

Redirecting Direct Selling: High-Touch Embraces High-Tech



Issue Overview
Thecasesolutions.com

- Wal-Mart CFL Initiative
- Benefits of CFLs
- Who uses CFLs

*Approach #1
Status Quo*
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- Same Marketing & Advertising
- CFL Performance & Projection: 2007-2010

*Approach #2
Conspicuous Conservation*
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- Efforts to make conservation more visible
- Green snacks/desserts
- Physical store improvements
- Recyclable Fishies

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*Approach #4
Bully the Supplier*
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- Walmart will stock 80-90% CFLs
- 10-20% of space will be incandescent and/or LED lights
- Use Walmart's retail/purchasing strength to dictate prices

*Approach #3
Golden Carrot*
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- 100% demonstrates success
- Increase incentives and competition
- Define prize components
- Jeopardize other relationships
- Not necessarily cost effective

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Approach #1
Status Quo

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2007-2010**

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Approach #2
Conspicuous Conservation

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- **Efforts to make conservation more visible**
 - **Green snacks/drinks**
 - **Physical store improvements**
 - **Recyclable T-shirts**



*Approach #3
Golden Carrot*

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- **NRDC demonstrates success**
- **Increase incentives and competition**
- **Define prize components**
- **Jeopardize other relationships**
- **Not necessarily cost effective**



Approach #4
Bully the Supplier

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- **Walmart will stock 80-90% CFLs**
- **10-20% of space will be incandescent and/or LED lights**
- **Use Walmart's retail/purchasing strength to dictate prices**

Chosen Solution

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- **Bully Strategy** in combination with other **approaches**
 - **Status Quo**
 - **Conspicuous Conservatism**
 - **Golden Carrot - "Government"**



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