

Strategies for Success: *GreenGlow*



Warm up

- What qualities do you think are essential for successful entrepreneurs?
- How do you think consumer behaviour has evolved in the digital age?
- In what ways do loyalty programs and rewards influence customer retention and repeat purchases?
- Can you discuss the role of exceptional customer service in building trust and loyalty with clients?
- How do businesses gather and utilize customer feedback to improve products/services and enhance overall customer satisfaction?
- What strategies can businesses employ to build emotional connections with customers, beyond transactional interactions?



1. Read about the startup company *GreenGlow* and answer the following questions.

GreenGlow is a premium subscription-based company that curates and delivers eco-friendly beauty and skincare products to customers on a monthly basis. Their mission is to promote sustainable living while providing high-quality, ethically sourced products that enhance natural beauty.

Basic Subscription	Premium Subscription
Includes a selection of essential eco-friendly beauty and skincare products.	Includes a wider range of eco-friendly beauty and skincare products, including premium items.
Subscription Price: \$40 per month.	Subscription Price: \$60 per month.
Example basket contents: <ul style="list-style-type: none"> • Organic facial cleanser • Moisturizing cream with natural ingredients • Vegan lip balm • Bamboo facial exfoliating brush 	Example basket contents: <ul style="list-style-type: none"> • Organic facial cleanser with added antioxidants • Luxurious botanical facial oil • Natural mineral sunscreen with SPF • Vegan lip gloss in trendy shades • Premium bamboo makeup brush set

- What are your initial thoughts on the *GreenGlow* Subscription Box based on the description provided?
- Would you personally be interested in subscribing to a service like *GreenGlow*? Why or why not?
- Do you think the subscription prices for the Basic and Premium tiers are reasonable? Why or why not?
- Are you a subscriber to any subscription-based companies? If so, are you satisfied with their services?



2. Learn about *GreenGlow's* brand values and discuss the following question.

Exploring *GreenGlow's* Brand Values: Collaborative Strategy Development

- **Sustainability:** Eco-friendly packaging materials are used, and partnerships are formed with brands that prioritize sustainable ingredients and manufacturing processes to reduce our environmental footprint. We never give up on our commitment to sustainability and ethical sourcing initiatives to ensure continuous improvement and to convince others of our commitment to quality.
- **Ethical Sourcing:** Fair trade practices are believed in, and support is provided to local communities through collaboration with brands that adhere to fair labour practices and prioritise ingredient transparency. Our partners agree to uphold our high standards for sustainability and ethical sourcing and we work closely together to make sure we always agree on the best practices.
- **Quality Assurance:** High-quality standards are ensured for all products included in our subscription boxes, and they are guaranteed to be free from harmful chemicals, parabens, and toxins.
- **Customer Satisfaction:** Subscribers are prioritized in all aspects, and dedication is given to providing exceptional customer service and personalized experiences, including customization options and exclusive product launches.



How does *GreenGlow's* focus on sustainability and ethical sourcing align with current consumer preferences for eco-friendly and ethical products? Can you think of other brands that share similar values?



Note to teacher: A possible answer can be found on the following page.

GreenGlow's focus on sustainability and ethical sourcing is in line with current consumer preferences for eco-friendly and ethical products. In today's market, consumers are increasingly conscious of the environmental and ethical impact of the products they purchase. They prioritize brands that demonstrate a commitment to sustainable practices, such as using eco-friendly packaging materials and sourcing ingredients ethically.

Other brands that share similar values include:

1. **The Body Shop:** Known for its commitment to cruelty-free beauty products and fair trade sourcing of ingredients, The Body Shop aligns with consumers' preferences for ethical and sustainable beauty products.
2. **Lush:** Lush is recognized for its handmade, vegetarian, and ethically sourced cosmetics. They advocate for environmental sustainability and support various social and environmental initiatives.
3. **Patagonia:** While not in the beauty and skincare industry, Patagonia is a notable example of a brand that prioritizes sustainability and ethical practices. They focus on using recycled materials, fair labor practices, and environmental activism.

These brands resonate with consumers who seek products that not only meet their beauty and skincare needs but also align with their values of sustainability and ethical responsibility.



3. Roleplay: you are the management team of *GreenGlow*. In pairs consider the pros and cons of the options below, and decide which is best (or come up with a third option), then present your plan to the rest of the class.

Work collaboratively in pairs or small groups to devise strategies for running the *GreenGlow*. Discuss each point on the following page and choose the approach you would take if you were managing the company. Consider the pros and cons of each option. Then, prepare a short presentation outlining your company plan, explaining the strategies you've chosen and why. Be ready to share your ideas with the rest of the class.

- **Marketing Strategies:** Traditional Marketing (e.g., print ads, TV commercials) vs. Digital Marketing (e.g., social media, content marketing).
- **Organizational Structure:** Hierarchical Model (e.g., traditional chain of command, clear reporting structures) vs. Flat Model (e.g., decentralized decision-making, collaborative teams).
- **Business Models:** Traditional Office Environment (e.g., fixed working hours, centralized location) vs. Remote Work Environment (e.g., flexible schedules, distributed teams).
- **Scaling Strategies:** Organic Growth (e.g., gradual expansion) vs. Rapid Scaling (e.g., aggressive expansion through funding).



- Customer Support: In-House Customer Support (e.g., dedicated team) vs. Outsourced Customer Support (e.g., third-party call centres).
- Loyalty initiatives: What specific strategies or initiatives would you prioritize to effectively create customer loyalty?



3. Debriefing: Discuss the points with the entire class.

- Which overall strategy were you most convinced of?
- When formulating your management plan, did your group easily agree on every aspect, or were there disagreements that required compromise?
- What aspects of your management plan did you find most interesting to look over?

Advanced propositions

Prepositions act as linguistic connectors, guiding the flow of ideas and information.

Consider the following sentences:

- "The presentation convinced the investors of the project's viability."
- "She convinced her team to implement the new process."

Convince of: Used when persuading someone to believe in a particular idea or opinion.

Convince to: Used when persuading someone to take a specific action.



4. Fill in the gaps with the correct preposition. At the end of the exercise correct your answers and clarify the difference in meanings.

1. Convince: to/of

a) She managed to convince her team ____ *of* _____ the benefits of adopting a flexible work schedule.

b) The speaker convinced the audience ____ *to* _____ support the importance of sustainability practices.

2. Agree: to/on

a) The team agreed ____ *on* _____ the budget for the upcoming project.

b) The committee agreed to implement the new policy after much deliberation.

3. Check: for/on

a) Before finalizing the report, please check for spelling and grammatical errors.

b) Could you please check on the progress of the project and provide an update at the next conference?

4. Give: up/in

a) After lengthy negotiations, the company decided to give in to the demands of the union to avoid a prolonged strike.

b) Despite facing numerous challenges, the entrepreneur refused to give up on his dream of launching a successful startup.

5. Look: at/over

a) The editor will look over the manuscript to check for any inconsistencies or formatting issues.

b) During the meeting, let's take a moment to look at the sales figures and analyze the performance of each department.

1. Convince:

- To: Used when persuading someone to do something. (e.g., "The speaker convinced the audience to support...")
- Of: Used when persuading someone to believe something. (e.g., "She managed to convince her team of the benefits...")

2. Agree:

- To: Used to express consent or willingness to do something. (e.g., "The committee agreed to implement...")
- On: Used to indicate unanimity or consensus about a topic. (e.g., "The team agreed on the budget...")

3. Check:

- For: Used to look for specific things or issues. (e.g., "Please check for spelling errors.")
- On: Used to monitor or inquire about the progress of something. (e.g., "Could you please check on the progress...")

4. Give:

- In: Used to surrender or yield to something. (e.g., "The company decided to give in to the demands...")
- Up: Used to cease trying or attempting something. (e.g., "The entrepreneur refused to give up on his dream...")

5. Look:

- Over: Used to examine or review something in detail. (e.g., "The editor will look over the manuscript...")
- At: Used to direct attention to something specific. (e.g., "Let's take a moment to look at the sales figures...")



5. Write four sentences using the examples of words with the prepositions from the exercise.

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