

Marketing research of the prospects for the establishment of the zero-waste shop

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Abstract. Global trends are always a reflection of global cultural, social, political, and technological processes. In each area, global trends are developing and are divided into many more "narrow" trends. The concept of "zero waste life", under the auspices of which stores are opened without packaging, fully meets the trends that have become increasingly influential in retail in recent years: conscious consumption, popularity of healthy and dietary food, and farm products.

The goal. The purpose of this work is to study the innovative business project of stores in the home format "without packaging" and marketing research of the prospects for its implementation and development.

Basic elements of research.

According to marketing research, the transition of society to the "zero-waste life" format is becoming increasingly popular and, according to experts, in 10 years will become the "usual" life format of a conscious population rather than "something special." However, a problem arises: global innovative projects related to the creation of "zero-waste shops" and providing an adequate opportunity to use the usual supermarkets and hypermarkets are necessary to maintain such a lifestyle. While the sales points for unpacked goods are only in several large cities of Russia and do not have a mass character in order to enter the "convenience store" format.

Intermediate results.

As a result of marketing research, it has been revealed that there are sufficiently large opportunities for development, which are supported by internal forces and the absence of specific barriers associated with market penetration. If we take into account all the threats and features of the project, paying enough attention to marketing communications, the project will be successful.

The main result.

The final assessment of the innovation climate of this business is at a fairly high level. Existing barriers related to market penetration are quite surmountable with time. The potential for introducing and developing a business is high, as the needs are not fully met, demand exceeds supply, and, by highlighting the market window, new customers can be attracted. As for competition, it is practically absent. The disadvantage is that the opening of the shop without packaging will not create significant media turmoil, which is why the selection of the shop location and its promotion must be taken very carefully in order to attract new customers.