

# [Clorox](https://assignbuster.com/clorox/)

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Clorox’s top management must decide whether or not to continue investing so heavily in sustainability. This decision applies not only to Clorox, but it’s Green Works, Burt’s Bees, and Brita brands.

The Centennial Strategy’s goal is to achieve and sustain double-digit annual growth amongst it’s brands. Delight is designed to keep consumers coming back to Clorox brands. Clorox wants to continue to be innovative in order to win consumer’s loyalty and their repeat purchases. Decide is based on strategies that are meant to win the consumer inside the store at the shelf. Desire is designed to increase consumer awareness and teach consumers how the Clorox brands will meet their needs.

Britta must decided whether or not to continue with current consumer trends or “ double down and invest”. Although Britta is currently the leader in the pour-through water filtration market, there is still a huge amount of untapped business. Britta is in a great position because they’re a market leader in the pour-through filtration market and there is still huge potential for product and market expansion.

Burt’s Bees must decide on which target market to focus on. Currently they target the “ committed naturalists” and “ health and beauty sleuths”, who make up approximately 8-10% of the market. Ten years prior, these target markets only made up approximately 5% of the market. Burt’s Bees must decide whether or not to target more markets, or stick with their current growing market. One reason that Burt’s Bees is not doing as well as they could is due to the recent global economic recession. It is a smaller premium, natural brand, so price-conscious consumers often chose more cost-effective alternatives.

Green Works must decide whether or not to continue investing and developing their line, or to work to penetrate more households. They do a fantastic job of retaining customers, but not enough new consumers regularly purchase the product. The recession defiantly contributed to the slowed growth of Green Works. Like Burt’s Bees, Green Works costs more produce than everyday cleaners and are consequently more expensive to the consumer.

I believe that managers of the Britta brand should double down and invest. There is a huge amount of untapped market that they have yet to target. The Britta name is synonymous with good tasting water and sustainability, so it’s logical to assume that, given the correct investment and strategy, Britta can be successful in these new markets. I believe that managers at Burt’s Bees should continue targeting the “ committed naturalists” and “ health and beauty sleuths”. This target market grew from five to ten percent in only ten years. Current trends also show that this target market is increasing and I believe that Burt’s Bees can damage their current customer loyalty by starting to target new markets.

Managers at Green Works need to do more to get their name out in the marketplace. Clorox is one of the most recognizable consumer names in the United States, so they should do more to leverage that brand name with the Green Works line. Showing that their product is not only natural, but that it effectively cleans is paramount.

Britta’s target consumer is an individual who cares about the Earth, but who also wants to enjoy clean, great tasting water. Although sustainability is a great benefit to Britta’s product offerings, it’s essential for the water to continue to taste great. Since water infrastructure in the United States is far superior comparatively to most of the world, consumers expect crystal-clear, great tasting water. Burt’s Bees target market are the “ committed naturalists” and “ health and beauty sleuths”. Overall, the two markets are wellness and environmentally conscious who care about what goes into their health and beauty products. Committed naturalists analyze labels and ingredients lists to make sure they contain natural ingredients, not synthetics that were created in a laboratory. The addition of unnatural ingredients and compounds that are identified as chemicals will be a huge turn off to these loyal consumers.

Green Works target market is a consumer who tends to be more affluent, educated, and environmentally aware. This product line charges a premium, so it would be difficult to attract individuals who have to watch their spending habits. Even if they are environmentally conscious, the product simply costs too much. The typical consumer tends to be less rural and like Clorox bleach, the typical consumer is the female head of household.