

# Sweet Leaf Bath Co.

## Thecasesolutions.com

Overview  
Thecasesolutions.com  
www.thecasesolutions.com

### Goals Thecasesolutions.com

- Achieve growth
- Increase sales
- Formulate a strategy
- Increase awareness

### Corporate Capabilities and the Industry Thecasesolutions.com

- High quality (organic and hand made)
- Fair trade certified
- Green packaging
- Numerous retailers to date
- Fair trade is growing in popularity
- Industry is expected to grow

### Promotion and Placement Thecasesolutions.com



### Target Market Thecasesolutions.com

#### Thecasesolutions.com

- Mature customers
- Aged 35-44
- High income
- Traditional media usage
- Organic health food stores
- Buying for families

### Product and Price

- able to charge premium on certified products
- price represents quality

### Conclusion

New marketing strategy achieves:

- developed network
- formulated reorder policy
- control over detail displays
- increase internet traffic
- create awareness

# Sweet Leaf Bath Co.

## Thecasesolutions.com

Overview  
Thecasesolutions.com  
www.thecasesolutions.com

### Goals Thecasesolutions.com

- Achieve growth
- Increase sales
- Formulate a strategy
- Increase awareness

### Corporate Capabilities and the Industry Thecasesolutions.com

- High quality (organic and hand made)
- Fair trade certified
- Green packaging
- Numerous retailers to date
- Fair trade is growing in popularity
- Industry is expected to grow

### Promotion and Placement Thecasesolutions.com



### Target Market Thecasesolutions.com

#### Thecasesolutions.com

- Mature customers
- Aged 35-44
- High income
- Traditional media usage
- Organic health food stores
- Buying for families

### Product and Price

- able to charge premium on certified products
- price represents quality

### Conclusion

New marketing strategy achieves:

- developed network
- formulated reorder policy
- control over detail displays
- increase internet traffic
- create awareness

# Goals

## **Thecasesolutions.com**

- Achieve growth
- Increase sales
- Formalize a strategy
- Increase awareness

# Constraints

## Thecasesolutions.com

- \$5000 budget
- Limited human capital

## Corporate Capabilities and the Industry

# Thecasesolutions.com

- High quality (organic and hand made)
- Fair trade certified
- Green packaging
- Numerous retailers to date
- Fair trade is growing in popularity
- Industry is expected to grow



## Target Market

# Thecasesolutions.com

- Mature customers
- Aged 35-44
- High income
- Traditional media usage
- Organic health food stores
- Buying for families

# Promotion and Placement

## Thecasesolutions.com

### Vendor Shows

#### Thecasesolutions.com

- city centre
- networking
- 69% gross margin
- education
- \$3200

### Pristine Planet

- targets green consumers
- increases online traffic
- 'tags' increase awareness
- free social media exposure
- direct sales margins of 71%
- \$550

### Point of Sale

#### Thecasesolutions.com

- draw attention to product
- create reorder policy
- control and develop brand image
- \$1100

## Vendor Shows

**Thecasesolutions.com**

- city centre
- networking
- 69% gross margin
- education
- \$3200

• tar

• inc



## Point of Sale

# Thecasesolutions.com

- draw attention to product
- create reorder policy
- control and develop brand image
- \$1100

net  
sumers

traffic