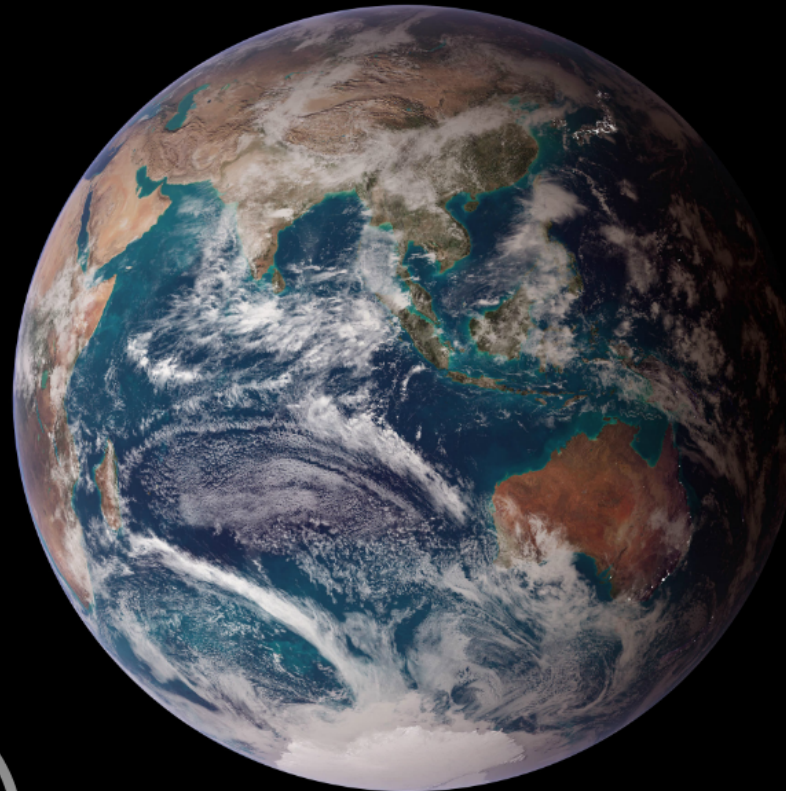


Selling CFLs at Wal-Mart, Epilogue

Issue Overview
- Wal-Mart CFL Initiative
- Benefits of CFLs
- Who uses CFLs
Thecasesolutions.com

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

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



Thecasesolutions.com

*Approach #4
Bully the Supplier*
Thecasesolutions.com
- 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*
Thecasesolutions.com
- IBBYC demonstrates success
- Increase incentives and
competition
- Define prize components
- Compare other relationships
- Not necessarily cost effective

Thecasesolutions.com

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*Approach #1
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- CFL Performance & Projection:
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Thecasesolutions.com

*Approach #2
Conspicuous Conservation*
Thecasesolutions.com
- Efforts to make conservation more
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Thecasesolutions.com

*Approach #4
Bully the Supplier*
Thecasesolutions.com
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incandescent and/or LED lights
- Use Walmart's retail/purchasing
strength to dictate prices

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

Thecasesolutions.com



Issue Overview

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

Thecasesolutions.com



Approach #1
Status Quo

- **Same Marketing & Advertising**
- **CFL Performance & Projection:
2007-2010**

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Approach #2
Conspicuous Conservation

Thecasesolutions.com

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



*Approach #3
Golden Carrot*

Thecasesolutions.com

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



Approach #4
Bully the Supplier

Thecasesolutions.com

- 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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