

## **AMEX Retail Challenge Presentation Team Ecolize**

### Intro Slide

Good Morning, we are Team Ecolize. I would like to thank the National Retail Federation and American Express for providing us with the opportunity to explore career options in the retail industry. I think I speak for the whole team when I say we have learned so much and this experience has been extremely rewarding.

My name is Samantha Moore and I am a Graduate Student at Florida State University.

### AGENDA SLIDE

Today we will be sharing with you our solution to the NRF Retail Challenge by presenting The Green Remedy, a leader in sustainability retailing. In our presentation we will address all five challenges and demonstrate we have met the judging criteria. I will begin by discussing the design, branding, marketing and advertising strategy for our eco-friendly lawn and garden store. Sam Weaver will discuss the incentives we created to appeal to our market and encourage our customer to use our green products, through both sales promotion and advertising. Amy Katsching has put together a product mix consisting of products we already carry and new, more eco-friendly product lines. Sara Koch will discuss the store design and the green concepts that have been integrated into existing stores and will be integrated into new stores. Grayson Yee, through his facilities management plan, will discuss how store operations

will contribute to making the Green Remedy a leader in sustainability. He is also the brain behind our plan to educate store personnel and the customer about our green products and to how to use them. Following this overview we will offer our plan for the next five years to keep the Green Remedy a good custodian of the planet and the leaders in sustainability retailing.

### The Green Remedy Store Front Slide

The Green Remedy is a national lawn and garden retailer. The concept for a more specialized home improvement retailer developed from a need to concentrate on and direct attention to our new eco-friendly line of herbicides, fungicides, pesticides, and other lawn and garden products.

### MISSION STATEMENT SLIDE

At The Green Remedy we are dedicated to educating our customers about the most recent developments in lawn and garden care. We want to show that high quality goods can be sold at affordable prices. Our goal is to have our customers grow with us while we help them grow healthy, organic, lawns, gardens, and produce.

### TARGET CONSUMER SLIDE

The Green Remedy's target consumer makes up approximately 1.63 % of the market as of 2006. This data was retrieved using the PRIZM Segmentation

system. On average, The Green Remedy's consumers are adults 25 – 60 years old who own homes. They are also college graduates earning between \$65,000 and \$75,000 per year.

### SWOT ANALYSIS SLIDE 1

To better understand our Strengths, Weaknesses, Opportunities, and Threats we scanned the external and internal environment of The Green Remedy and placed all of the data into a SWOT Analysis. The strengths of The Green Remedy are our educational programs for the customers and employees, our lines of eco-friendly products, our customer relations, and field expertise. As Grayson will explain in more detail, we will have what we call plant doctors on staff at each of our locations to provide the expertise we feel is needed to offer the best possible service to our customers. Some of our weaknesses include the size of our budget because we are a smaller retailer than most home improvement stores and the number of locations we have. We presently have around 500 locations nationwide with a higher number of stores located in the north east due to the concentration of organic farmers in that region. We also have locations scattered along the west coast where consumers are more aware of organic and eco-friendly products.

### SWOT ANALYSIS SLIDE 2

The opportunities The Green Remedy has show a lot of promise for the future. For example, there is a growing demand for environmentally friendly products

and we foresee our acquisition of these new product lines being beneficial. We also have the opportunity to expand and open locations in parts of the country we have not yet penetrated. As I will elaborate on later, we have plans to infiltrate the professional market and as we grow we hope to enlist celebrities as spokespeople for The Green Remedy. The threats we face are the size of our competitors and their market share of organic products. Each of our 500 stores grosses, on average, \$7.5 million annually with a total annual revenue to approximately \$3.75 billion. To the average consumer this does not appear to be a weakness, but when competing with stores like The Home Depot whose annual revenues exceed \$90 billion we see it as a competitive threat.

## MARKETING STRATEGY

Our marketing strategy consists of the product mix, price, promotions, and distribution. Amy will be discussing the product mix which includes our primary products and complementary products. The pricing methodology we have chosen to establish is cost-plus pricing. We will also incorporate discounts and allowances to keep our prices competitive. Samantha Weaver will take you through Promotions which includes our modes of advertisement and two programs we have established to create awareness about being a better custodian of the planet. She and Amy will both cover the logistics of our local and national brands and how they will be distributed. Now I would like to turn this over to Amy who will address The Green Remedy's product mix.

### Product Mix Strategy Slide

Our product mix will consist of 4 to 5 primary lines which will be composed of organic fertilizers, herbicides, fungicides, and other lawn and garden care products. Additional eco-friendly products will be offered in our complementary line. Many of these products will come from local suppliers to support the local economy and reduce some of the negative effects of long transportation routes.

Our eco-friendly line will be implemented in 25% of our stores within the first 2 years. These stores will be chosen based off of our customer demographics and using PRIZM to find where the majority of our environmentally concerned customers are located

### Primary Brands Slide

Our primary brands will be a mix of products from Natures Avenger, GreenCure, Scotts MiracleGro, Whitney Farms, Cockadoodle Doo, and Terracylce.

### Product Mix: Primary Brands Slide

As you can see, here are some of the products we have chosen from each brand. These brands were chosen because they have a wide variety of reputable eco-friendly and organic products. The products are offered at reasonable at-cost prices; we will be able to expand the product lines in the future; and the companies have high values and eco-friendly practices which are consistent with our mission.

We feel that our customers will love and trust these products. For example, there is already a high demand for MiracleGro products. This will encourage our customers to try the Organic Choice line since it is a brand they already know and trust. The existing relationship with the vendor will also be cost effective for the Green Remedy.

### Product Mix: Primary Brands, cont Slide

Terracylce is also a brand we feel our customer will respond positively to. The products are made of 100% used plastic bottles, are organic and affordable, and are creating a lot of buzz in the organic gardening industry.

### Product Mix: Complementary Brands Slide

Our complementary line will consist of products that support an overall eco-friendly gardening and lawn care experience. They consist of merchandise such as biodegradable lawn and leaf bags and planting pots, soaker hoses, and hemp gardening gloves. Gardening gloves made from natural fibers like hemp are very strong and durable and 100% organic.

### Product Mix: Comp. Brands, cont. Slide

There will also be rain-saver rain barrels, compost bins, "How to Guides" and native plants from local suppliers.

### Products Currently Carried Slide

Some of the products we already carry which we will highlight as eco-friendly products include solar landscaping lights and a variety of mulches.

And now Sara will discuss our stores design components.

### Store Design Key Components Slide

I firstly would like to begin with the outline of what we will be covering in store design. We will be talking about our goals, our sleek architectural design, the convenient and intuitive floor plan, and finally our environmentally friendly store design.

### Store Design: Goals Silde

Our basic goal within store design strategy is to create an environment conducive to consumer shopping and learning. We really want to make our customers feel good about being in the Green Remedy so they can continue to shop with us for all of their lawn, yard, and gardening needs. To do this, we must make our strategy and brand visible, stay consistent with marketing, advertising, and our mission, build a fun, informative and interactive environment, and finally keep it simple and make it easy for our customers to shop here.

### Store Design: Architecture

Concerning our architecture, our ideal conditions involve taking over an old, small hardware store. Renovating an existing building is better because we can convert it into a lawn, yard, and gardening retailer and make use of existing resources. Whenever you build something from scratch, you must transfer over your resources. This option saves on both the dollar and energy costs to our company and the general look of the architecture is shown in the four pictures here.

### Floor Plan Slide

Now moving on to the inside floor plan of our building: we really wanted to analyze and use the floor plan as a way to reach our target market. Since our target market is the typical, middle class American family in which the female of the household tends to make the majority of the decisions, we chose to design our floor plan around the female mind set. When you first walk in the left-hand entrance, you see a wide array of pots, potting soil, and flower seeds because keeping a garden or potting plants tends to be a female hobby. Also, when you enter the doors to the right, the first thing you see upon entering are the promotions and seasonal/special promotions. We really want to incorporate in our store a promotions program in which new and upcoming products can get recognition for what they offer. This is a way to highlight an eco-friendly product, and educate the customer on the promoted product, the company that offers it, and how in general to incorporate eco-friendly products into their gardening lives. You will also notice that products in bulk are in the back of the store conveniently located next to customer service. Since the workers in customer service can easily see the people shopping for products that come in bulk, it is not even necessary for the customer to ask for assistance in loading, paying for and transporting these large items. I lastly would like to draw your attention to the nursery located to the left of the main building. This outdoor section of the store is where we carry flowers, trees, composters, mulch, larger bags of potting soil, and rain barrels.

### Store Design Sustainable Aspects Slide

As far as sustainability for our building, we will incorporate more eco-friendly technology that have an initially higher cost, but can pay for themselves in anywhere from 2-7 years. We will firstly incorporate draft reducing insulation made from recycled paper products. As far as the main source of lighting, we will use High Intensity Discharge lights that will not only dim, but shut off completely when natural light is available. We will also utilize LED lights for spot lighting for promotions to reduce consumption. Lighting tends to be the most costly in stores and homes, followed closely by the heating and cooling systems. As far as these systems go, we will install the most up to date and energy efficient systems to reduce both energy consumption and the electric bill. So far, we have a design goal to better the ASHRAE 90.1 energy consumption standard by about 30%, which will hopefully lead to an LEED rating of either silver or gold, which Grayson will be covering in further detail later in the presentation. We will also incorporate recycled materials in our fixtures and display units and finally we will incorporate water conserving fixtures like low volume toilets and rain water filtration systems.

In our store it is very important that we promote and make our more eco-friendly products stand out. Sam is going to go into further detail on how we can accomplish this

## Integrated Design: Sales Techniques Slide

Some of the sales techniques that we have integrated into our store design include:

- sol the spider who is the mascot for our green products
- media info stations
- and personal selling through in store interaction with our employees and in our classes

## Sales Techniques: Sol the Spider Slide

Sol will have a seal of approval that will go on green product to help customers differentiate ecofriendly products from the other products on our shelves.

And since sol is a spider he will leave webs of information around the store. The webs will contain tips and tricks about products to help customers better understand their uses or ecofriendly aspects.

Sols webs will take the form of stickers placed on walls and floors as well as signs on shelves and displays.

## Sales Techniques: Media Stations Slide

The media info stations will consist of tv's that are placed near products and will show customers how to use that product or how to do a project involving that product.

They will also act as a lead into personal selling by encouraging customers to ask employees about classes and products

Now I'm going to give you to grayson who's going to speak to you about our store operations.

## **Store Operations Slide**

Now that Sam has discussed how The Green Remedy is integrating sales techniques and design, its important to understand how operations are also influenced.

The Green Remedy is going to focus on

- Integrating its overall Strategy into daily operations
- And staying consistent with its Mission of promoting growth/leaning

We feel we can best accomplish this through

- Streamlining the Inventory System
- Introducing Eco-Friendly Innovations

- And cultivating a mutually beneficial Education System

### **SO: Inventory Slide**

- As we've mentioned through our presentation
- our Mission at the Green Remedy is to provide customers with not only products, but the knowledge to grow.
  - We feel we can do this best by providing an environment that is most conducive to shopping and learning
  - To optimize this we must make sure customers are satisfied with their experience
  - With this in mind, we're focusing on our inventory system to maximize our customer satisfaction

The first step in achieving this is to

- **Integrate hand-held devices for store personnel**
  - These devices will be
    - Connected to Inventory System, Pricing, along with Registers
  - Offering a to the second reading on inventory levels
    - This means we can get more of an item when we are running low
    - We can track the selling performance of individual items to see what we need to focus our attention in terms of marketing
    - We can minimize the occurrence of being sold out of something

The most important feature of this system is its level of integration

- This will Allow insight to inventory levels at other Green Remedy Locations
- So if we do run out of a product, we can get it quickly
- It will also help us avoid discrepancies in Pricing, in terms of sales or discounts
- As a shopper, there's probably nothing more annoying than when an item is scanned in at the wrong price, as it wastes time.

We will generate high customer satisfaction, as these systems will assist us in

- making sure we have the items we say we do
- At the price we say we're selling it at

### **SO: Innovations Slide**

Another way to promote learning and growth among consumers is through

- Practicing what we preach, so to say.
- This means, **if we're going to integrate sustainability into our product mix and stores**
- We must also focus on elimination of ***unnecessary channels of waste*** by implementing new sustainable alternatives in our stores

The Green Remedy will accomplish this through offering

- **Re-Usable Shopping Bag**
  - Made of recycled plastics
  - Which will be available for purchase at cost
  - **As consumers bring it back every time consumers shop with us, it will help us cut plastic bag waste**

Another program we're going to implement is the

- **Recycled Giftcard**
  - The gift card itself is made from recycled plastics and we will actually recycle them once expended
  - **A lot of times they are just thrown away after they are spent**
  - Collected after fully expended
  - Recycled again to make new Giftcard
    - **And for taking part in this program, customers receive a (5%) discount on their purchase**

Another avenue of waste that we can cut back in is paper waste. That has prompted us to offer the **Option to Receive Receipts in E-mail**

- A lot of times, like the gift cards, these receipts are just thrown away

We also considered

- **whether or not a majority of our customers would have access to computers and the Internet which is vital to the success of this program**
  - **But after examining our target market, we believe yes they will**
  - **First, as College grads, and second, because of the income bracket we are targeting, we believe its safe to assume that this will be an effective program, yielding significant savings in terms of paper waste.**

- Also, as Sara mentioned, our displays for our eco-friendly products will be constructed of recycled our sustainable materials, adding to our conservation efforts.

The foundation for the mission of The Green Remedy is  
**Educational Process Slide**

Which can be broken down into three segments, each complementing each other.

First is

- **Employee Education**
  - Which consists of
    - Vendor Presentation
    - Sol Solutions

With solid employee knowledge,

- **Good Consumer Education can be accomplished**
  - This is done through
    - Having Specialists on Staff
    - And In store tips and tricks

Tying these programs together are

- **Resources Available to Employees & Consumers**
  - Classes and Workshops
  - Website Database

### **Employee Education Slide**

- After doing research on how stores like The Green Remedy go about educating their employees,
  - I learned that the main educational program is conducted through
- **Vendor Presentations**
  - **Vendors...**
    - Bring together all the independently run stores and chains
    - At a hotel or some be meeting space
    - Give free lunch
- **To educate employees on new products**
  - The vendors teach sales techniques, along with providing technical support
    - By not only teaching employees how to sell, but how the product works, the vendors provide employees with rich information they can pass onto consumers

- Question and Answer Session
- **Sol Solutions**
  - Based on the Merchant Minutes Program Crate and Barrel Utilizes...
  - Begins with employees submitting concerns each week
  - Common questions or concerns compiled by Manager
  - Concludes with a meeting for employees to discuss and remedy issues or concerns
    - This encourages employees to be proactive in making the Green Remedy better
      - For consumers
      - For employees
      - Builds an open, collaborative company culture
      - Consistent with our mission to be a place for learning and growing

### **Consumer Education Slide**

- **A “Plant Doctor” on staff at every store**
  - Specialist
    - **Agrobiology** - the study of plant nutrition/growth in relation to soil conditions
    - **Botany** – Study of plant life
    - **Corniology** – Study of the atmosphere’s effect on plants
  - Provides expert opinions, suggestions, and answers to any questions a customer might have

So as Sam mentioned with our Integrated Promotions and Store design

- **In-store Tips and Tricks**
  - Sol’s InfoWebs
  - TVs displaying instruction videos
  - Both will teach customers little things they can take home and use while encouraging them to ask our employees question
    - Cultivates knowledge
    - And leads to additional sales

### **Other Educational Resources Slide**

Stuff for customers and employees!

- **Classes and Workshops**
  - Offered to enhance the customers’ experience, knowledge, & use of our products
  - Classes offered adjust based on season and region

- Garden landscaping
  - Vegetable gardens
  - Planting in the Spring
- **Showcasing New Products**
  - Inform the attendees that we carry a product
  - Explain how they can help meet their needs
- **GreenRemedy.com Database**
  - Guides to Available Products, Handling Instructions, Tips & Tricks, along with links to Vendors
  - In terms of Business Incentives
    - Articles on specific subjects will be linked to relevant products we carry
      - Cultivating knowledge
      - And generating additional sales

### **Educational Incentives Slide**

- Benefits of Completing a Workshops
  - Class participants would receive a coupon for 10% off their next purchase
  - Completes three classes or workshops on a particular subject leads to certification
  - i.e. Kelly Clarkson completes three sustainable gardening classes she will then become a “Sustainable Gardening Expert”
- An “Expert” customer can assist in teaching classes they have already taken
- Employees & Customers will be encouraged to suggest new classes

**As you can see, all The Green Remedy’s proposed educational programs are consistent with our mission to be a place for learning and growing, for consumers, our employees and our business.**

So now Samantha is going to discuss the Promo Programs the Green Remedy is to implement.

### **Promotion Slide**

Along with the educational incentives grayson just mentioned The Green Remedy is going to focus on 3 promotions to act as incentives to encourage

customers to visit our stores and try our new ecofriendly products, those incentives are:

- new product promotion
- the green rewards program
- and the recycle off

### New Product Promotion Slide

we are going to encourage the trial of our new fertilizers through a buy one get one half off deal run during the first 2 weeks of the products introduction.

When a customer purchases a plant they will receive a 50% discount on any product from our new eco-friendly line.

### Green Rewards Program Slide

Then to encourage follow up purchases the green remedy will use a green rewards program.

The green rewards program is a loyalty program where customers get points for their eco-friendly purchases.

Once they have accumulated a set amount of points they can choose to either receive a discount on their next purchase or to donate to our eco-friendly charity.

The green remedy will have a charity of its own that will focus on the environmental aspects of each stores local community.

Also to avoid the use of plastic each account will be identified by e-mail address but for those that don't have e-mail addresses plastic cards will be available.

### Recycle-Off Slide

To create traffic in our stores the green remedy will hold a recycle off each month.

The recycle off is a contest to see who can recycle to most. It will be held once a month with different drop off days for each material.

The winner will be the person who brings in the most recyclable material by weight. The grand prize will vary depending on what we are promoting in store.

For example if we're promoting our gardening services the prize might be a garden makeover.

Two runners up will receive gift cards.

And we will also have an employee version to help get them fired up about recycling and the environment.

### Advertising Slide

In addition to the incentives I just mentioned the green remedy will also run an ad campaign that will include:

\_tv ads to focus on the store and we will focus about 20% of our resources to that.

News paper inserts to inform customers of immediate product or educational offerings and we plan to use about 35% of our resources on that.

Another 10% will go toward sds in home and garden magazines to build store awareness.

And just a side note on that we know that news paper and magazine ads aren't what you would consider eco-friendly but we all felt that they were so vital to communicating with our customers that we just couldn't afford to do away with them.

We will use about 5% of our resources for opt-in e-mail programs to promote our educational and product offerings.

And ads on the internet as well as maintaining our own site and we're going to allocate 30% of our resources to that with a majority of it going toward our site.

### Adver-trucking aka Our Distribution Silde

One other way of advertising that we came up with is adver-trucking.

Basically we advertise on the trucks hauling our goods but the catch is that those trucks will be more eco-friendly, like the Columbia and century by Ryder which both use less gas and have lower emissions than traditional trucks.

This would be a tangible way to demonstrate that The Green Remedy is committed to an environmentally conscientious supply chain.

Obviously we would follow through on that commitment by making sure our supply chain is sustainable and by using a Smart Way carrier.

Smart Way is a program created by the EPA to certify logistics and transportation companies who are eco-friendly.

Even though I'm not familiar with terms of contracts between shippers and retailers I assume it wouldn't be difficult to have a certain amount of our shipments made the eco-friendly trucks and trailers carrying our advertising.

### Five-Year Plan Slide

Rome wasn't built in a day and an entire retail chain isn't made sustainable in a day either so we've included our five year plan so that we can show you some of the things we have in mind for the future, these include:

- LEED certification for new and existing stores
- expanding our product mix
- penetration of the professional market
- and expanding our educational programs

And now I'm going to let grayson talk to you about our LEED certifications

### LEED Certification Slide

- Leadership in Energy and Environmental Design
- Developed by the U.S. Green Building Council
  - A Washington D.C.-based
  - Nonprofit coalition of building industry leaders
  - Designed to promote design and construction practices that increase profitability while reducing the negative environmental impacts of buildings while improving occupant health and well-being.
- Recognized standard for measuring building sustainability in U.S. and internationally.
- Achieving LEED certification demonstrates that our building project is truly "green."

This will allow us to be a leader in sustainability for years to come as we updated existing locations and expand geographically by building new stores.

- Four certification levels
  - Certified (26-32)
  - Silver (33-38)
  - Gold (39-51)
  - Platinum (52-70)
- Based On:
  - **Sustainable sites**
    - Reduce pollution from construction activities by controlling soil erosion, waterway sedimentation and airborne dust generation.

- Avoid development of inappropriate sites and reduce the environmental impact from the location of a building on a site.
- Channel development to urban areas with existing infrastructure, protect greenfields and preserve habitat and natural resources.
- **Water efficiency**
  - Maximize water efficiency within buildings to reduce the burden on municipal water supply and wastewater systems.
  - Limit or eliminate the use of potable water, or other natural surface or subsurface water resources available on or near the project site, for landscape irrigation.
- **Energy and atmosphere**
  - Establish the minimum level of energy efficiency for the proposed building and systems.
    - Reduce Ozone depletion
  - Verify that the building's energy related systems are installed, calibrated and perform according to the owner's project requirements, basis of design, and construction documents.
- **Materials and resources**
  - Facilitate the reduction of waste generated by building occupants that is hauled to and disposed of in landfills.
  - Use salvaged, refurbished or reused materials
    - 10% total, based on cost
- **Indoor environmental quality**
  - Establish minimum indoor air quality (IAQ) performance to enhance indoor air quality in buildings, thus contributing to the comfort and well-being of the occupants.
    - No smoking
    - Monitor Outdoor air delivery by Ventilation system

#### REGISTRATION FEES:

<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=56>

Company Dues: Somewhere between \$1,000-\$5000 depending on Gross Revenue

Project Registration: \$450

#### Certification Fees

Combined Design and Construction Review: \$1,750

For Existing Buildings: \$1,250

#### Building Fees?

According to a report compiled by Lisa Fay Matthiessen and Peter Morris

- Of Consulting firm [Davis Langdon](#)

- Specializes in cost-management
- Concludes that building green can have minimal affect—if any—on construction costs if sustainability goals are discussed and integrated early in the design process.

Now Amy will discuss how The Green Remedy plans on expanding its product mix.

#### Expanding Product mix slide-5 year plan

As we grow and learn more about the eco-friendly market and consumer demands, we will expand our product lines. Products will be added to our complementary line to increase sales. We will also introduce eco-friendly mowers, edgers, and other gardening equipment. These machines can be manual or solar powered and have much lower emissions rates.

Another aspect of our 5 year plan Samantha will discuss is breaking into the professional market.

#### BREAK INTO THE PRO MARKET SLIDE

Part of our five year plan is breaking into the professional market. Not only will this increase our sales but it will show our effort to spread the word about using eco-friendly lawn and garden products. In our attempt to gain business in the professional market we will offer their firm free advertising for purchasing products and supplies from us. As long as they continue to do business with The Green Remedy, we will continue to provide free advertising. We will also be adding a segment to our website where our professional consumers can browse and learn about our products. At the same time, they will be able to update purchase order information without having to speak with a customer service representative. Sara is now going to tell you about our plans to expand educational programs.

## (EXPANDING EDUCATIONAL PROGRAMS)

### The Green Remedy Slide

We have addressed the challenges posed in the NRF Retail Challenge with the creation of The Green Remedy, a specialty lawn and garden store. To meet these challenges we introduced, branded, marketed, placed, and priced an eco-friendly line of fertilizers, fungicides, and herbicides. We made these eco-friendly products identifiable on our shelves, educated our employees and customers and provided incentives for consumers to try them. We integrated green concepts into our store design & made our stores and supply chain more sustainable. We feel that as a result of our research and coordinated efforts The Green Remedy is well positioned to offer high quality goods at affordable prices, becoming a leader in sustainable retailing. We are proud that as a result of our understanding of the six career tracks and our excellent teamwork, the proposal we presented today meets all aspects of the NRF Retail Challenge.

Now all of the members of team ecolize would like to thank Melinda Burke for guiding us and providing us with valuable insight, Sarah Conrad for providing us with this amazing opportunity to learn about the many career paths within retail, and all our mentors who helped give us direction and background on our career paths.

\*everyone reads their thanks

### THANK YOU SLIDE

I would like to thank John Ross from The Home Depot for providing me with the information I needed to get this project started. My involvement in this challenge has allowed me to apply classroom theory to real world situations, bettering my understanding of how marketing works in retail.

I'd like to thank Ric West of Sears for teaching me that advertising's main purpose within retail is to create value and to develop effective methods of communicating that value to customers. As well as what those methods are and how to execute them.

I'd like to thank Ron Dettloff, Manager, English Gardens

- For helping me gain a better understanding of the educational programs needed for both the retailer's employees and customers, when sustainable options are integrated into the product mix

I'd also like to say thank you to

- Harry Eng, VP Facilities Mgt., Wal-Mart
- Through Harry, I've developed a better sense of how crucial Facilities Management is to running a successful retailer as it ties together all aspects of business

Team Ecolize would like to thank

- Bryant Yee, our Graphic Designer
  - For bringing the Green Remedy to life in everything from our logos to our 3D Store renderings

We would also like to once again thank American Express and NRF for providing us with the opportunity to learn about everything that goes into a career in retail. And finally, thank you judges for your time and allowing us the opportunity to present our solution for sustainable retailing. We hope you enjoyed our presentation and hope to work with you again in the future. Thanks.

I'd like to thank Nicole Maile in product development at Crate and Barrel. She opened my eyes to all the different aspects of choosing products and how those products speak to who you are and how you establish yourself as a brand.