To:                  Erika Paterson, Professor

From:             Melodie Lu, Student

Date:               October 3, 2015

Subject: *Proposal for Determining the Feasibility of Implementing a Recycling Program at the Metrotown Bath and Body Works*

**Introduction:**

Bath and Body Works is a retail store that specializes in bath, beauty and home fragrance merchandise. It was founded in 1990 in New Albany, Ohio, and has expanded internationally since its inception. In 2008, the company launched six locations in Canada and there are now eighty-six stores distributed across eight Canadian provinces. As Bath and Body Works continues to grow, some customers and the general public are becoming increasingly concerned about the waste management practices that are associated with the company’s products. This proposal will discuss the urgency of this matter and explore possible solutions to address the problem.

**Statement of Problem:**

Bath and Body Works does not have a recycling program in place for its store locations, which is negatively impacting the company’s reputation and competitiveness in the marketplace. The organization needs to realize the importance of implementing green practices, including a recycling program, for the benefit of its customers and the environment. This will also help to ensure the company’s competitiveness within the bath, beauty and home fragrance market.

**Proposed Solution:**

My proposed solution include two parts; a study of negative impacts to inform store the urgency of this matter, and a proposed recycling program. The study is to be conducted with both current and potential customers to investigate the impact that not having a recycling program has on the company and sales of its products. This research and its associated analysis will comprise a large section of my final report and will help inform recommendations that Bath and Body Works can utilize in ascertaining the feasibility of implementing a new recycling program. By implementing the information found through research, I will design a few proposed recycling program that fits the store and the survey will investigate which method is best accepted by the customers.

**Scope:**

To assess the feasibility of implementing a recycling program at the Metrotown Bath and Body Works, I plan to investigate and explore the following:

1. What are the current disposal methods provided by Bath and Body Works?
2. How would customers respond to a new recycling program?
3. What percentage of customers would be willing to commit to the recycling program, with or without incentives?
4. What are the benefits and potential extra costs for the store?
5. What are some strategies being used by The Body Shop, a similar retail store and the main competitor of Bath and Body Works?

**Methods:**

My primary data will focus on an intercept survey, targeting customers who recently shopped in Bath and Body Works, to explore the opinions about implementing a recycling program. Secondly, research will be conducted to address the urgency of the matter and to investigate the amount of waste being disposed. Thirdly, I would like to explore possible recycling options by examining the strategies being used by other retail stores, such as The Body Shop. Finally, a comprehensive report would be submitted to the store manager of Bath and Body Works at the Metrotown location.

**My Qualifications:**

As a fourth year student of the faculty of Land and Food Systems at the University of British Columbia, I am educated to be aware of the negative impacts of waste that we produce every day, and that contribute to ever-expanding landfills. It is crucial for everyone to pursue a system that ensures waste can be reused, recycled, and minimized. In addition, I was a loyal customer of Bath and Body Works until, in recent years, I discovered the company’s lack of action towards waste management. With my educational background in environmental science, I believe I am well suited to conduct this investigation and to provide insight into customers’ perspectives on the issue for the store.

**Conclusion:**

Environmental issues are a growing concern for the public, with many businesses recognizing the customer’s demand of “going green” and transforming practices to provide services to accommodate waste management. It is vital for Bath and Body Works to follow the ongoing trend of the market in order to stay competitive, as well as to ensure that its products are being properly recycled. By addressing the points mentioned, I will investigate the feasibility of implementing a recycling program at Bath and Body Works. With your approval, I will begin the research component immediately.