Eco Mark also known as Eco label, is a symbol applied to ecologically friendly products complying with the requirements of the Eco-Mark scheme. The Bureau of Indian standards (BIS) implements the eco mark scheme under the BIS Act-1986

Objectives of Eco-Mark

1. To provide incentives for importers and manufacturers to reduce the adverse environmental impact of products.
2. To reward companies for their initiatives taken under this scheme.
3. To provide information to consumers, take account of environmental factors in their purchase decisions and become environmentally responsible in their daily lives.
4. To encourage citizens to purchase products with less harmful environmental impacts.
5. To promote the sustainable management of resources and improve the quality of the environment

Eco-Mark products list in India
This scheme covers the below product categories.

1. Soaps and detergents
2. Food items
3. paints
4. Lubricating oils
5. Electrical and electronic goods.
6. Batteries
7. wood substitutes
8. Food additives
9. Aerosols and propellants
10. cosmetics
11. plastic products
12. fire- extinguisher.
13. Textiles
14. coir and coir products
15. Leather
16. packing of packaging materials
17. Architectural paints and powder coatings.

Ex:- An earthen pot is the logo of the Eco Mark, signifying the usage of renewable resources like clay, which consumes less energy and does not have hazardous waste.

The Eco-Mark and ISI mark on a product indicates that the product meets the environmental criteria and quality requirements specified in the

-> strategies for green pricing:-

1) price skimming.
2) penetration pricing
3) Competitive pricing.
4) premium pricing
5) loss Leader pricing
6) psychological pricing.
7) value pricing
8) competitor-based pricing.
9) Dynamic pricing
10) Bundle pricing.

1) when you see a price skimming strategy, you're launching a new product or service at a high price point, before gradually lowering your prices over time. this can attract consumers especially high-income customers.

ex:- Apple iphone
sony play station 3
Latest 3D printer

2) penetration:-

This sometimes referred to as the "land and expand" approach.

penetration strategy is an approach used by companies to penetrate & infiltrate a new market & rapid expand in their current market.

Competitive pricing

pricing your product relative to a competitor's product on the market.

premium pricing:

set a high price on a product or service to signal high quality, exclusivity, & luxury targeting customers who prioritize quality over price.

loss leader

Selling a product or service at a price that is unprofitable but attracts new customers or encourages them to buy additional products & services.

psycho — fixed prices, no whole numbers.
Highlight discounts.

Green Distribution :-

Businesses that regularly transport goods often ask an important question : what is green distribution.

def:- Green distribution refers to logistics practices that minimize environmental harm. It is possible to make greener choices across the supply chain, including storage, order processing, packaging and final-mile delivery.

Green logistics reduce waste and emissions ideal for businesses that hope to shrink their carbon foot print.

Green distribution is just one solution for a big-growing problem, but it stands to make a difference.

* The European commission reports that maritime transport alone is responsible for about 2.5 percent of global green house gas emissions.

* The environmental and energy study institute found that commercial aviation is responsible for about 5 percent of global warming and.

* The U.S. Environmental protection Agency reports that containers and packaging comprised 82.2 million tons of municipal solid waste i.e. 28.1 percent of all municipal waste produced in the U.S. in 2018.

Types of distribution :-

distribution strategies depend on the type of product being sold. the trick is knowing what type of distribution you will need to achieve your growth goals.

There are three methods of distribution

① Intensive (Drinks) → penetrate the market
→ As many outlets as possible
→ No cap on stores & Locations

② selective (cloths) → specific Locations.
→ Limited Numbers of stores
→ Target consumer.

③ Exclusive (Gold) → High end and exclusive Brands
→ Limited outlets
→ particular Locations.

① Intensive distribution :- As many outlets as possible.
The goal of intensive distribution is to penetrate as much of the market as possible.

② selective distribution :- Select outlets in specific locations. This is often based on a particular good and it's fit within a store. Doing this allows manufactures to pick a price point that targets a specific market of consumer. therefore providing a more customized shopping experience.

selective distribution caps the number of locations in a particular area.

3. Exclusive Distribution:- Limited outlets. This can mean anything from Luxury brands that are Exclusive to special collections available only in particular locations & stores. This method helps maintain a brand's image and product exclusivity.

some examples of companies that enact exclusive distribution would be high end designers like channel or even an automotive company like Ferrari.

Benefits of distribution:-

Distribution strategy is important because it can help you deliver your goods and services to consumers effectively. This is essential to complete sales and obtain revenue.

① Improving the consumer experience:

establishing an effective distribution strategy can help you determine where and how your consumers prefer to purchase products. you can share this information with your sales, marketing and transportation teams to provide a better overall consumer experience.

② Increase customer loyalty:

creating a distribution strategy that is easy and intuitive for customers to use can increase the likelihood that they may choose to purchase from you again.

Having a well-developed distribution strategy can also save you time and make delivering products more efficient, which may result in more satisfied customers.

(3) Reducing costs :- selecting an efficient distribution strategy that compliments your in-house capabilities and resources can help you decrease costs.

Ex:- you might choose to outsource pieces of the distribution process to reduce the amount you spend on production and marketing.

(4) opening up new market opportunities:-

Many companies choose which distribution strategies to implement based on which new markets they want to expand into.

Aligning your distribution strategy with your growth objectives can help you reach new customers and generate brand awareness.

(5) Increasing sales:-

Establishing an effective distribution strategy can help you scale your company faster and increase sales by providing you with access to a larger target audience of potential customers.

② Total number of orders
③ order accuracy rate
④ Average sales order price
⑤ Distribution cost per unit shipped
⑥ Revenue growth rate
⑦ percentage of on-time shipments
⑨ sales growth rate.

Sustainable logistics:-

This involves incorporating environmentally friendly practices into the planning, implementation and management of transportation and supply chain activities.

This includes reducing carbon emissions, using eco-friendly packaging, optimizing route planning to minimize fuel consumption, and adopting renewable energy sources.

Sustainable logistics aims to minimize the environmental impact of transportation and distribution processes while maintaining efficiency and meeting customer needs.

Distribution through Retailers:-

Retail distribution refers to the process of getting goods from manufacturers and producers to consumers.

throughout this journey, goods may pass through many intermediaries such as wholesalers, vendors, and retailers.

In case of direct-to-consumer (D2C or DTC) brands, the path is shorter because the brand sells the product directly to the customer through their ecommerce website or retail store.

How does retail distribution work:

There are several types of retail distribution strategies. While each of these strategies ultimately result in getting the goods to the customers, there are variations in the process and the number of outlets used.

Four types of distribution channels:-

1. direct selling
2. selling through intermediaries,
3. dual distribution, and
4. reverse logistics channels.

(1) The consumer can be an individual household, government, or business.

Additionally, middlemen function at the retail or wholesale level. The goal of a channel is to perform specific functions.

There are transactional functions which consist of buying, selling and assuming risk.

Logistical functions consists of assembly, storage and transportation.

Facilitating funtions are recalls and maintenance, financing, promotion and leadership.

Moreover, depending on the type of channel you utilize you can eliminate the institution that performs a function. but you can not eliminate the function itself.

Ex:- If a producer decides to set up an online storefront they are remaining the retailer from the distribution channel. However; the producer takes on the function and responsibility of storage sorting, and risk functions that the retailer normally would ~~funct~~ perform.

Factors to be considred to selt the distribution channel

1. How long is my product shelf life.
2. How large is the market for my product
3. How large is the company and what is it's product mix.
4. Is the economy in a depression or is it a healthy economy with lots of choices.

→ what is the cost of a specific channel of distribution.

① Direct selling

In a direct selling model, a company distributes products directly to customers without using any intermediaries.

Ex:- Amazon utilizes direct distribution when it sells Kindle products on it's own website.

Apple uses this method as well when it sells iphones out of it's own retail stores.

This is a good way to manage costs, especially when you own a small business. It allows you to sell your products without having to pay for other individuals to handle marketing, sales & shipping needs.

selling through intermediaries:-

Dual distribution.

Reverse channels:-

From consumer to another consumer or another company.

company → warehouse → Distributors → Dealer → consum

consumer → intermediary → company.