



BACK TO THE ROOTS CASE



Introduction

Thanks to its simplicity and openness, the "Back to the Roots" case offers one a very specific glimpse into the development of a sustainable company actively fighting global waste and turning waste into value. In this case, Back to the Roots' strategy that the company used in its efforts of becoming a pioneer in the eco-friendly market will be discussed.

Company Background



BTTR was set up to bring people closer to how their food is produced and is involved in designing urban agriculture. Main products are the mushroom growing kits and organic gardening accessories because they are environmental-friendly and reduce the generation of waste. This strategy corresponds with the contemporary societal values, especially regarding the concern for the environment, through the company's mission statement.






Challenges and Solutions

The case raises a number of issues that have emerged for BTTR, some of which are as follows: Realizing its plans for growth at the same time as it sustains its businesses' environmentally-friendly stance. To overcome these challenges, the company has used sound production techniques and develop good relationship with the retailers. They have also adopted effective business marketing strategies in social marketing and marketing health education to its clients.





Conclusion



The case analysis of the "Back to the Roots" shows that sustainability can be a part of a firm's business strategy and managed to resolve such problems that come with growth and market competition. Due to the approach of being environmentally-conscious by reducing waste and informing consumers, BTTR plays a significant role of being an expert and role model to other businesses that would like to contribute in the conservation of the environment.





Resource



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