

# Patagonia case study essay sample



**ASSIGN  
BUSTER**

Patagonia, Leading a Green Revolution Case Study, pg. C-6 September 16, 2013

1. The company's mission statement declares their determination to " build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis". This company has proven that charging a premium price for ecofriendly products is a solid business model and they follow it. Based on what I have learned about Patagonia and Yvon Chouinard's ideals is they do not have to choose between business practical and environmental friendly, with their creativity and innovation they have both. This company really gives you what they promise on their products, they build useful things that last, repair what breaks and recycle what comes to the end of its useful life. Demand for environmentally-friendly services and products continue to grow, consumers are willing to pay high prices in exchange for high quality and sustainable products. Patagonia's success is a testament to its viable business model. 2. Patagonia must remain true to Yvon Chouinard's vision after he leaves. The company should continue to provide its core beliefs and values into every product it produces. Maintain innovative designs, exceptional quality, and environmental ingenuity is the key to continue being profitable and successful. The Patagonia philosophy must continue to preach leading a green revolution and their online The Footprint Chronicles to allow customers to track where all Patagonia's product are made, profiles of the social and environmental practices of key suppliers as well as profiles of key independent partners. Considering the rapidly growing group of consumers looking to buy

sustainable solutions it would be a mistake for the company not to make Yvon Chouinard's ideal a permanent part of the company's culture.