

Bottom of the pyramid



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February 25, 2009 The Bottom of the Pyramid Outline The Bottom of the Pyramid Thesis: The fourth sector of the economy holds the key to a more integrated world economy, greater participation and, more importantly, ecologically safe, innovative products and services that avoid the pitfalls and mistakes made by the developed countries. Engaging this fourth and bottom sector more fully within the economy as both producers and consumers will yield more socially responsible, culturally sensitive marketing strategies.

I. Overview

A. The value of the fourth tier

1. Keys to innovation
2. Environment sustainability
3. Culturally informed knowledge base

B. Argument against business model

1. Poor are unwilling/lack resources

C. Definition of fourth sector

1. income measured in dollars

II. Examination of Third World nation's economics

A. Divergence

1. Cold War
2. World War II
3. Survival

B. Global economy & MNC's.

1. 19th century business model failure
2. Concentration of wealth

i. Product suitability for Third world countries

ii. MNC difficulties

3. Arguments against marketing to Fourth tier

- i. profit
- ii. necessity of product reinvention
- iii. fourth tier could produce goods
- iv. lack of interest in technology

4. Non-profit involvement

- i. Yunnus micro-investment
- ii. Social entrepreneurship

C. Innovation

1. goods produced

- i. artwork, crafts
- 2. engaging community participation

i. UWEC

D. Sustainable production

- 1. living midst scarcity
- i. better understand how to incorporate large-scale
- 2. Use of smaller quantities, sashay packaging
- i. long term economics would change this

III. Conclusion

A. Engage bottom of pyramid

- 1. provide poverty relief
- 2. engage in marketplace
- 3. environmentally sustainability
- 4. social responsibility