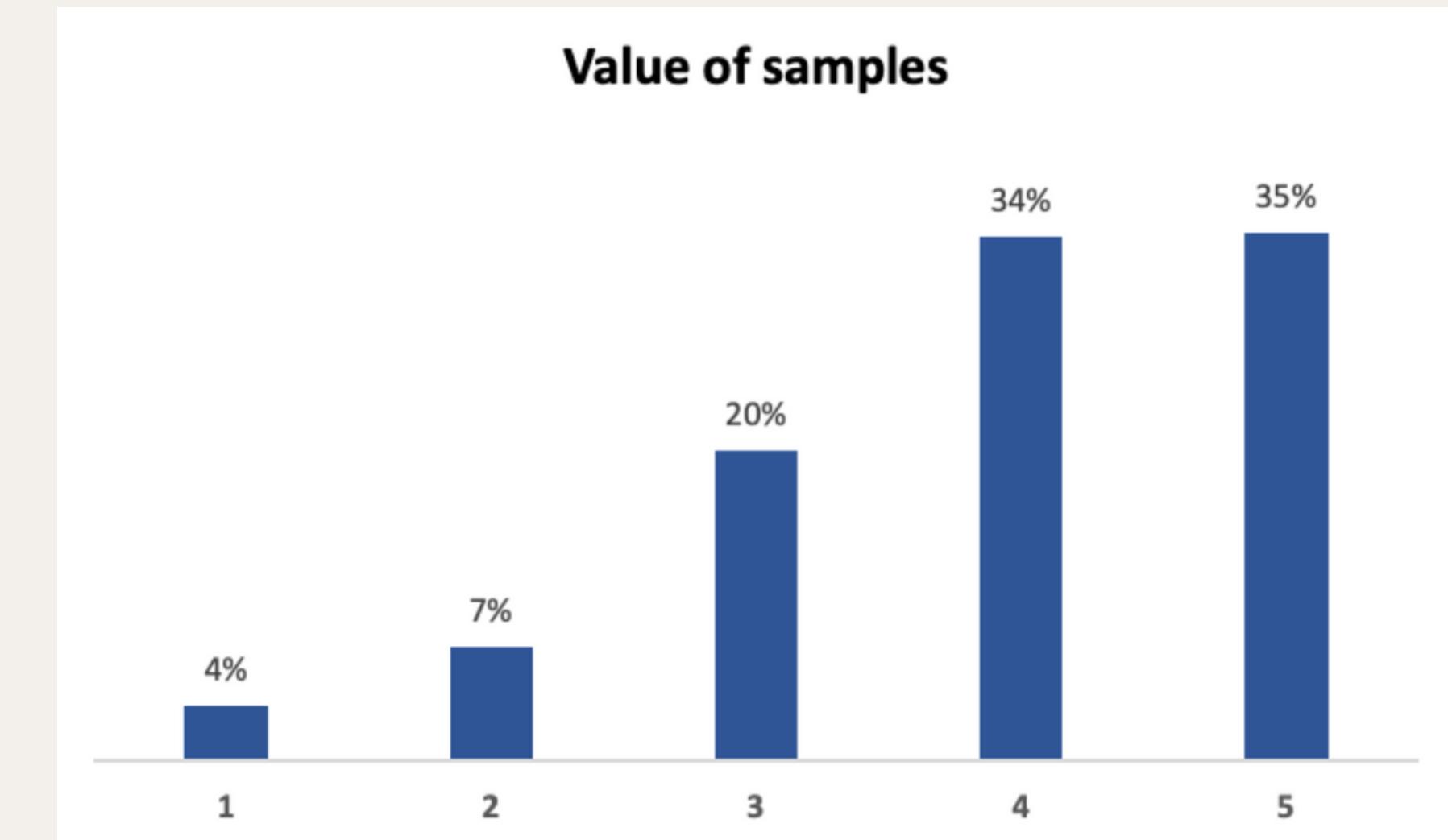
1 SHAMPOO BAR = 2 LIQUID SHAMPOOS



STAND IN THE CITY CENTRE AND SAMPLE



- Samples to make customers more familiar with zero waste products
- Additional locations for sample hand-outs
- Increasing the variety of the samples
- Informing about the workshops
- Raising awareness about zero-waste
- Building their brand-awareness





WORKSHOPS



Getting info about zero-waste events can improve purchase experience



- Friendly Shop should expand awareness about the zero-waste movement by holding a workshop.
- In this workshop, Friendly Shop can explain what the zero-waste movement is and how zero-waste production affects the prices of the products and introduce a variety of the products.
- This workshop can be announced by social media platform and the participants not in Padova can attend online. In this way, Friendly Shop can also reach its online customers.
- It can be targeted at vegans/vegetarians, since they are often already aware of zero-waste, but are not necessarily our customers

COLLABORATING WITH VEGAN/VEGETARIAN RESTAURANTS AND SECOND-HAND SHOPS

They know more about us, they shop more from us, they are willing to participate more! What else are we looking for?

- Gatherings for promotion and to make sales
 - Sponsoring vegan movements-activities around the city to create a customer base



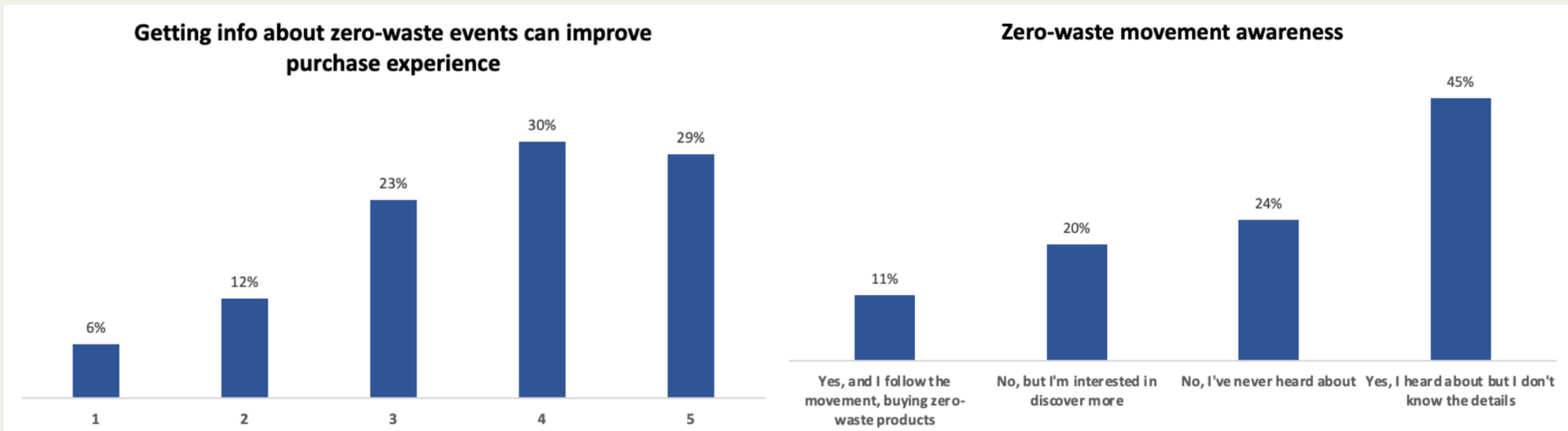
COLLABORATING WITH VEGAN/VEGETARIAN RESTARURANTS AND SECOND-HAND SHOPS

- Collaborations with second hand shops
- In-site, local second hand stores
- Discounts for their customers



COMPARISON VIDEOS - TRADITIONAL VS ZERO-WASTE PRODUCTION

- Explaining and visualizing the production processes to emphasize the value of zero-waste
- Making the production cost comparison clear hence people will see the reason behind the price difference



COST SOLUTIONS



FINDING CHEAPER SUPPLIERS

- Small local ethical producers from counties with cheaper production costs (ex. Poland, Hungary)
- A way to convince new customers who are initially unconvinced by Zero Waste products or/and consider them to expensive

Example: Cream deodorant in a glass container

- The prices offered by the Polish online shops, - the intermediary retailers, are EUR 5-7, when in the Friendly Shop such a product costs EUR 14.
- A wholesale order from the manufacturer does not includ the margin of the shop

-14%

Deodorante in Crema Active – T

★★★★★ (2 recensioni dei clienti)

Il deodorante in crema per sudorazioni più forti di Th massima e zero odori grazie a una formulazione sup

[Aggiungi alla Wishlist](#)

Categorie: Cura della persona, Deodoranti, Saldi, Vi

4,80 € – 14,80 €

Fragranza: Coriandolo e Lime

Quantità: 55gr

Svuota

14,80 € Disponibile

La-Le, Dezodorant w kremie, Mango-Papaja z nutą wanilią, 120 ml

35,00 zł

szt. + koszty dostawy

ZOBACZ INNE Z TEJ SERII:

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+

[DO KOSZYKA](#)

Dezodorant MANGO-PAPAJA z nutą wanilią

120 ml

35,00 zł

szt. + koszty dostawy

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[DO KOSZYKA](#)

DEZODORANT NATURALNY O ZAPACHU OWOCÓW LEŚNYCH

75 ml

30,74 zł

szt. + koszty dostawy

-

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[DO KOSZYKA](#)

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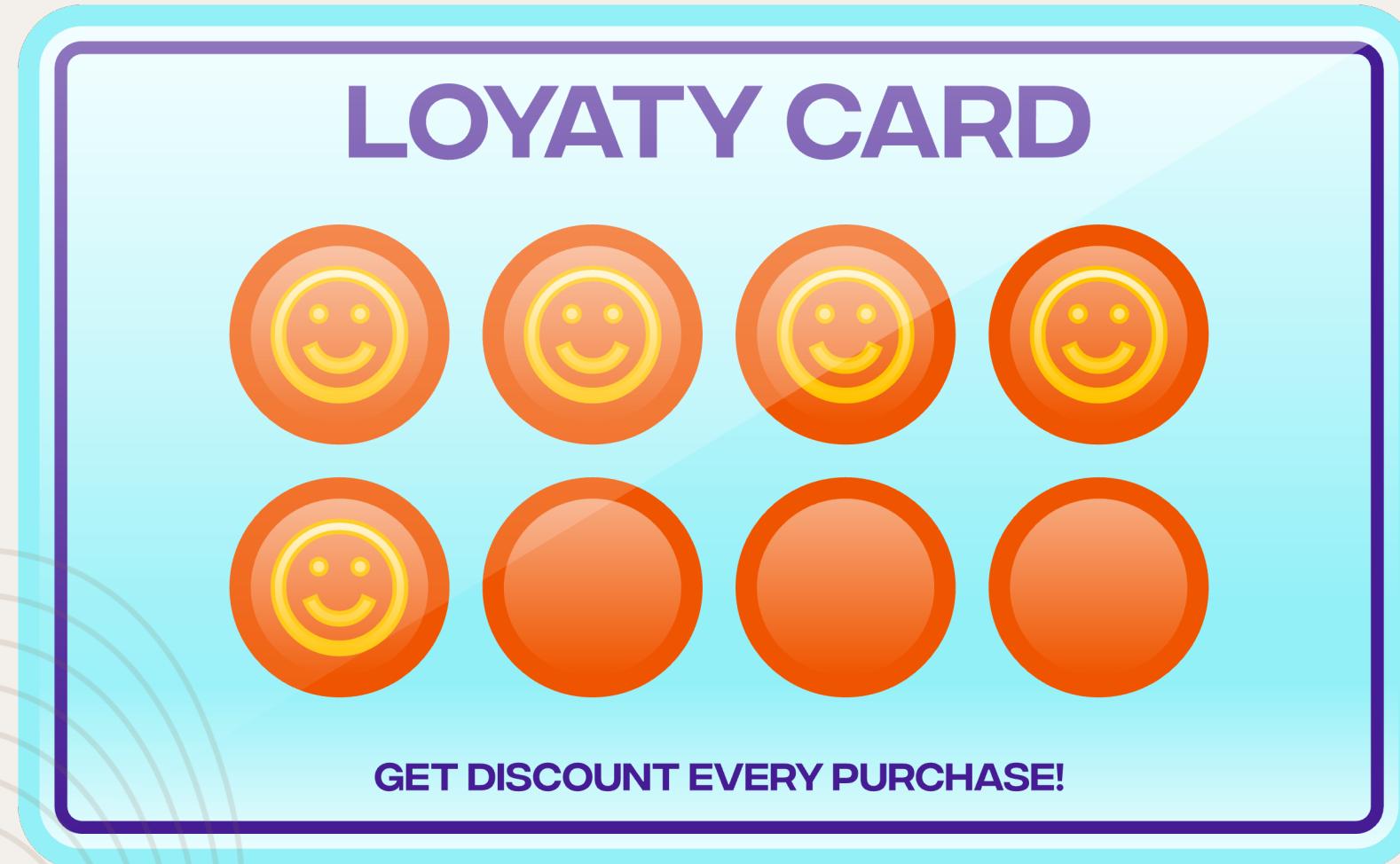
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[DO KOSZYKA](#)

LOYALTY CARD



- Discount to loyal clients to keep them with us.
- In this way, Friendly Shop will reward their customers for their repeat purchase behavior.
- Customers can collect points with their spending.
- Or after some amount of purchase, one product can be free.
- With a loyalty card, Friendly shop will have an excess of customers' email addresses and phone numbers that can use as a direct marketing channel.

Thank You

