

Sweet Leaf Bath Co.

Executive Summary

Goals

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

Corporate Capabilities and the Industry

- 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

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

Promotion and Placement

- Social media
- Direct mail
- Email
- In-store
- Online

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
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Goals

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

Constraints

- \$5000 budget
- Limited human capital

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Promotion and Placement

Vendor Shows

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

Point of Sale

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

Pristine Planet

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