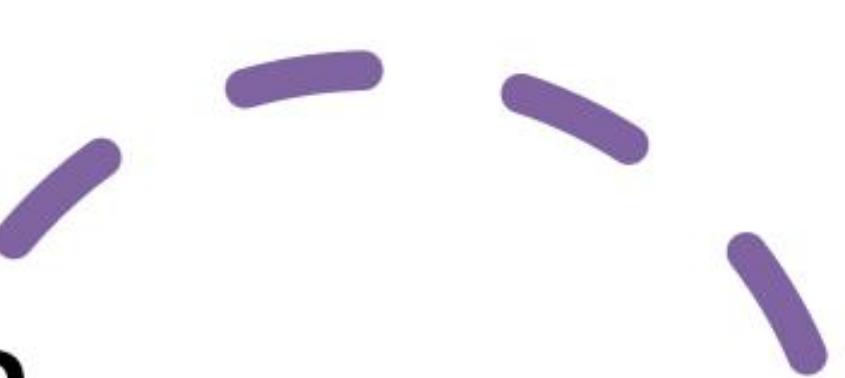


# Patagonia Marketing Strategy Pitch



**Who?**

Data Analytics Consultancy  
Company that specialises  
in Big Data

**Why?**

Use big data analytics  
to inform your next  
marketing campaign



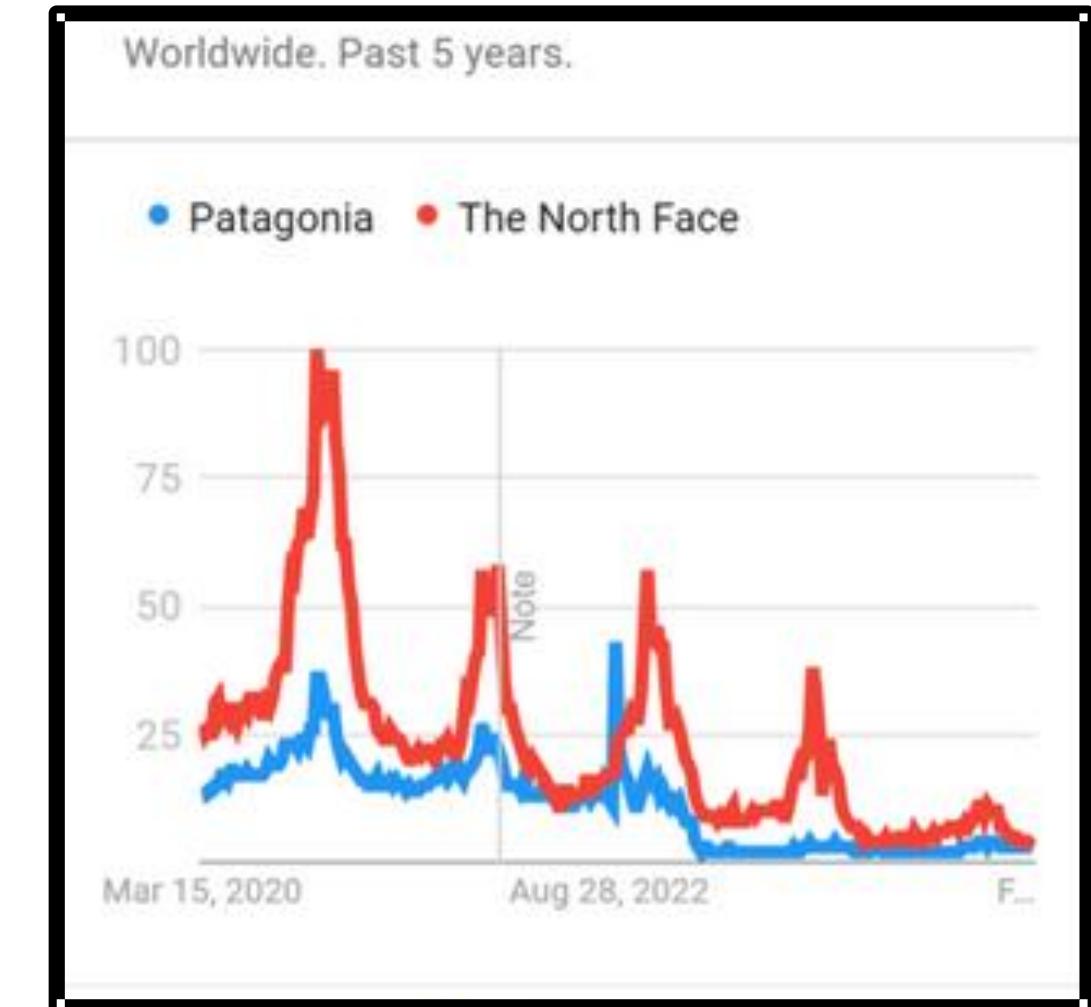
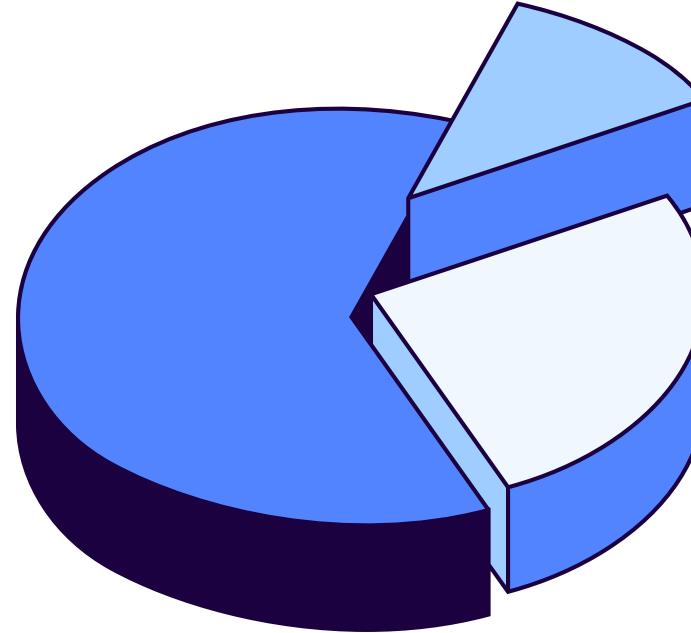
# StratEdge



## BUSINESS CASE AND OBJECTIVES



# Competitive Analysis



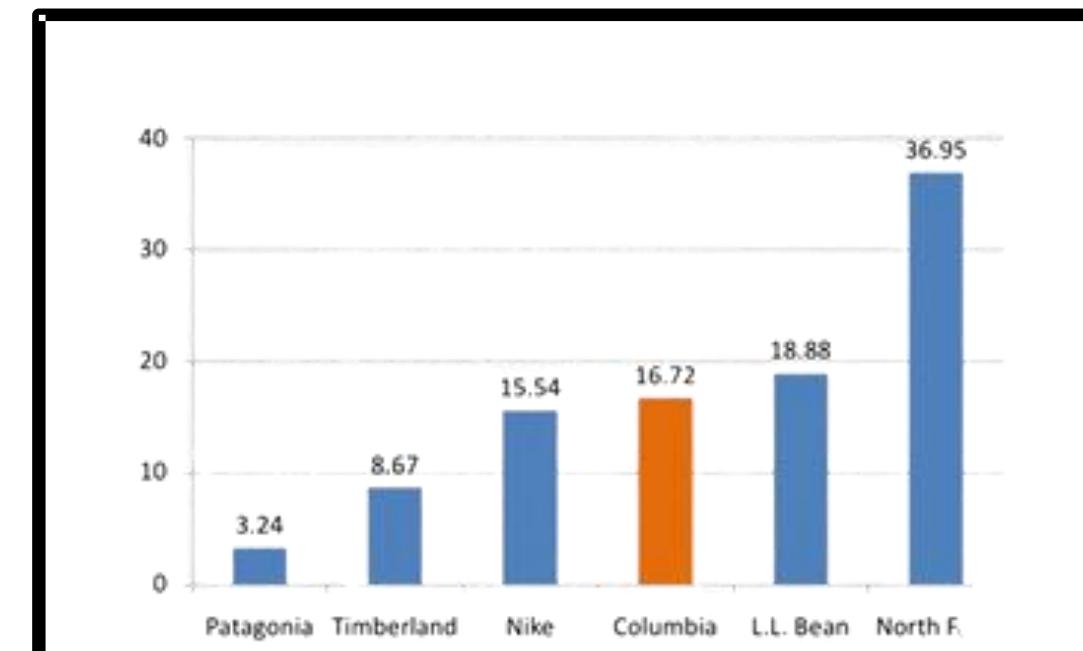
## COMPETITIVE PERFORMANCE

The North Face consistently outperforms Patagonia across key commercial metrics including market penetration, omnichannel presence, and product accessibility despite both brands targeting a similar sustainability-driven outdoor demographic.

## MARKET POSITION

Patagonia holds strong brand equity driven by sustainability, activism, and ethical values, appealing to a passionate niche. However, it suffers from a smaller market share, limited resale & repair scalability, and weaker digital engagement, especially compared to The North Face's mainstream dominance.

Therefore, Patagonia's digital brand needs to be improved.





# Worn Wear: Patagonia's Resale & Repair Program

## Worn Wear's Position in Patagonia:

Worn Wear extends product life through resale and repair — a core pillar of your environmental mission. However, despite strong alignment with brand values, current performance gaps are limiting its ability to scale and deliver long-term impact.

## Current Issues:

- **Minimal impact:** Contributes only ~1% of revenue
- **Operational inefficiencies:** One-off processing slows service
- **Customer dissatisfaction:** Delays, vague repair policies, undervalued trade-ins
- **Erosion of trust:** Even when items are under warranty





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# Customer Voices: What the Data Tells Us

**1**

Anyone had a poor experience with patagonia repair?

Bought a granite crest jacket Dec 2022. Quality was never quite right, waterproofing wasn't as great as everyone made out and didn't really hold up against my old Berghaus.

Around June 2023, one pocket started failing as the tape seam, but I ignored it because the coat was still usable. Come October the tape seams on both pockets had failed and the tape seams around the shoulderx and zips were fraying like mad and everytime I wore it, I was soaked through.

I complained to customer service and they said it needs to go away for repair - now I live in a really remote part of Scotland and so only venture to a town with a UPS drop off point every couple of months, so the earliest I got it to them was New Year (it's a 2hr drive away).

I've been without a raincoat in Northern Scotland for 2 months and they've just got back to me saying it's unreparable (shock) but don't worry I can have 40% off a brand new one. Have argued this doesn't seem quite fair, but they won't budge on the 40% off. Not even a voucher so I can at least purchase something without incurring a lot of costs.

I got at most 9 months of wear out of this item, only 6 fully functioning and can't afford to cough up another £150 on a new jacket which frankly I don't trust to be of decent quality anyway.

Just feel slightly cheated, I bought this coat thinking I'd have it 10 years or so??? Maybe it's my fault because I should have complained sooner, but regardless a year of light wear and it is in the state its in is not right.

Up 25 Down 0 Comments 31

**2**

Resale has quickly emerged as the initiative of choice for fashion brands looking to lower their carbon, plastic and water footprints—or at least in some instances to convince green-conscious shoppers that they're trying. But here's the rub: So far even savvy brands such as Patagonia or SHEIN haven't figured out how to make secondhand selling account for more than a tiny fraction of their profits.

More than 100 apparel retailers have started in-house #resale platforms within the past two years, with 88 new programs last year alone, according to data from ThredUP, which both operates an online thrift store business and has helped many brands set up their own resale programs. This includes some of the biggest brands, including H&M and #fastfashion polluter Shein.

The Problem With Fashion's Sustainability Push: It Doesn't Make Much Money  
bloomberg.com

**3**

IllustriousSandwich · 1y

I had a somewhat comparable experience, also with EU store. I had a Down Sweater Hoody that started to leak down so bad that my midlayer would be covered in down feathers after an hour of use. To their credit they did try to fix it, but unsuccessfully, so I as well was only able to get a 40% discount for a new order. But at least I bought the down sweater hoody in late 2019, so I got like 3-4 years of use - but still, I'm not impressed with Patagonia quality and warranty.

... Reply Up 5 Down

**4**

r/PatagoniaClothing u/GiggityYay · 1y

Patagonia really needs to fix their warranty process

I posted previously about my issues with the warranty process, figured I would add an update just in case there are any Patagonia reps lurking on here

[https://www.reddit.com/r/PatagoniaClothing/comments/1046r2x/anyone\\_else\\_disappointed\\_with\\_patagonia\\_warranty/](https://www.reddit.com/r/PatagoniaClothing/comments/1046r2x/anyone_else_disappointed_with_patagonia_warranty/)

Back home now and went to the local Patagonia store that was actually friendly and helpful, but still not the right conclusion. They offered to give me a Patagonia credit for the backpack and I could order another one online as they didn't have one in store. Problem 1 is it scanned in at \$60 when I paid \$160. That was adjusted to \$160 when I was able to find the receipt. Now the issue becomes that the price has gone up to \$190. So if I want the same backpack, I have to add \$30 for something under warranty.

The store rep was super nice so I didn't want to push the issue and figured I would talk to customer service. The customer service guy on live chat was completely clueless and essentially tried to just get me to deal with the store instead of taking ownership of the issue.

This really shouldn't be so difficult for a simple warranty issue.

For comparison of how things should be done. When I was in Mexico I went to the Lululemon store to inquire about warrantying a pair of shorts that had stretched beyond reasonable limits. No need for proof of purchase, the guy just let me grab another pair of shorts off the shelf. I was in and out of the store in maybe 5 minutes.

Up 0 Down 0 Comments 36

**5**

Ken Pucker · 3rd+ Professor of the Practice © The Fletcher School at Tufts University  
Visit my website 1yr · Edited

More than a decade since inception, Patagonia's Worn Wear Resale program generates <1% of revenue. Same for Eileen Fisher.

No mystery, then why most brands would not respond to inquiries about the size of their resale programs. And that #shein notes that "we did not launch resale with the intention of turning a profit but rather to create awareness and easy accessibility to our customers to engage with the #circularconomy."

What circular economy?

Less than 1% of #fashion is undertaken in a circular fashion. In an article that I recently published in Stanford Social Innovation Review entitled "A Circle that Isn't Easily Squared" I outlined the economic, physical, scientific, and structural (system rules and incentives) why circularity will remain little more than another fantastical corporate voluntary win-win solution...used by industry to avert overdue regulation.

Instead of overselling circularity and focusing on resale for real time fashion brands (like SHEIN) that sell \$12 jeans, it would make more sense for the industry to come together in support of "new rules" that lift the floor like the New York Fashion Act and fund the Apparel Impact Institute's \$1.7b blended finance fund to address supply chain carbon emissions.

Greer, Linda Maxine Bédard Kathleen Talbot Crispin Wong Jenn Swain Krishna Manda (he/him) Deanna Bratter Sarah Kent Vanessa Barboni Hallik Eric Liedtke Steve Lamar Amy Odell Aiden Wicker Michael Schragger Marcie Bianco

<https://lnkd.in/eSGatPa>

#circularity #sustainability #sustainablefashion #supplychain #apparel

The Problem With Fashion's Sustainability Push: It Doesn't Make Much Money  
bloomberg.com

**6**

Charles Proctor GB · 1 review

28 Feb 2023

Fix the Plastic buckle on Middlefork Waders & honour the warranty

I purchased middle fork packable waders and cherished them, especially at such a price but after three uses they have sadly failed. Its down to a small, plastic pin joint that has snapped, with no explanation and there appears to be no resolution. Patagonia will only offer £30 for me to find a repair and are unable to fix the product themselves. I realise Patagonia's promise to quality and repair is a fraud. Both the product and customer services are highly disappointing and they refuse to honour their warranty promise. Sadly Simms is probably your better option.

**7**

r/PatagoniaClothing · 2 yr. ago Jeepkidin

Warning For Trading Into Patagonia Worn Wear

I felt it was important to share my recent experience with Worn Wear and trading in items. I sent them:

1. Down Sweater Hooded Jacket (retail \$329) in good to excellent condition.
2. Down Sweater Jacket in Like New condition (retail \$279)
3. Down Vest - unworn Christmas gift from 2019 (retail \$179)
4. Better Sweater Jacket - good condition (gave me \$60 credit)

I received an email telling me: Item ineligible: Ineligible due to Discoloration on inner hem. This was placed on the three most expensive items. I can't believe an item would be ineligible because of an inner hem discoloration, which I'm telling you was not there. The Down Vest was never even worn.

I based my trade in off of other items they were selling. Here is an example of the same Down Sweater Jacket they sell on their site and it's condition was listed as: "Scars tell the story: Moderate discoloration on multiple locations. One patch on front hem."

The worst part is they don't send you the ineligible items back and just say it will be recycled. I sent them \$917 worth of clothing in great condition and they have offered me a \$60 credit. The proposed credit was supposed to be \$380.

I did photograph 2/3 the jackets before I sent them in as I was going to sell them on eBay then thought this would be easier. Huge disappointment. I'll update if they respond or send me my jackets back as I have requested.

**8**

According to ThredUP's annual resale report, the secondhand market is due to hit \$64 billion in the next five years. And by 2024, resale is expected "to overtake the traditional thrift and donation segment. With consumer appetite at an all-time high, coupled with inventory shortage, brands like Patagonia are leaning into their resale channels.

But fast growth doesn't equal profitability. Forrester principal analyst Sucharita Kodali told Modern Retail recently, resale platforms face challenges in building sustainable operations. Well-funded startups like Poshmark and Mercari are investing heavily in customer acquisition and fulfillment to meet customer demand, but have yet to turn a consistent profit.

Meanwhile, building a Patagonia-specific resale platform came with its own challenges. For one, selling one-off listings is different than shipping millions of new garments from a factory, said Kremer. What's more, there are extra steps to the buying and selling process; For example, there is usually lightweight repair, authentication and product photography to be done. "We want to make it easier for the customer, which is why we allow them to drop off items and receive credit in stores," he said.

With Worn Wear, Patagonia is trying to get ahead of a growing retailer trend. The next frontier for resale is "brands wanting to own that customer," said Andy Ruben, CEO of The Startup Lab, which powers Patagonia, Arc'teryx and REI's used gear sites, among others. The startup lab

**9**

CIRCULAR ECONOMY

Resale is not changing our relationship with stuff — here's why

Companies are still producing too much new stuff.

By Nellie Cohen | April 29, 2022

Image via Shutterstock/NDAB Creativity

This month marks the five-year anniversary of the launch of Patagonia's Worn Wear resale site. This was the first brand-owned digital "recommerce" experience in the apparel industry. Then, and still today, it operates by Patagonia purchasing used clothing from its customers, cleaning it, and reselling via a ecommerce website built by Trove.

**10**

The resale portion of Worn Wear is one part of the program's holistic approach to circularity which also includes repairing items, recycling what is truly worn out and celebrating the longevity of Patagonia clothing — all built with the intention of helping people change their relationship with the things they own. We defined this as helping people shift from being consumers to owners by offering them ways to keep their stuff in use and thus avoid the environmental damage incurred when new stuff is made.

I was deeply involved in the creation and management of Worn Wear and its predecessor, the Common Threads Partnership, for nearly 10 years. And while I am proud of Worn Wear, I worry about the trajectory of the resale trend it helped spark in the industry.

Since the launch of Worn Wear's ecommerce site, apparel resale has proliferated. According to a recent analysis, the global secondhand fashion market is worth about \$130 billion, with major markets such as the United States set to continue with double-digit growth at least through 2025. Today, resale makes up about 7 percent of the apparel market and is expected to grow to 10 percent by 2030.

At first glance, this may seem like a good thing for the industry — and for the environment: McKinsey reported last year that by 2030, one in five garments must be acquired through a circular business model in order to limit global rise in temperature to 1.5 degrees Celsius in line with the Paris Agreement targets. However, most resale programs today are only getting half the equation right.

Resale programs have done a commendable job of mainstreaming the purchase of used clothing. But many of these programs launching recently incentivize customers to consume even more new things. Depending on the financial structure of the resale program, brands may not be generating revenue from the sale of their used clothing at all. Rather, they offer gift cards and discount codes to motivate their customers to participate in the brand-sponsored resale program. Most of the time these incentives can only be put towards the purchase of new clothing.

The result is that while our relationship with used things has changed, our relationship with new things has not. These incentive models perpetuate our love for newness, while encouraging us to continue to view clothing as a



# PATAGONIA'S SWOT ANALYSIS

## STRENGTHS

- **Strong Brand Reputation** – Known for sustainability and ethical business practices.
- **High-Quality Products** – Durable, eco-friendly outdoor gear with a loyal customer base.
- **Sustainability Leadership** – Pioneering eco-friendly initiatives like recycled materials and fair trade.
- **Loyal Customer Base** – Strong community support due to environmental activism.
- **Innovative Business Model** – "Worn Wear" program promotes second-hand sales and repairs.

## WEAKNESS

- **Premium Pricing** – Expensive products limit accessibility to budget-conscious consumers.
- **Limited Product Range** – Focus on outdoor apparel might restrict market expansion.
- **Dependency on Ethical Sourcing** – Challenges in scaling due to reliance on sustainable suppliers.
- **Niche Market** – Strong focus on eco-conscious consumers rather than mass-market appeal.

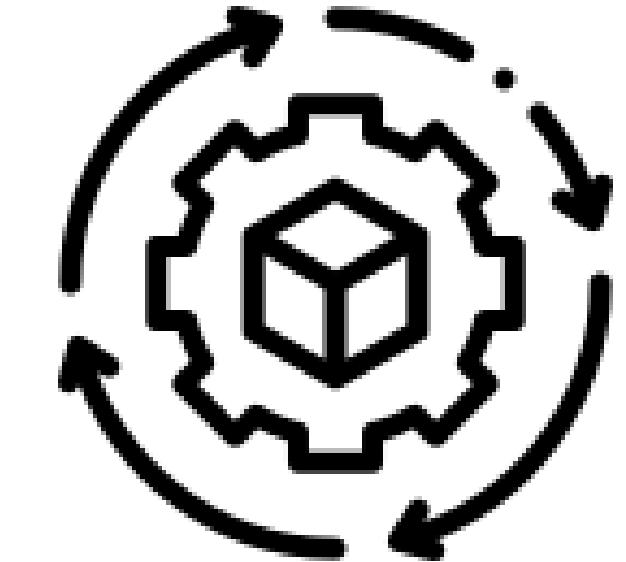
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## OPPORTUNITIES

- **Expansion into New Markets** – Growing demand for sustainable fashion worldwide.
- **Technology & Innovation** – Using advanced materials and AI-driven personalization.
- **E-Commerce Growth** – Increased direct-to-consumer sales through online platforms.
- **Partnerships & Collaborations** – Teaming up with eco-friendly brands and influencers.
- **Resale & Circular Economy** – Strengthening Patagonia's second-hand clothing initiatives.

## THREATS

- **Economic Downturns** – Premium pricing may deter buyers during financial crises.
- **Competition** – Rival brands (North Face, Arc'teryx, Columbia) innovating in sustainability.
- **Supply Chain Disruptions** – Global issues affecting ethical sourcing and production.
- **Consumer Behavior Changes** – Shifts in fashion trends or sustainable preferences.
- **Regulatory Challenges** – Increasing environmental regulations could impact costs.





# OBJECTIVES



## Reinvent the Repair Experience

Advance repair service performance through streamlined operations, clear customer communication, and regional service scalability.



## Create a Seamless Resale Ecosystem

Build a frictionless resale platform with fair pricing for sellers and buyers, offer refurbishment and authentication to maintain trust and quality.



## Restore Customer Confidence & Loyalty

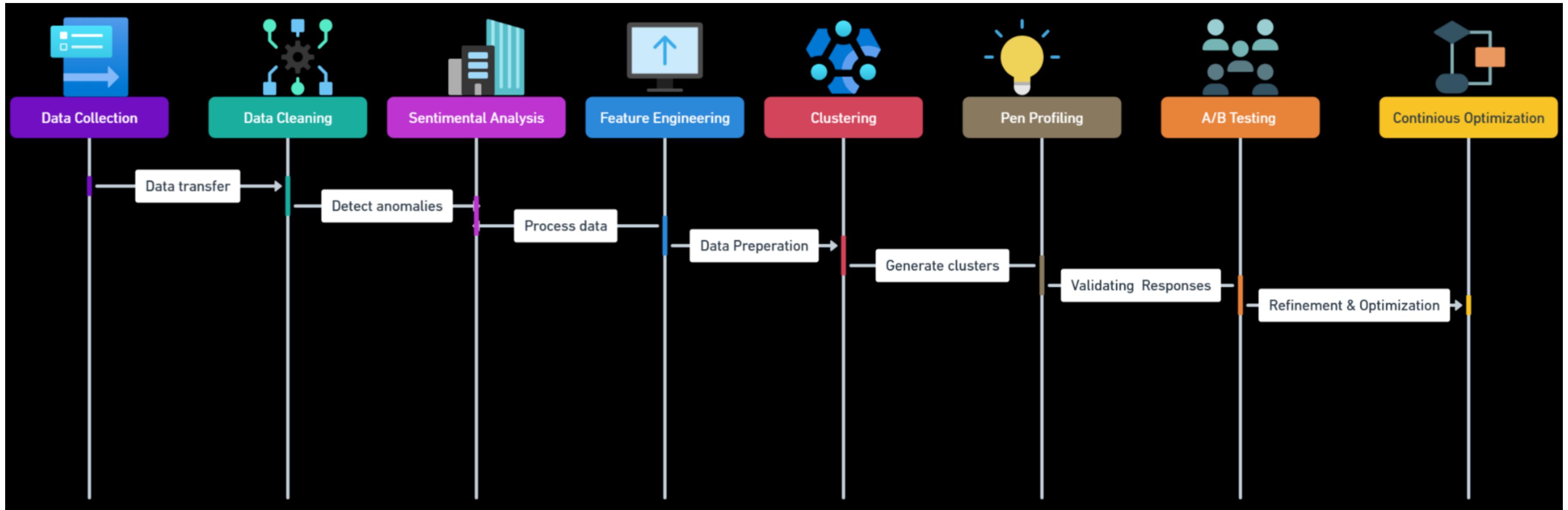
Turn negative post-purchase experiences into brand-building moments. Prioritize long-term relationships over short-term cost savings.



## METHODOLOGY



# METHODOLOGY OVERVIEW





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# DATA COLLECTION

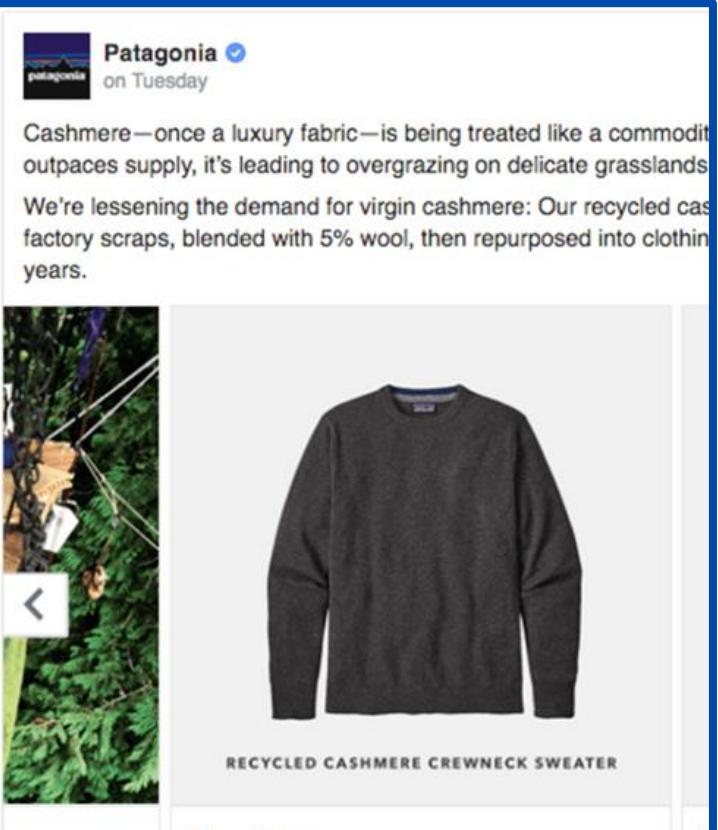
To justify a comprehensive approach different sources of data is used to ensure different media is utilized

## Paid Media

### Advertising:

**Metrics:** Click-through rates, conversion rates

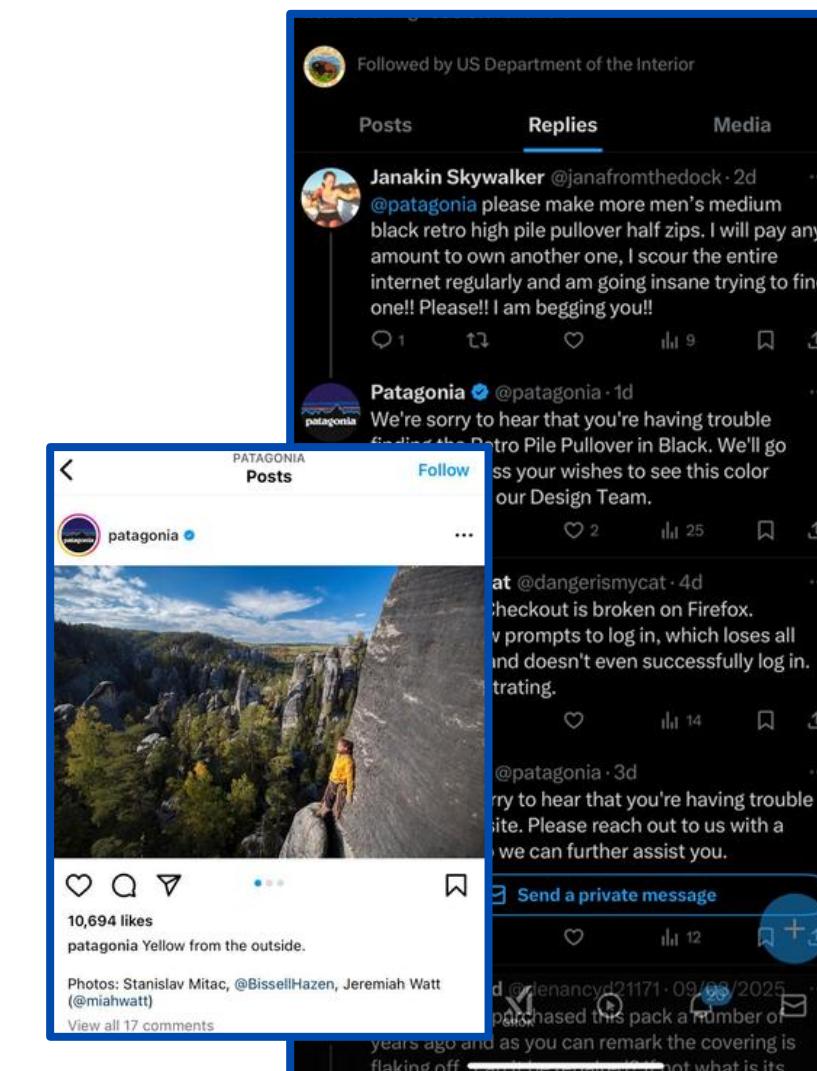
**Details:** Online ads on platforms like Google ads, Social media sponsored ads



## Social Media:

### Metrics: Likes, shares, comments and mentions

**Details:** Organic reach through customer interactions and brand mentions

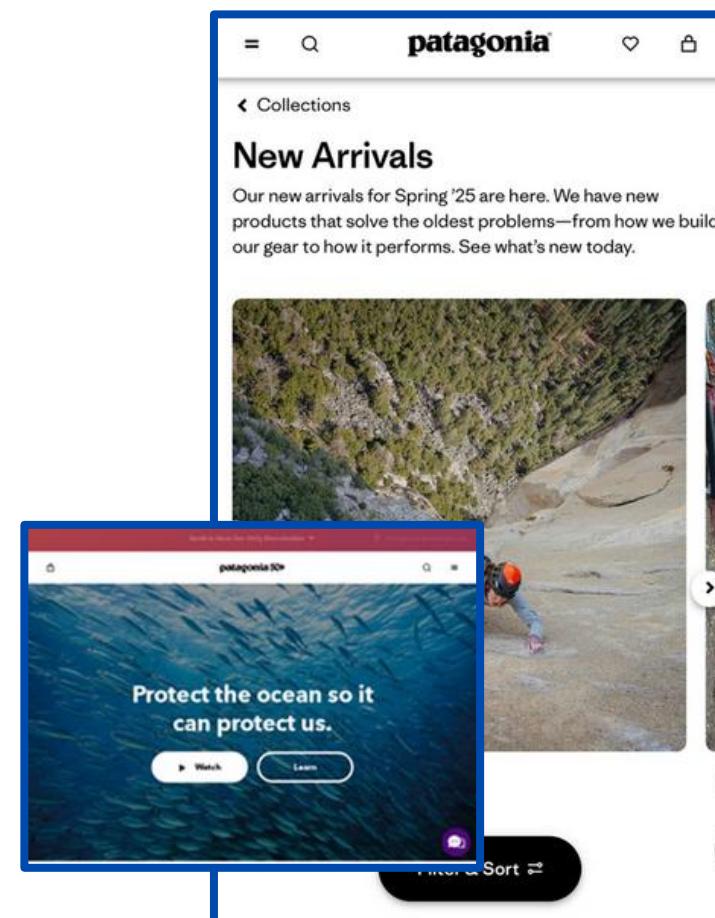


## Owned Media:

**Website and Mobile app-** Browsing history, purchase behaviour items viewed, cart history

**Loyalty program-** User and purchase information, product reference

**Email campaigns-** Open rates, click rates and customer engagement.



## Earned Media:

### Customer Reviews and Testimonials-

**Metrics:** Customer satisfaction, feedback in products and sustainability efforts

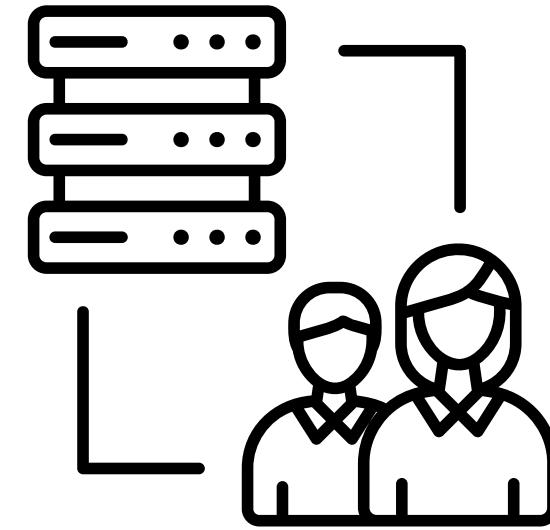
### See what reviewers are saying

Jesus D 4 days ago  
★★★★★  
Stylish jackets that I can use to flex on the poors. This is a high quality company.  
Nina Karol Updated 21 Feb 2025  
★★★★★  
Delivered an item to the store to be returned, which was fine, but was treated really disrespectfully by a haughty millennial female who worked there ( Fitzroy outlet). She even whispered something ab... See more



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# ACCESS TO DATA FOR MARKETING INSIGHT



## **Sales Database:**

Products, Customers, Stores and Orders

## **Campaign Data:**

Direct, Influencer, Email and Social Media marketing campaigns from the last 5 years

## **Survey Results (10,000) Loyal Customers:**

**Demographics:** Gender, Age, Location

**Psychographics:** Personality type, Interests, Values

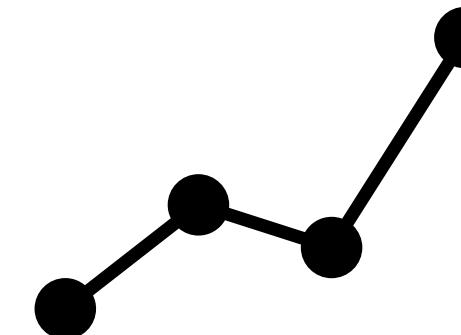
**Behavioral Data:** Categories of items Purchased, Frequency of Purchase, Brand Preferences

## **External Datasets:**

Evaluating market trends, Competitor analysis, consumer sentiment

## **Purpose and Goal:**

To gain insights to improve the Autumn 2025 Marketing Campaign with actionable data



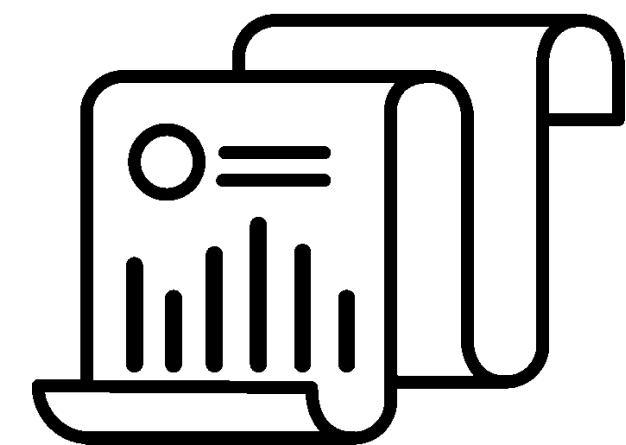


# DATA CLEANING AND PREPROCESSING



Robust data cleaning processes lead to more accurate predictions and actionable insights.

This foundational step also empowers strategic customer segmentation and refined marketing outreach.



# SENTIMENTAL ANALYSIS

Sentiment analysis uncovers the emotional tone within customer interactions, offering a nuanced view of brand perception. These insights support more responsive marketing, customer engagement, and reputation management strategies.

## Repair Program Feedback

**Measure satisfaction with repair services (ease, quality, timeliness) and address negative feedback to improve efficiency and satisfaction.**

## Resale Program Feedback

**Analyze sentiment towards pre-owned products (Worn Wear) and address concerns (quality, pricing) to build trust**

## Target Marketing

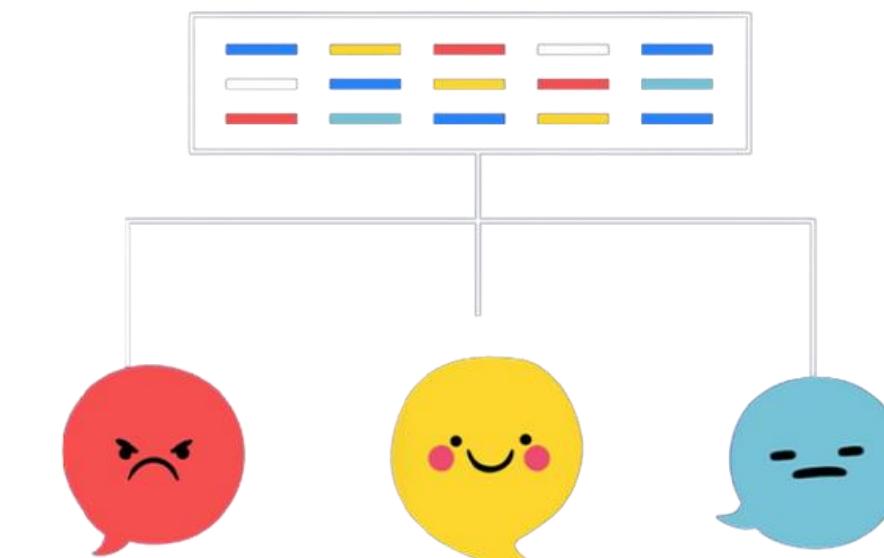
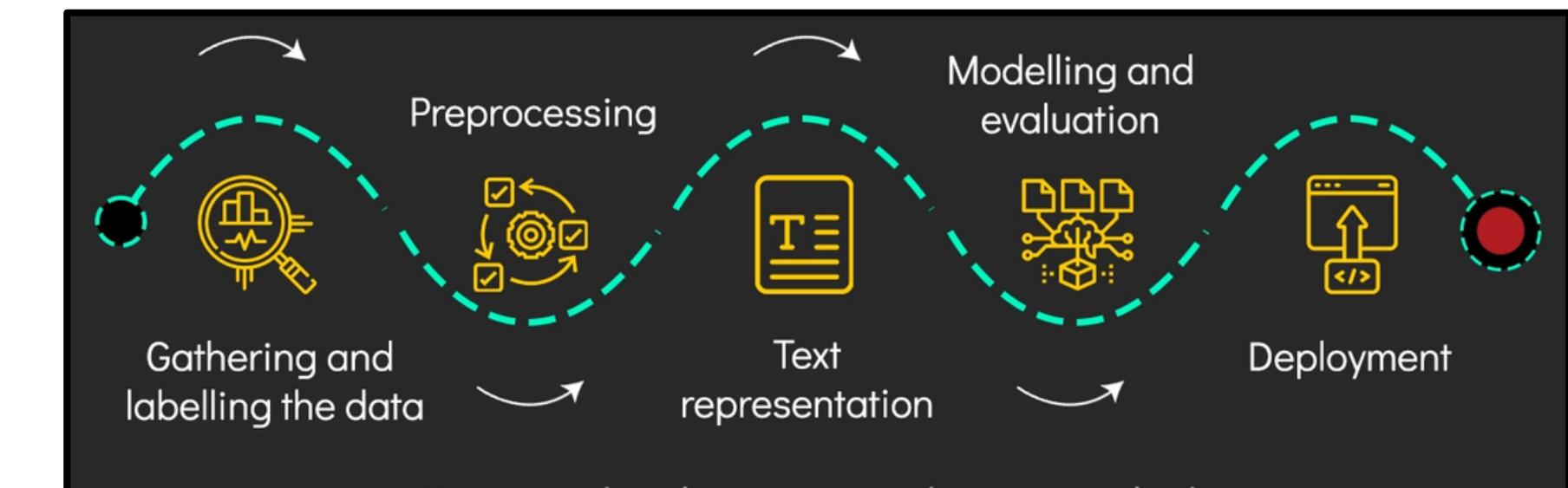
**Segment eco-conscious customers and personalize campaigns to promote sustainability.**

## Customer Trust & Education:

**Use sentiment data to create educational content, improve communication, and address negative feedback**

## Continuous Improvement

**Use real-time feedback to enhance repair services and resale offerings, improving customer experience.**

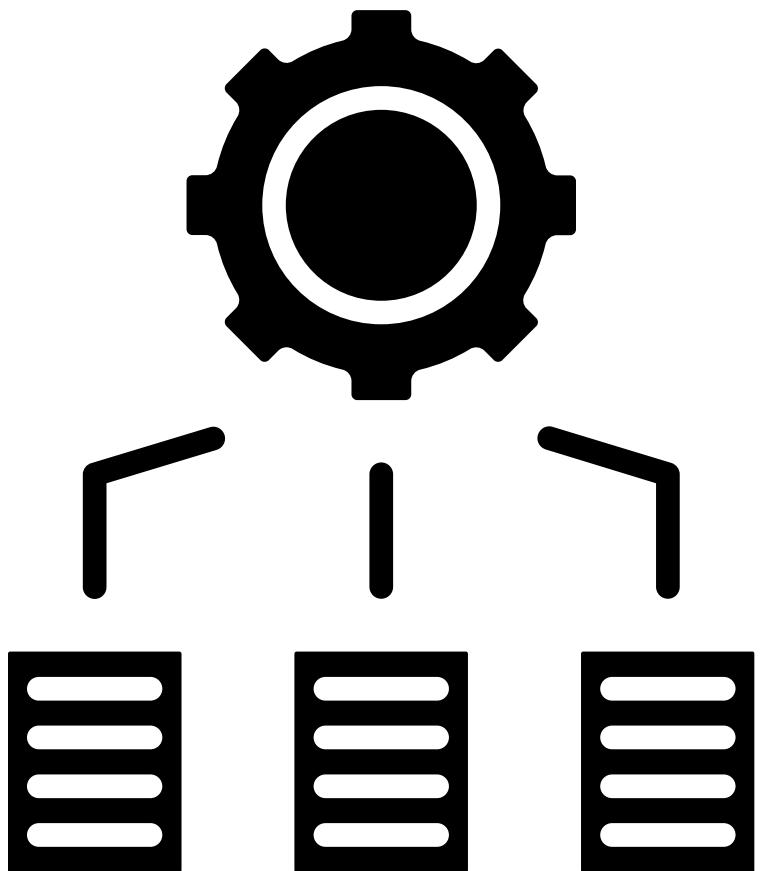




# FEATURE ENGINEERING

Feature engineering is essential for Patagonia's project as it helps transform customer and product data into valuable insights, enhancing the effectiveness of resale and repair services while driving targeted marketing strategies.

Feature Engineering	
Unique Identifier	Description
Customer_id	Unique identifier for each customer
<b>Demographics</b>	
Age	Age of the customer
Location	Location of the customer
<b>Psychographic Data</b>	
Personality Trait	OCEAN Model (Big Five Personality Traits)  Openness → Adventurous or Conservative (Scale: 0-1)  Conscientiousness → Eco-conscious or Indifferent (Scale: 0-1)  Extraversion → Social or Independent Shopper (Scale: 0-1)  Agreeableness → Brand-loyal vs. Non-loyal (Scale: 0-1)  Neuroticism → Impulsive Buyer vs. Careful Planner (Scale: 0-1)
<b>Behavior Data</b>	
<b>Purchase Behavior</b>	
days_since_last_purchase	Number of days since the customer's last purchase
total_transaction	Total number of transactions made by the customer.
average_item_purchased	Average number of items purchased per transaction
total_categories_purchased	Total number of unique product categories purchased by the customer
total_spend	Total amount spent by the customer on purchases
Discount Dependency (discount_dependency)	The percentage of purchases made during sales or with promo codes.
Seasonal Shopping Behavior (seasonal_shopper)	Identifies if a customer mainly shops during specific seasons or events.
Preferred Shopping Channel	Online vs. in-store shopping preference.





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# FEATURE ENGINEERING



Website Interactions	
Customer_support_rating	Measures customer satisfaction with Patagonia's service quality, response times, warranty claims, and repair processes, reflecting brand trust and loyalty.
past_visits	Number of past visits to the website or app
total_pages_viewed	Total number of pages viewed by the customer during their visits
time_per_page	Average time spent on each page
avg_visit_duration	Average duration of each visit
campaign_click_through	Click-through rates on email campaigns
Clickstream Data	Sequence of pages visited before making a purchase.
Return Rate	How frequently a customer returns items.
Email Open Rate	Engagement with Patagonia's marketing emails.
Loyalty Program Engagement	Participation in rewards or membership programs.
Customer Support Interactions	Number of inquiries or complaints submitted.
Resale and Repair Data	
resale_purchase_frequency	Measures how often customers buy second-hand Patagonia products through the Worn Wear program, indicating demand for refurbished gear.
resale_return_frequency	Tracks the rate at which customers return resale items, reflecting satisfaction with product quality and Patagonia's refurbishment standards.
Sentiment	
avg_sentiment_score	Score indicating the sentiment (positive, negative, neutral) expressed in the customer review



# CLUSTERING & SEGMENTATION

By targeting these diverse audience segments, our marketing agency ensures a customized and impactful approach that aligns with the specific needs and goals of each client.



## Personalized Marketing:

Tailor campaigns for targeted segments to boost engagement.

## Optimized Offerings:

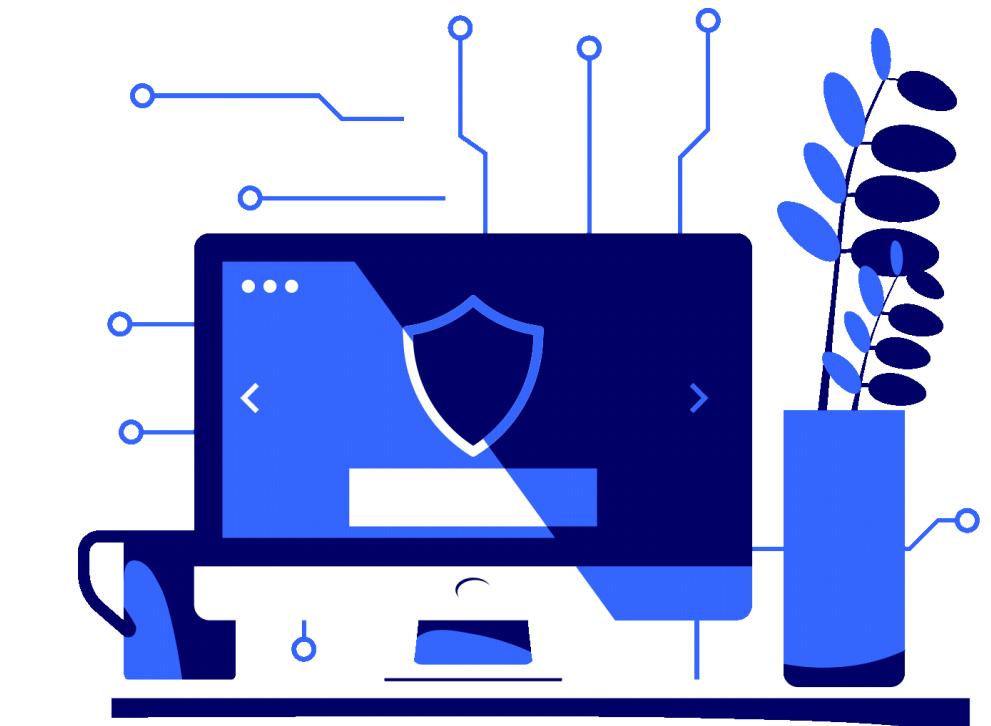
Align products/services with customer expectations for greater satisfaction.

## Enhanced Retention

Identify at-risk customers and apply retention strategies to reduce churn.

## Data-Driven Decisions:

Make strategic decisions using clustering insights.





**STRATEGY INTEGRATION**



# TARGETED MARKETING STRATEGIES



To boost customer engagement and sales, we propose targeted marketing strategies tailored to Patagonia's diverse audience, aligning with its sustainability-driven values.

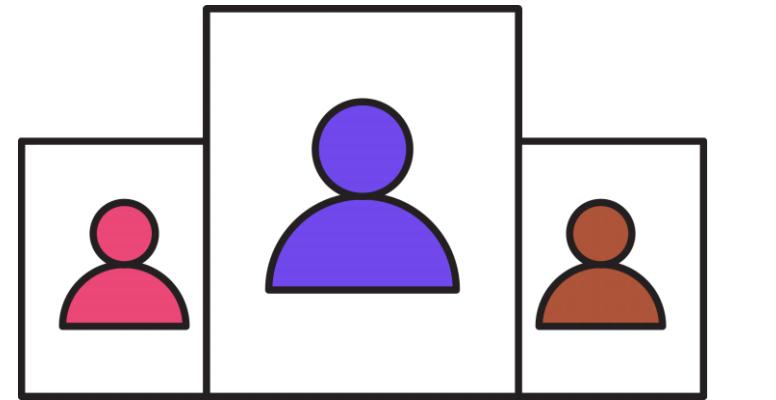


These strategies will optimize marketing efforts, promote resale initiatives, and expand repair services—ultimately strengthening brand loyalty, advancing sustainability, and reducing consumption.



# TARGETED MARKETING STRATEGIES

Customers	Profile	Buying Behavior	Challenges	Marketing Strategies
Digital Savvy Individual	Values convenience & online shopping	Prefers digital purchases & resale, active on social media	Lack of incentives & weak brand awareness	- Exclusive online drops - Real-time resale tracking - Influencer marketing
Eco Conscious	Prioritizes sustainability & ethical brands	Prefers sustainable products & services	Limited awareness of Worn Wear's impact	- Highlight circular economy - Eco-tagged items - Educational content on sustainability
Thrift Enthusiast	Values affordability & second-hand deals	Prefers resale & discounts	High prices for resale, limited stock	- Seasonal discounts & flash sales - Bundle deals - Swap events
Outdoor Enthusiast	Values durability & performance	Buys for outdoor activities & repairs	Slow repair turnaround, performance focused	- White-glove repair service - Repair tents at outdoor events - Athlete testimonials
Price Conscious Explorer	Values affordability & budget-friendly sustainability	Hesitant to buy due to high prices	High prices for new & resale gear	- Flash sales - First-time buyer discounts - EMI options





# Personalized Marketing and Other Strategies

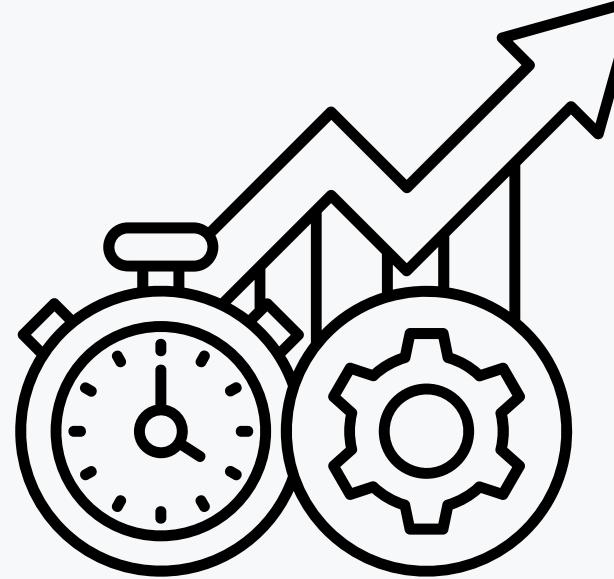
- Engage customers with user-generated content and live shopping on Instagram & TikTok.
- Enhance support with AI chatbots & live repair assistance.
- Cut logistics costs by partnering with third party local repair shops.
- Introduce AR try-on for resale gear on Instagram & Snapchat.
- Boost retention with newsletters, abandoned cart emails, and exclusive resale access.





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# OPTIMIZATION TECHNIQUES



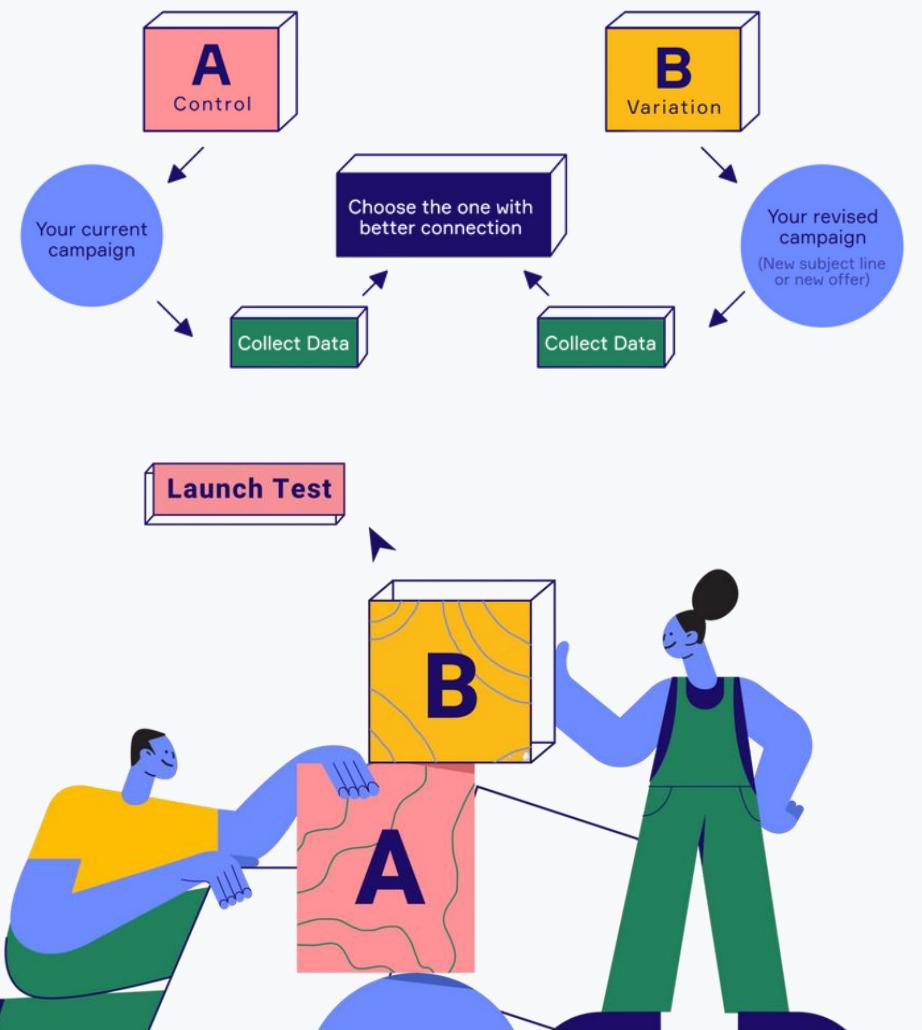
A/B testing is essential for optimizing Patagonia's resale and repair strategies, ensuring resources are allocated effectively to drive engagement and conversions.

## A/B STRATEGY TESTING

Continuous learning through AI ensures Patagonia adapts to evolving resale and repair trends, maintaining a competitive edge while fostering customer loyalty.

By regularly updating AI models with fresh data, Patagonia can refine its marketing strategies to address changing customer preferences, resale adoption rates, and repair service demand.

Use A/B testing to improve marketing campaigns



## CONTINUOUS OPTIMIZATION



## TECHNOLOGY REQUIREMENTS



# TECHNOLOGY REQUIREMENTS



**Google Speech-to-Text:**  
Converts customer service call recordings into text.

**Spray/BeautifulSoup:**  
Grasp feedback from social media (Twitter, Instagram) and News reviews and forum posts

**AWS S3(cloud services):** Unified storage.

**Spark/Hive:**  
Clean, deduplicate data and batch ETL or ELT operations.

**SparkStreaming/Flink (Streaming tools):**  
Process real-time data from social media

**Spacy/BERT:**  
Sentiment classification and LDA topic modeling.

**Spark Mllib/Scikit-learn:**  
Builds customer satisfaction prediction models and K-means clustering. And uses this third-party A/B testing framework to run controlled experiments .

**MLOps pipeline (Apache Airflow + MLflow):**  
Triggering automated model retraining and deployment, enabling continuous optimization

**Tableau/Power BI:**  
Build interactive panels

**Collibra/Alation:**  
Unified management and auditing of data assets(GDPR, CCPA, LGPD)



**LEGAL , ETHICAL & PRIVACY ISSUES**



# ETHICS, LEGAL AND PRIVACY ISSUES

## Ethical issues

**1) Data Bias and Discrimination:** The lack of historical data or samples may lead to algorithmic bias, which affects the fair treatment of some groups.

**2) Manipulation and Transparency:** Big data technology can be used for precision marketing, but if there is a lack of transparent information disclosure, it is easy to be interpreted as manipulating consumer decisions.

**3) User Awareness and Consent:** Data collection and use must ensure that the user is clearly informed and voluntarily authorized, otherwise it may cause ethical disputes.



## Privacy issues

**1) Scope of Data Collection:** Excessive collection of data that is not relevant to the purpose of the project increases the risk of leakage, adhere to the data minimization principle.

**2) Storage and Security:** Data may be vulnerable to hacking or internal misuse during transmission and storage, so robust encryption and access controls are needed.

**3) Cross-Border Data Transfer:** Different privacy regulations(e.g., GDPR, CCPA,LGPD) require varying standards, and the design of the project should ensure the legal compliance of cross-border transmission.

## Legal issues

**1) Compliance Across Regions:** Regulations differ by region, so Patagonia must localize its user agreements and data-protection measures to meet each jurisdiction's requirements.

**2) Data Purpose and Limitation:** Using data beyond its original stated purpose may violate the law and result in litigation or penalties.

**3) Third-Party Data Sharing:** When collaborating with external partners, unclear or poorly regulated contractual terms could lead to data breaches or legal risks.



**PROJECT MANAGEMENT**



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# PROJECT MANAGEMENT

# Planning

The project is scheduled to run from May 12 to September 30, 2025, encompassing initiation, planning, execution, monitoring, and closing processes.

**Project Duration: May 12,2025 to September 30, 2025**

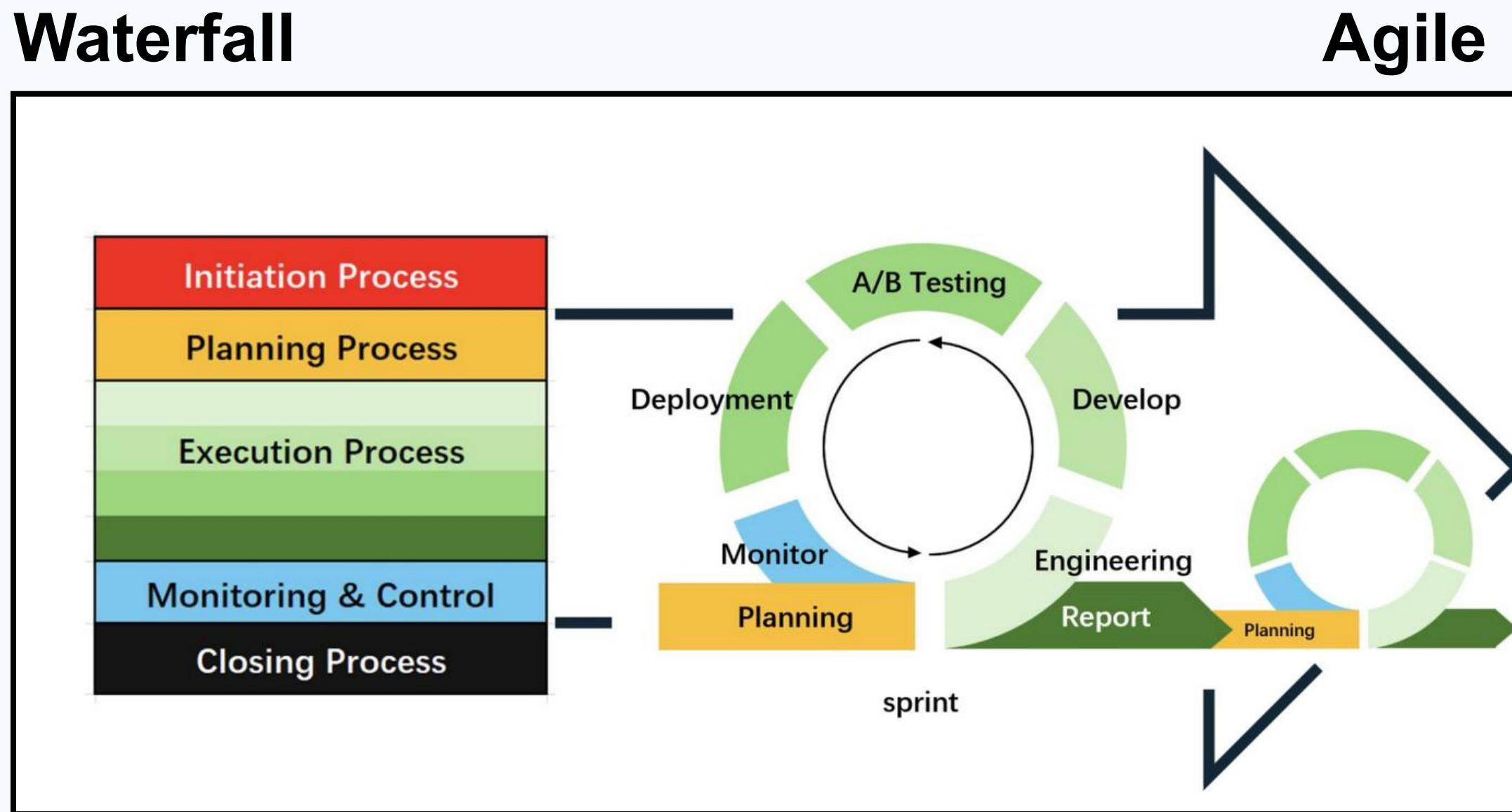
**StrateEdge Consultancy X Patagonia**



StratEdge

# PROJECT MANAGEMENT WATERFALL & AGILE

Hybrid project model, Waterfall structure partially adapted to Agile cycles for planning and execution process. Enables iterative optimization and faster feedback loops.





**SUMMARY**



# OUR VISION FOR PATAGONIA

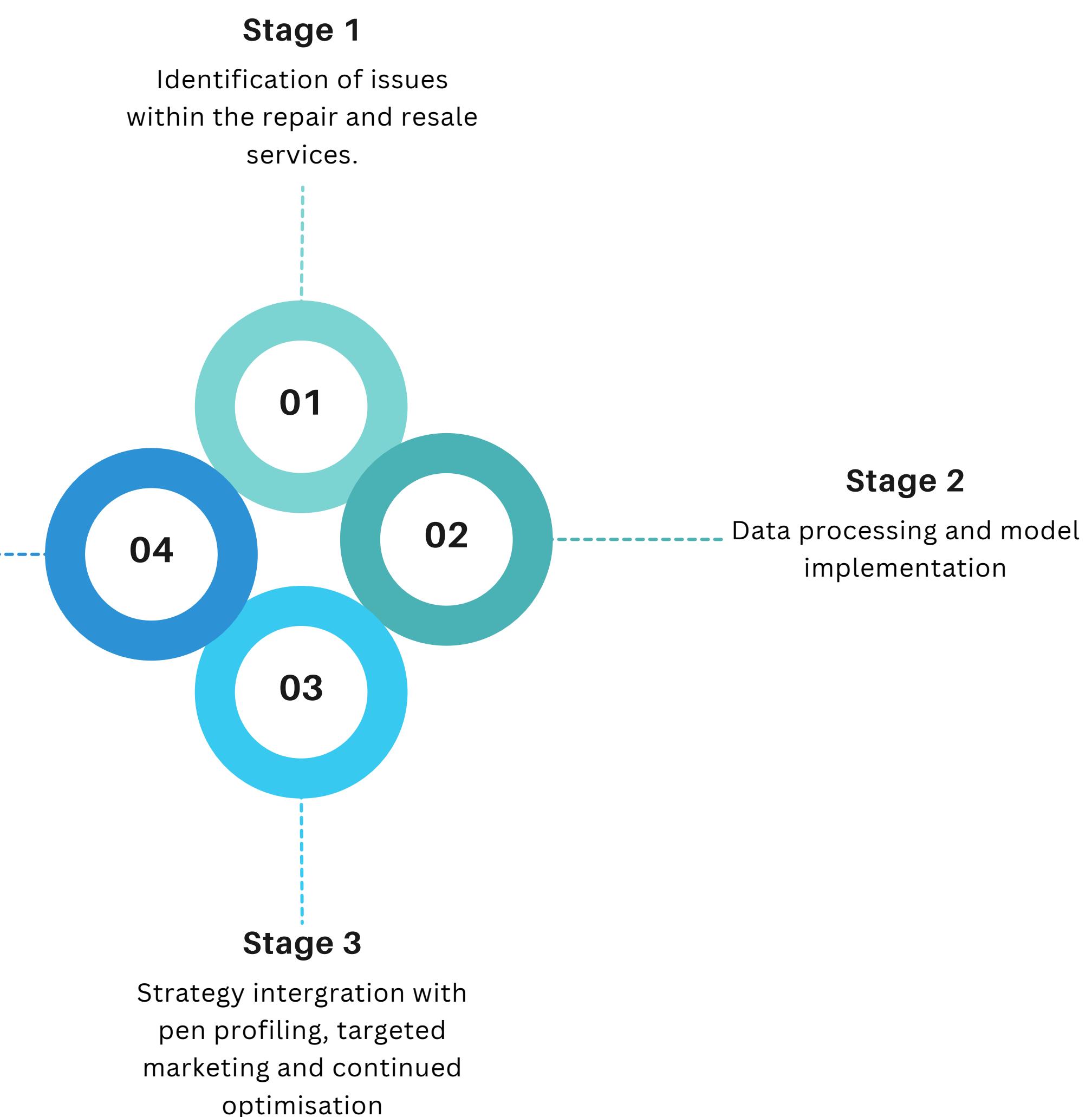


*A world where everyone owns just one Patagonia jacket—loved, repaired, and passed on. We're building a circular community, not a customer base—powered by repair, resale, and reuse—where gear lives many lives and consumerism gives way to shared stewardship.*



# OUR JOURNEY

**Stage 4**  
Project plan,  
technological  
requirements and  
legal/privacy/ethical  
considerations



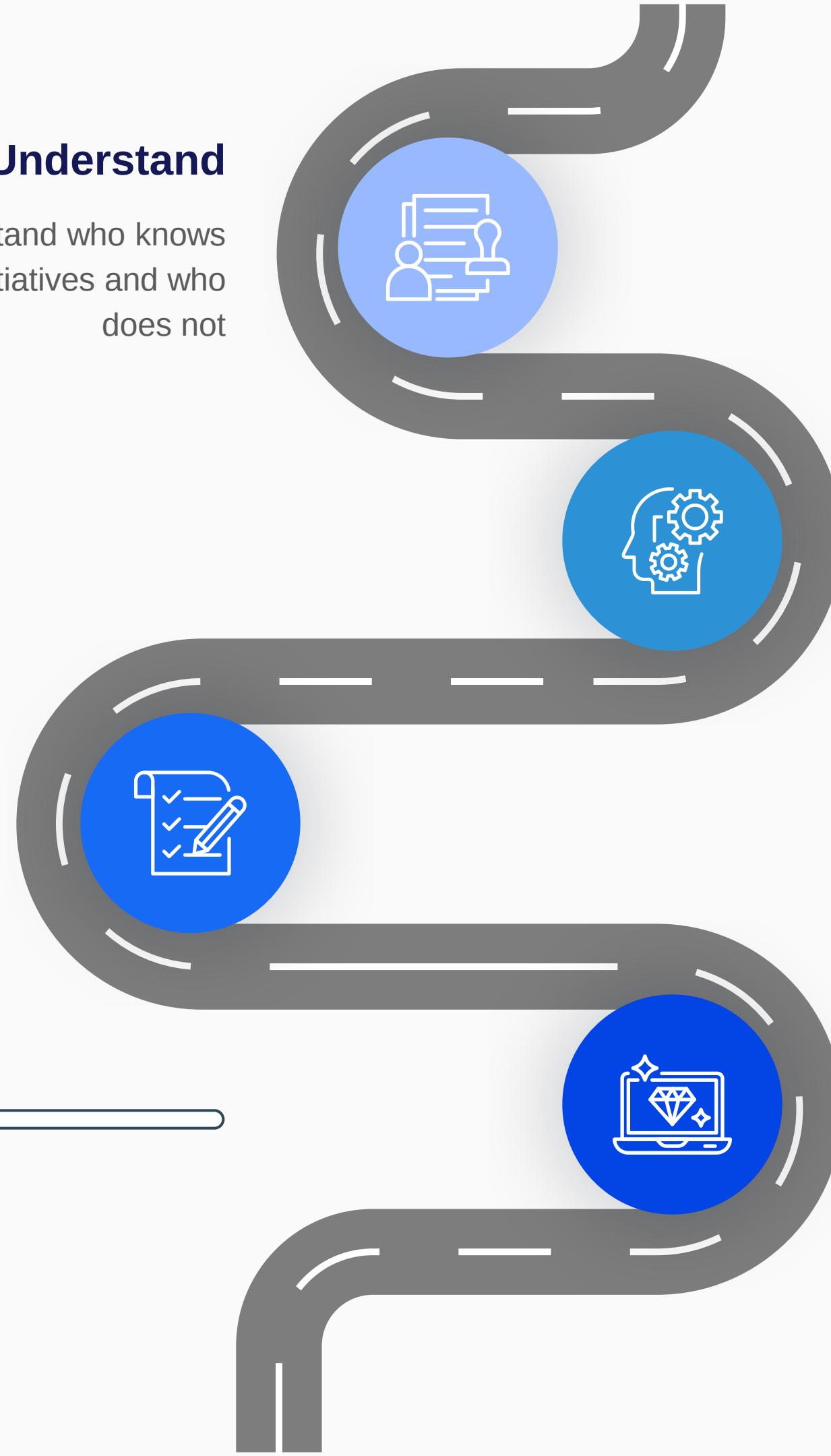
# CONSUMER JOURNEY ROADMAP

The diagram reflects how we can enhance retention and maximise customer lifetime value through repair, resale, and loyalty solutions.



## Utilise

Get customers using the programs



## Understand

Understand who knows about the initiatives and who does not

## Educate

We need to educate people on the services offered and their importance

## Engage

The customer should enjoy their experience, use it again and recommend it to others.



# INSIGHTS

Identifying customer segments to target with specific marketing approaches

Promoting and educating on sustainability, ensuring repair and resale programs are known

Increasing the utilisation and effectiveness of the repair and resale services

Building sustainability and patagonia's mission



# WHY STRATEDGE?

## Post-purchase specialisation

Patagonia is currently losing trust. We go deep on repair, resale, and retention, not just sales.



## Continued Optimisation

Maximising our insights, even after we have left



## Quantifiable Impact Tracking

We build impact dashboards that show Patagonia — and its customers — real metrics



## Sustainability- Integrated Solutions:

Build systems that align with Patagonia's core environmental mission.



## Tech-Enabled, Emotionally Intelligent Design

Customer journeys that are not only efficient, but human.



## Built for Circular Commerce

We design repair and resale ecosystems — not just loyalty programs or e-commerce sites.



StratEdge

# CONTACT US

Let's Build Patagonia's Future Together

We're ready to help Patagonia unlock the full value of its post-purchase experience.

From strategic design to tech implementation, we're your partner in scaling circular commerce and customer trust.



123-456-7890



[www.stratedgeconsultancy.uk](http://www.stratedgeconsultancy.uk)



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**THANK YOU**

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