

The image features the Patagonia logo, which consists of the word "patagonia" in a white, lowercase, serif font, followed by a registered trademark symbol (®). The logo is centered horizontally and positioned in the middle of the frame. The background is a dramatic landscape photograph of a snow-capped mountain range at sunset or sunrise. The sky is a mix of deep purple, magenta, and orange, with the sun's glow visible on the horizon behind the mountain peaks. The mountains are dark and rugged, with patches of white snow or ice. The overall mood is serene and majestic, emphasizing the brand's connection to nature and outdoor exploration.

patagonia®

Missão

We're in business to save our home planet



Missão

- Build the best product
- Cause no unnecessary harm
- Use business to protect nature
- Not bound by convention

Estratégia

“We have a policy that when the surf comes up, you drop work and you go surfing.”

Increase price to lower demand. Scale production only to the ‘necessary’ and sustainable amount.

<https://www.theguardian.com/sustainable-business/patagonia-sustainable-business-model>

Posicionamento - Ativismo

Patagonia's self-imposed Earth tax, 1% for the Planet.

1331 Environmental grantees

Buy less, demand more.

<https://www.patagonia.com/activism/>

<https://www.patagonia.com/actionworks/home/explore/grantees/all/>

Macroambiente

- Propósito.
- Suporte das comunidades.
- Precificação Premium.
- Cota superior de escala. (nao crescer indefinitivamente)
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- Suporte das comunidades.
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Forças Competitivas de Porter

- Clientes.
- Fornecedores.
- Concorrentes.
- Potenciais entrantes (Re-use)
- Substitutos
- Tecnologia.

Pontos fortes

- Cultura.
- Integridade.
- Comunidade.
- Marketing.
- Amplitude de projetos.

Análise dos pontos fortes e fracos



Movimentos competitivos



Evolução da Indústria

