

# bambu

“Harmony in Every Home: Building a Sustainable Tomorrow with Bambu Home”





Stephanie Coelho

Sarai Marguez-Esquivel

Yuki Hirano

Skanda Rohit Sharma

Mason Werner

Ivona Jurkich

Sean Benson

Alejandro  
Duarte-Sanchez

# Mission statement:

To provide eco-conscious individuals with innovative, well-designed, and responsibly crafted living alternatives that harmonize with nature, fostering a greener and more sustainable future.

# Gaps Bambu Can Fill In The Market

- Sustainable Lifestyle Products
- Plastic-free solutions
- Innovative Materials and Design
- Diverse Product Range

# Target Audience

Bambu's target audience:

- **Geography:** United States residents
- **Psychographic:** socially responsible and environmentally conscious
- **Behavior:** quality-conscious consumers who appreciate sustainable and well-designed products



# What customer need & What separates bambu

## Differentiation

- Natural Materials
- Zero-Waste Focus
- Certifications

## Positioning

- Nature-Friendly Lifestyle
- Everyday Sustainability
- Craftsmanship



# Value Proposition

—Bambu Positioning statement—

**“To eco-conscious consumers who seek sustainable, non-toxic alternatives for daily living, Bambu is a nature-inspired, eco-friendly brand that commits to reducing plastic waste. We offer beautifully handcrafted products from renewable materials, providing a unique style and an exceptional dining experience for those interested in greener, healthy, and sustainable living.”**

# SWOT ANALYSIS - Internal

## Strengths

- 20 years in the market
- Eco Friendly Certifications
- Wide Range of Products

## Weaknesses

- Slightly Expensive
- No Free shipping
- Strict Return Policy

# SWOT ANALYSIS - External

## Opportunities

- Expand in the US
- Expand outside US
- Become a Publicly Traded Company

## Threats

- Competitors
- Natural Disaster in China
- US China Trade Relationship with ongoing wars

# Product Mix

## Nothing but nature

What is *not* on or in our products

Lacquers

Dyes

Heavy Metals

Petroleum

BPA & Phthalates

PFAS and Fluorinated

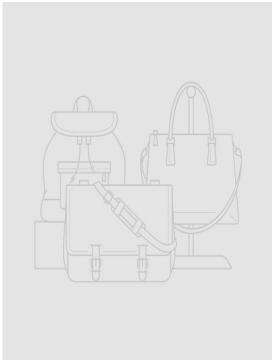
Chemicals

Formaldehyde





Back To School



Back To School Bundles



Bamboo Compostable Napkins



Bamboo Eating Utensils



Bamboo Kitchen Utensils



Bamboo Serving Utensils



Bamboo Cooking & Prep Utensils



Bamboo Cutting Boards



Bamboo Eating & Serving Utensils



Bamboo Tableware



Bamboo Travel Utensils



BeeNZ Premium Manuka Honey

# Pricing

- Value-added pricing



# Value-Added Pricing

- Attaching emotional value behind pricing
  - Use Sustainability as a reason



**SUSTAINABILITY**



# Value-Added Pricing

- Understanding our customers' needs and value perceptions allows us to price our items high because we get the customer's feelings involved in the process.



Disposable Bamboo 3.5" Tasting Plates, Bulk Case of 250

★★★★★ 9 Reviews

\$78.00



Disposable Bamboo Spoons, Bulk Case of 250

★★★★★ 67 Reviews

\$68.00



Disposable Bamboo Round Plates

★★★★★ 311 Reviews

from \$9.90

# Product Placement: So how do we reach our customers?

- **Where do we start from?**
- **How does our contribution impact the environment?**
- **How does our marketing system assist our placement?**
- 



# Promotion Mix

## Sales Promotion:

Minimize buyer's remorse through consistent base pricing or price matching.

Create urgency and bargains with time-limited sales and retailer collaborations.

## Free Shipping:

Offer free shipping after reaching a specified spending threshold.

## Digital Placement:

Utilize digital technology for placement, providing customers with options like filtering, budget fitting, and access to sales, promotions, and deals.

# Promotion Mix

## Promotional Packs:

Introduce discounted price packs, such as family, party, and personal packs.

## Advertising Strategy:

Begin with mainstream retailers like Target and Walmart, expanding to niche retailers like Trader Joe's and Whole Foods.

Establish physical locations for in-person product viewing and purchasing.

## Digital Advertising:

Develop a compelling website as the primary online hub.

Utilize social media platforms (Twitter, Facebook, Pinterest, Instagram, YouTube) for broader reach.

Incorporate TV advertisements and advertisements through social media platforms.

## Cataloging Deals:

Extend advertising efforts through cataloging deals with retailers, fostering a symbiotic relationship.

# Instagram

YEARS  
IN THE  
MAKING  
bambu

WILD SALMON CENTER

The Nature Conservancy  
Protecting nature. Preserving life.

SURFRIDER FOUNDATION

Giving Tuesday

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Nick Gallant • The Greatest Thing

bambuliving Today Only! For Giving Tuesday, we're giving 15% off for you and 15% to the nonprofit you choose.  
@wildsalmoncenter : fund the protection of wild salmon strongholds: the most powerful, healthy rivers in the North Pacific  
@nature.org : support land conservation, climate-related disaster support, and Indigenous land stewards  
@surfrider : give to the fight for plastic reduction, ocean conservation, shoreline protection, and clean water initiatives  
#givingtuesday #givingtuesday2023 #bambu #sustainableliving  
5d

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liana\_martinez0284 check dm  
4d Reply

11 likes  
6 days ago

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ON EVERY ORDER

Plus, 10% back on orders \$95+

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bambuliving Shop early, ship sustainably, and save. It's our Green Friday sale! This weekend only, get rewarded for skipping the rush (shipping). Plus, get 10% back on your order of \$95+  
Promo Details: Valid November 17th-19th only. No promo code needed. 10% back valid on purchases \$95+, and will be given via store credit or Visa gift card after 30-day return period is complete.. Not valid on previous orders nor can we apply to back orders. Valid for available stock on hand. May not be combined with other discounts. Sorry, wholesale customers, this offer is not for you.  
2w

bambuliving #bambu #sustainableliving #sustainabledesign #greenfriday #sustainableshopping  
2w Reply

# Pinterest and YouTube



**bambu®**

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Invested in good · Woman-owned

bamboohome.com - Helping people live more sustainably at home or wherever life takes you. Beautifully designed daily-use products made from organic, renewable...[more](#)

3k followers · 256 following

146.8k monthly views

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**bambu**

@bambo - 359 subscribers · 56 videos

Welcome to bambu - the Renewable Ideas® brand of contemporary eco-friendly products ... >

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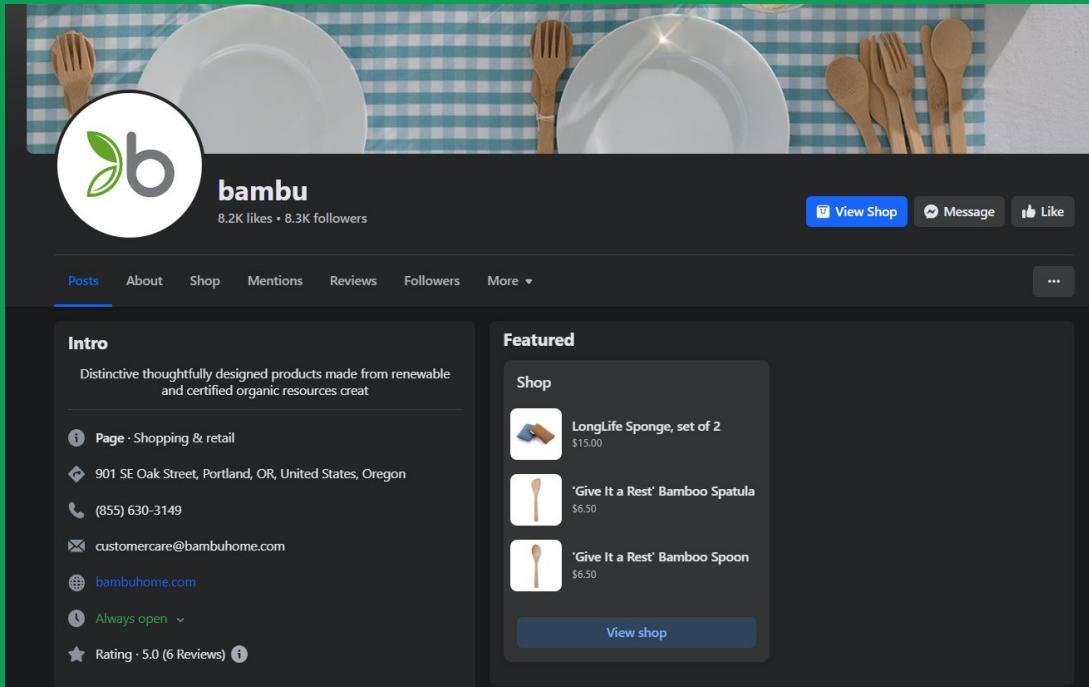
['A Business for Good' brand film. The back...](#) [...](#)

[15,537 views · 3 years ago](#)

One company's story about creating a sustainable business that prioritizes people, product, and planet over profits. The business principles which distinguish bambu® are revealed in this film. Cofounders, Jeffrey Delkin and Rachel Speth founded this eco-business on the core purpose of turning people onto renewables, and plant-based solutions, and reduce our reliance and use of plastic. This has been the business mission since ...

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# Facebook and X (Twitter)



A screenshot of the bambu Facebook page. The cover photo shows several white plates and wooden cutlery (spoons, forks, knives) on a blue and white checkered cloth. The profile picture is a white circle containing a stylized 'b' logo with green leaf-like shapes on either side. Below the profile picture, the brand name 'bambu' is written in a lowercase sans-serif font. To the right of the name are three interaction buttons: 'View Shop' (with a storefront icon), 'Message' (with a speech bubble icon), and 'Like' (with a thumbs-up icon). Below these buttons is a row of navigation links: 'Posts', 'About', 'Shop', 'Mentions', 'Reviews', 'Followers', and 'More'. On the left, there's a sidebar with sections for 'Intro' (describing the brand as 'Distinctive thoughtfully designed products made from renewable and certified organic resources') and 'Featured' (listing products like 'LongLife Sponge, set of 2' and 'Give It a Rest' Bamboo Spatula').



A screenshot of the bambu X (Twitter) profile. The profile picture is the same as the Facebook one. The brand name 'bambu' is followed by a blue checkmark and '@bamboohome'. Below the handle is a bio: 'We celebrate nature, form & texture with beautiful products made from renewable #plantbased #organic materials. #sustainability #eco #bamboo #pdx #BCorp'. There are four links below the bio: 'Home & Garden' (with a house icon), 'Shanghai | Portland' (with a location pin icon), 'bamboohome.com' (with a link icon), and 'Joined December 2008' (with a calendar icon). Below the bio, it says '6,232 Following 6,885 Followers'. A note states 'Not followed by anyone you're following'. At the bottom, there are two product cards: 'Veneerware® Bamboo Spor' (with a price of '\$11.40') and another 'Veneerware® Bamboo Spor' (with a price of '\$11.40').

# Thank You :)



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