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The Clorox Company Leveraging Green for Growth

Introduction

The Clorox Company, a global leader in consumer goods, faced a pivotal challenge: what more can be done to ensure that sustainability becomes a tool for growth in spite of facing profitability. The case looks at the novel organizational change, which is a signal of a new line of Green Works.

Strategic Challenge

The case provides an example to analyse the increasing trend in the demand and supply for green products. Eco-aware consumer niche remains a unique solution that Clorox can enter while simultaneously solving environmental problem. But issues such as the sustainably low costs, product differentiation, and consumer mistrust due to corporate social responsibility give customers a raw deal were some of the major challenges found.

Works Initiative

To be in with the green strategy, Clorox came up with Green Works, natural cleaning products. It was an effort the company took to show how it was concerned with environment by combining natural items with the right cleaner. This strategy highlight put Clorox in a vanguard of traditional consumer goods companies which focus on environmental innovations.

Evaluating Financial

In analyzing its financial performance, the case solution reflects on Clorox green strategy. Green Works sustains market share and improved the image of the company. To further assert Clorox's sustainable stewardship, the company put into place clear goals on greenhouse gas emission and waste elimination.

Resource

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