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1. Introduction

In a retail environment that is becoming more sustainably minded, multinational corporations such as Walmart are being pressured to provide value yet at the same time meet the ethical and environmental demands. Ewe and Tjiptono (2023) suggest that Gen Z and Millennial customers respond especially to a brand that values sustainability and affordability.

2. Element 1: STDP Analysis Eco Essentials by Walmart

2.1. Company Overview: Walmart

Walmart is a retail giant company that has more than 10,000 stores in 24 countries and is known to provide low prices due to its huge supply chain and efficiency in its operations. Chen (2023) argues that the development of a strong corporate-label and data-driven approach allows Walmart to launch new product lines within a short period and at competitive prices. Walmart has a wide international presence, as seen in Figure 1, which implies it has 2,353 stores in Mexico, 642 in Central America, and 565 in the United Kingdom. This scale will enable the company to experiment and scale sustainable innovations such as EcoEssentials at a rapid pace. The value-based nature of its identity renders Walmart the most suitable platform through which to introduce affordable, green-friendly brands that can appeal to cost-conscious consumers worldwide.

Figure 1: *Walmart's Global Store Distribution* Source: McCarthy (2013)



2.2. New Brand Concept: *Eco Essentials*

Eco Essentials is a planned brand under Walmart, to be a personal label, which would provide household products with eco-friendly features at an affordable price. Peattie and Crane (2005) note that successful green marketing is not about superficial statements, it should make sustainability part of product development, pricing, and delivery. The EcoEssentials range of products will consist of biodegradable cleaning products, reusable tableware, remodelled home decor, and energy saving appliances. Dangelico and Vocalelli (2017) confirm that customers are becoming more rewarding to brands that combine both affordability and environmental responsibility, which is the value offered by Eco Essentials.

2.3. *Segmentation Analysis*

Multi-level segmentation will be employed by EcoEssentials to serve the various customer bases of Walmart. The four bases of segmentation demographic, psychographic, behavioural, and geographic provide an understanding of the preferences of the consumer and can assist in product and message alignment.

The brand is demographically oriented at Millennials and Gen z consumers, environmentally conscious individuals who constitute an increasing segment of the Walmart online and offline traffic. Ewe and Tjiptono (2023) indicate that Gen Z and in particular are more attracted to brands that embrace social and environmental values.

EcoEssentials has a psychographic profile of customers who are ethical consumers and conscious of sustainable consumption, as well as price-sensitive consumers. These customers tend to make their purchases in accordance with lifestyle. Joshi and Rahman (2015) note that perceived consumer effectiveness coupled with environmental concern leads to intention to purchase green products.

The behavioural segmentation targets the people who want to experience guilt-free shopping behaviour-value seeking people who would like to purchase ethical products without necessarily paying premium prices. As noted by Pothin et al. (2022), in times when economic pressure is high, the customers are becoming more demanding of a brand that is not only ethical but also cost-effective.

EcoEssentials is better placed geographically to operate in urban and suburban markets where people are more aware of climate and environmental concerns. According to Gajdzik et

al. (2024), urban households are more likely to make their energy consumption and eco-friendlier patterns earlier, particularly when they have the infrastructure and access to it.

2.4. Targeting Strategy

Eco Essentials will use a different approach of targeting that is complementary to the mass-market coverage of Walmart but attractive to consumers who are environmentally oriented. The main target group consists of Gen Z and Millennial families, socially conscious, value-driven people who want to buy ethical products at affordable prices and react to open sustainability initiatives in a positive way. Dhir et al. (2021) state that such consumers require that a brand show genuine environmental responsibility, especially in the case of household necessities. Their online activity is also in line with the omnichannel marketing capabilities of Walmart. The reason is that the secondary target is price sensitive consumers of all ages who will be encouraged to use sustainable options given the absence of affordability barriers. Widely using environmentally-friendly products is more likely to be adopted in a scenario where pricing is inclusive as stated by Savale et al. (2023).

2.5. Differentiation Strategy

The differentiating idea of a low-end sustainability will help Eco Essentials stand out among the high-cost green brands, such as Method or Ecover. The large infrastructure that Walmart has allows this differentiation. Walmart has hundreds of international stores, as reflected in Figure 2, which includes 2,400 stores in Mexico, more than 600 in the UK and good representation in Central America and Canada. Gleim et al. (2013) observe that price and convenience are the two factors that can discourage consumers to buy green options due to cost and inconvenience due to cost and convenience Walmart tackles these issues. It has a history of quality and ethical sourcing as it has an expertise in private-label branding. Moreover, Dangelico, Nonino, and Pompei (2021) emphasise that effective green brands cause less psychological and monetary friction. EcoEssentials believes in this by fulfilling transparent environmental claims with the value that consumers can find in their daily lives, which makes sustainability achievable to mainstream consumers through credited retail outlets in-store and through online platforms.

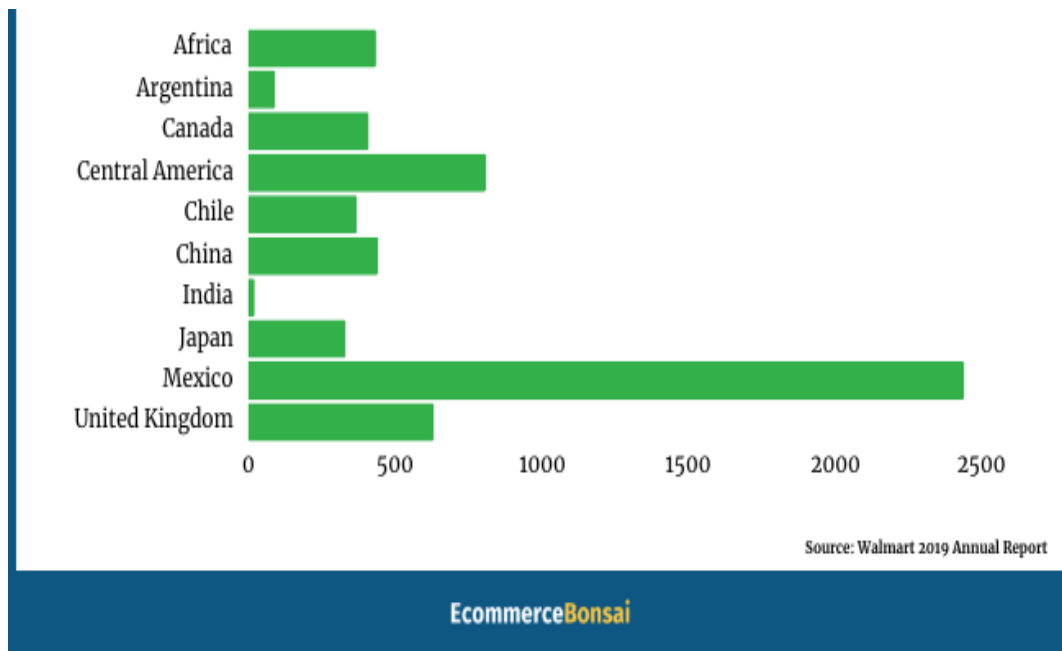


Figure 2: Walmart's International Store Distribution

Source: Bleu (2024)

2.6. Positioning Strategy

Eco Essentials shall be established as a sustainable but a low-priced alternative to daily household items. This is in line with the brand values of Walmart as it responds to the evolving consumer expectations. The positioning statement is:

To the environmentally conscious families and individuals, Eco Essentials is the eco-friendly brand of home products that provide green living at prices that are unmatched at Walmart.

Positioning this strategy puts Eco Essentials in an exclusive position between the high-price, high-sustainability premium eco-brands and the low-price, low-ethics generic low-cost brands. According to Kotler and Keller (2016), a good brand position has to be distinctive, trustworthy, and relevant to the intended audience. Eco Essentials fits this concept and helps Walmart improve on its reputation of being a progressive retailer that makes it mainstream to consume ethically.

3. Element 2: Marketing Mix (4Ps) Eco Essentials by Walmart

3.1. Product

Eco Essentials is the proposed eco-friendly brand that Walmart aims to launch as a line of everyday household products, and includes biodegradable cleaning products, reusable crock ware, energy efficient appliances, and recycled home products. The product design will be based on being environmentally safe, affordable, and simply functional. The experience of developing its own label gives Walmart a chance to sell quality alternatives at lower prices and thus Eco Essentials has a competitive advantage. The packaging will be simple and recyclable with third-party eco-certifications (e.g., the Energy Star, the USDA Biobased) to build trust. According to the observations by Peattie and Crane (2005), effective green marketing should be integrated in product itself and not limited on promotion.

Branding and consistency of the products are necessary to enable Walmart to make EcoEssentials a viable and believable green choice. Earthly colours, clean typography, and sustainability badges as a visual identity of the brand will make it stand out compared to generic brands, as well as meet the expectations of consumers who have a green conscience. According to Dangelico and Vocalelli (2017), green products need to incorporate a balance between environmental integrity and design and usability. Product innovation (refillable cleaners, zero-waste packaging) will help Walmart seem less like a green product if it tries to seem green, as product attractiveness will increase without affecting its core value promise of low cost.

3.2. Price

Affordability is one of the fundamental aspects of the core identity of Walmart, and EcoEssentials will never contradict this aspect, as it will be supported with the use of penetration pricing strategy. Prices will be substantially lower than the high-end competitors in the eco-brand category- such as biodegradable dish soap might be priced at 2.99 dollars in comparison to 5.99 dollars of niche brands. Walmart has a strong financial stance and scale of operations, as its annual revenue has increased steadily and consistently since it was 500.34 billion in FY2018 to 680.99 billion in FY2025, as presented in Figure 3. This expansion helps it invest in low-cost supply chains and own-label production. Gleim et al. (2013) note that the greatest impediment to the adoption of green products, including by sustainability-driven consumers, is the high prices, so pricing power is a critical enabling factor with Walmart.

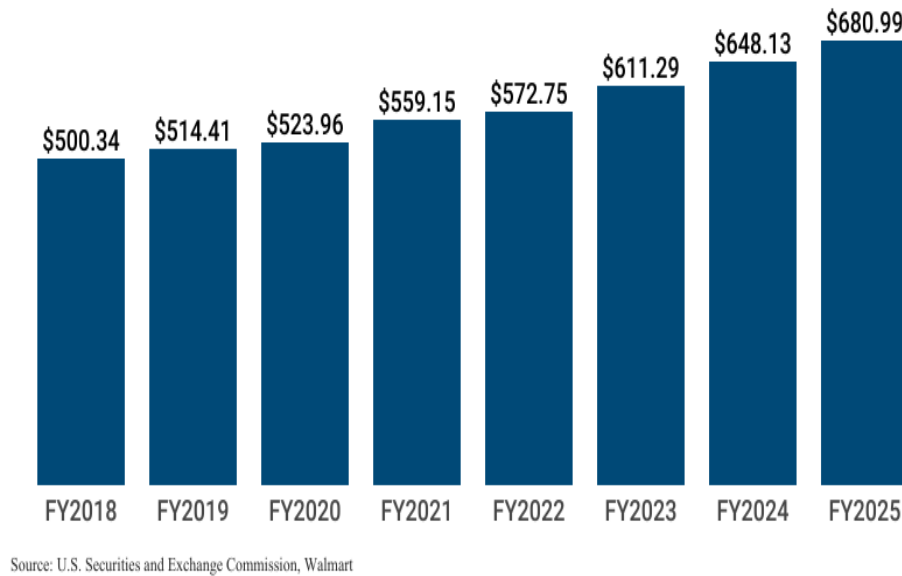


Figure 3: Walmart's Annual Revenue Growth

Source: <https://capitaloneshopping.com/research/walmart-statistics/>

The tiered pricing framework can also be implemented to expand the interests of EcoEssentials. The needs of low-end and quality-conscious customers can be satisfied with basic and premium versions of the chosen products, including regular reusable bags and insulated compostable containers. According to Kotler and Keller (2016), the price ought to be a compromise between market position and perceived value.

3.3. Place

Eco Essentials will be marketed under the omnichannel retailing system of Walmart, which includes physical stores, Walmart.com, and the mobile app. Since Walmart operates in more than 4,700 stores in the U.S., the brand will be very accessible even to the consumers in semi-urban and rural regions that might not have access to the specialty green retailers. Eco Essentials products will be stocked in special green living sections in-store, with ecological signage and shelf talkers that direct consumers on the meaning of the brand. According to Chopra and Meindl (2016), the supply chain design and the presence of retail stores are important factors affecting the availability and convenience of products, especially low-involvement household purchases.

Online distribution will encompass conventional shipping, local pick-up, and delivery through the growing fulfilment network through Walmart. Every product will be accompanied by in-depth product descriptions, sustainability certifications, and customer feedback. Moreover, the QR codes on the packaging will lead to educational information, which will support the transparency of the brand and its environmental policy. Verhoff, Kannan, and Inman (2015) discovered that Omni channel strategies, which combine digital and physical channels, generate better brand awareness, customer experience, and cross-platform loyalty, which is essential in a brand that generates value, such as Eco Essentials.

3.4. Promotion

The promotional approach of Eco Essentials will be based on education, openness, and emotional appeal to reach consumers who want to find a sense in their purchases. Walmart will make in-store marketing such as display tables, endcaps eco-brand, promotional signs made of sustainable materials. The major advantages of the products as safe family, affordable, and planet-friendly will be promoted in the campaigns. Messages such as Live Green for Less or Sustainability Starts at Home will further support value-based positioning of Walmart. According to Dhir et al. (2021), effective green communication should be easy, genuine, and emotionally appealing to defeat consumer scepticism and build loyalty.

Digital marketing will be at the forefront in reaching younger and more environmentally conscious groups. The loyalty app and websites (Instagram, YouTube, TikTok) used by Walmart can provide a discount or reward points on the purchases that require Eco Essentials. Ewe and Tjiptono (2023) discovered that peers and social-driven storytelling and Gen Z, as well as Millennial consumers, react positively to peer-endorsed content.

Element 3: Marketing Strategy Pitch

Marketing strategy pitch at EcoEssentials is presented in an illustrative poster which is attached in the appendices of this report. The poster features a concise and persuasive summary of the main idea behind the brand, which is to provide affordable, sustainable household items in the framework of the personal label of Walmart. With a 3-5 minutes pitch, the poster reflects the most important aspects of the marketing strategy in a form that should be attractive to both the potential investors and environmentally-conscious consumers. The poster describes the analysis of the STDP, emphasising the concentration on Gen Z and Millennial families, and provides a powerful positioning statement: Green living with its unbeatable prices only at

Walmart. The visual depiction of the 4Ps of the marketing mix, demonstrating the position of the product range, low-cost pricing, omnichannel placement, and targeted promotions in the context of Walmart strengths, follows. It also incorporates knowledge on the global presence and financial resources of Walmart to underpin the brand launch. Altogether, the poster supports EcoEssentials as scalable, ethical and potentially profitable brand opportunity in the building sustainable strategy of Walmart.

4. Element 4: Reflection (based on Gibbs' Reflective Cycle)

4.1. Description

In this reflection, I used the Reflective Cycle by Gibbs to analyse the process of my brand development of the Eco Essentials as a part of Walmart, creation of a marketing plan, and visual pitch preparation. The assignment involved the combination of theory and practical application, and targeted segmentation, targeting, positioning, and marketing mix. The target was to present an environmentally sustainable product line that is in line with the business model of Walmart. According to Ewe and Tjiptono (2023), Gen Z and Millennial consumers are becoming more and more demanding in the sustainability of the brand, which is why I decided to create a green, inexpensive brand.

4.2. Feelings

In the beginning, I was excited and insecure. I had a lot of theoretical knowledge acquired in the previous modules, but I was not sure how to implement it in the environment of a large international retailer. It was also pressurised to make sure that the brand concept was realistic. As I continued with research and planning though, I grew more confident with the strategic direction. Dangelico and Vocalelli (2017) point out that the green brand can be successful in regular markets that have a supportive element of affordability and transparency, which Walmart is associated with. This helped me to be confident that my strategy was feasible and it conformed to the consumer expectations.

4.3. Evaluation

The development of the positioning and value propositions of the brand was one of the most successful parts of the project. It was strategic and meaningful to connect the current sources of strength of Walmart, i.e. affordability, scale, with a concept of sustainability. Another thing that I found useful in the marketing pitch was to enhance my skill in summarising and conveying a brand message in a visual way. Nevertheless, there were moments when I experienced difficulty in trying to be innovative and practical. Also, I mostly used secondary research and this restricted the level of specificity of consumer insights I had.

4.4. Analysis

The experience allowed me to enhance the major competencies in brand development, strategic thinking, and consumer analysis. I learnt more about how the entire components of a marketing mix, particularly product, price, and promotion, should be in line with the identity of the brand and the target market. My pitch preparation also enhanced my communication skills, especially in the ability to make complex strategies simple and clear to the eye and concise messages.

4.5. Conclusion and Action Plan

When working on further projects, I will also pay more attention to primary consumer feedback when making decisions and increasing accuracy in targeting. I am also intending to enhance my time management more, particularly in the visual designing stage. Lastly, I will train more often using intonation to become more confident and clearer when presenting ideas.

5. Conclusion

This report has come up with a holistic brand strategy of the sustainable and affordable home product line, Eco Essentials, which is under Walmart. The brand was created to satisfy the demands of environmentally aware, low-end consumers with the STDP analysis and marketing mix. It is reflected in the process, that it is important to integrate sustainability with accessibility, particularly in a mass retail setting. The reflective component supported such important learning outcomes as strategic planning, consumer insight, and visual communication. Altogether, this portfolio shows how mainstream retailers such as Walmart can be innovative in a responsible way, introducing meaningful brands that react to changing market expectations and consumer behaviour patterns.

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Appendices (Poster- Element 3)



Poster (EcoEssentials by Walmart).. (1).pdf

EcoEssentials by Walmart

Sustainable Living, Affordable Prices



Brand Introduction

- **Introducing EcoEssentials: Sustainable, Affordable, Everyday Products**
EcoEssentials at Walmart is a diverse collection of environmentally friendly items that are intended to enable all households to live eco-friendly without paying hefty amount.
- EcoEssentials offers affordable solutions to sustainable living through biodegradable cleaning products and energy-efficient household appliances.
- Environmentally friendly products are in demand around the world, and sustainability is now a major factor among consumers of all backgrounds (Savale et al., 2023).



Product Highlights

EcoEssentials Product Range

- Save money, save the world

Eco-Friendly Cleaning Supplies

- Non toxin, biodegradable cleaning agents that are environmentally safe.
- The green cleaning product market is expanding quickly, with more buyers preferring to use non-toxic and sustainable solutions (Hollis, 2020).

Sustainable Kitchenware

- Microwaveable and reusable dishes, as well as biodegradable cookwares.

Home Décor

- Recycled gorgeous furniture, environmentally friendly light, and textiles.

Energy-Saving Appliances

- Light bulbs with LED lamps, small appliances with low-energy use, and smart thermostats that allow cutting the energy cost.
- The need to be energy-conscious is pushing consumers towards purchasing sustainable home appliances (Gajdzik et al., 2024).

Target Audience and Positioning

Affordable Sustainability for Every Home

- EcoEssentials will focus on young professionals, eco-conscious families, and affordable consumers who appreciate green products but cannot afford expensive ones.
- The brand offers quality solutions for people desiring to live more sustainably without sacrificing on price.
- There has been an increasing consumer focus on eco-friendly goods, particularly among millennials and Generation Z, who have emphasised sustainability in their consumer behaviour (Ewe and Tjiptono, 2023).
- Position Statement: Position yourself as something that enables families and other individuals to live green without compromising quality or cost. The most sustainable and responsible option of home products.

Call to Action (CTA)

Embark on The Green Journey now with EcoEssentials by Walmart
Live Green. Shop EcoEssentials. Affordable, Sustainable, Everyday.
Shop Now at Walmart



Marketing Mix (4Ps)

EcoEssentials Offers:

Product:

- Sustainable, eco-friendly household items tailored to any lifestyle, including cleaning supplies and energy-efficient appliances.

Price:

Low prices mean that sustainable lifestyles can be enjoyed by all.

Examples:

- Biodegradable cleaning supplies: \$5-\$10
- Energy-efficient devices: 20-100.
- Consumers are becoming more interested in affordable sustainability, particularly given the growing cost of living (Pothin et al., 2022).

MARKETING MIX



Place:

Found in Walmart stores and online at Walmart.com, where sustainable living products are readily accessible.

Promotion:

In-store: Discounts and special eco-friendly displays.

- **Online:** Social media campaigns, influencer collaborations, and email promotions.
- **CTA:** Shop EcoEssentials today and begin to live sustainably.

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