

CHARLOTTE™ PRODUCTS LTD.

Sustainability Minded Marketing Plan

PURPOSE

The purpose of this project is to generate a marketing plan that is focused on the promotion of Charlotte Products LTD's sustainability efforts. The goal of this project is to provide tangible insight into how Charlotte Products can best communicate its sustainability efforts to position itself as a leader in sustainability in the market.

RESEARCH QUESTIONS

1. How does Charlotte Products LTD.'s sustainability promotion and practice compare to industry standards and competitors?
2. Analyze Charlotte Products LTD. current marketing mix and sustainability practices

METHODOLOGY



1. Literature Review



2. Market Analysis



3. Surveying

PRELIMINARY FINDINGS

1. Creation of **continuity** in the “**sustainability story**” of Charlotte Products
2. Key to **gauge** what both internal and external **perceptions** of sustainability are at Charlotte Products
3. Important for Charlotte Products to become a resource and **champion of sustainability** going forward
4. **Communicate** Charlotte Products' current **sustainability efforts and achievements**

*Creating safe, healthy spaces
for future generations*

DISCUSSION

Charlotte Products has excelled in innovation and developing cleaning products that are safer alternatives to traditional formulas. Charlotte Products has grown out of a passion for a safer environment which has acted as the genesis for their commitment to sustainability. Currently, Charlotte Products is engaging in a variety of sustainability efforts including a greenhouse gas (GHG) audit and forming key partnerships with organizations such as Green Economy Peterborough.

CONCLUSION

Ultimately, Charlotte Products is currently engaging in key sustainability initiatives and following this research will make deliberate action to communicate these initiatives at the same level as key industry competitors. This promotion will include the formulation of a dedicated sustainability webpage on the organizations website as well as continuing to engage key organizational stakeholders through community initiatives and other mediums.