




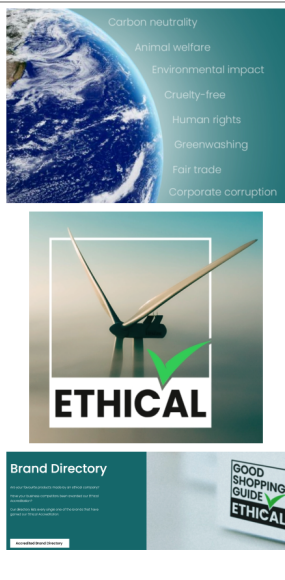
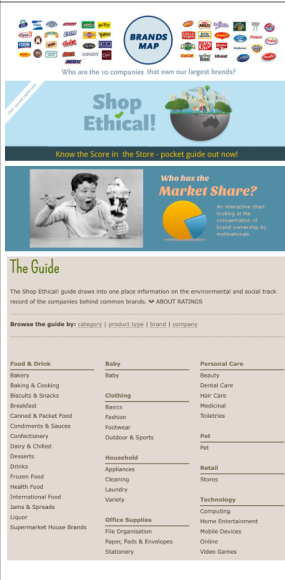
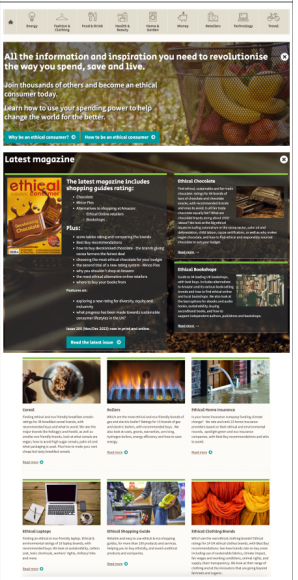


Company				
Screenshots				
Mission Statement	<p>BETTER WORLD SHOPPER is a public research project dedicated to making social and environmental data available to consumers who wish to utilize their dollars as votes in order to help build a better world.</p>	<p>Ethical brand ratings and accreditation since 2001.</p>	<p>What are you supporting when you shop? Get the low-down on the environmental and social record of companies behind common brand names. Shop with a clear conscience.</p>	<p>All the information and inspiration you need to revolutionise the way you spend, save and live.</p>
Target Market	<p>The research shows that consumers willing to pay more for environmentally friendly products are more likely to be <u>female, married, with at least one child living at home.</u></p>	<p>The research shows that consumers willing to pay more for environmentally friendly products are more likely to be <u>female, married, with at least one child living at home.</u></p>	<p>The research shows that consumers willing to pay more for environmentally friendly products are more likely to be <u>female, married, with at least one child living at home.</u></p>	<p>Academics or professionals working in this area, ordinary consumers and ethical businesses.</p>
Pricing	<p>Book: \$15.00</p>	<p>Free info on website only</p>	<ul style="list-style-type: none"> <li>• App: \$3.99</li> <li>• Pocket-sized guide: \$10</li> </ul>	<p>Magazine subscription: £29.95 / year</p>
Strengths	<ul style="list-style-type: none"> <li>• Includes a very comprehensive database of over 2000 companies and utilizes 76 reliable sources of data</li> <li>• Simplifies the process with a grade of A-F</li> </ul>	<ul style="list-style-type: none"> <li>• Companies can apply for ethical accreditation, making it easy for consumers to see the label on a product and know it's been ethically sourced.</li> </ul>	<ul style="list-style-type: none"> <li>• App has 10k+ downloads and 532 reviews in Google Play store</li> <li>• Can find a lot of information on their website including the ability to search for a product and then by the brand.</li> <li>• They show a complete breakdown of positive and negative points within a company.</li> <li>• They have a page on their website dedicated to explaining how various products (i.e. clothing, electronics, etc.) affect the world</li> <li>• They have a page dedicated to getting involved by spreading the word, how to go ethical, and how to take action.</li> <li>• Can donate to the company on their website</li> </ul>	<ul style="list-style-type: none"> <li>• Offers guides on why and how to be an ethical consumer on their website</li> <li>• Can search various products on their website and it provides a breakdown of what companies to buy from and which companies to avoid and why based on a scoring system.</li> <li>• Their research on companies' social and environmental impact is vast - "based on [20 years of] detailed research of over 40,000 companies, brands and products."</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>• Not available in the Apple app store</li> <li>• App has poor reviews in the Google Play store:</li> </ul> <p>"It's a great concept, but provides no real information. I want to shop responsibly, but I also want to know the why behind the grade. This app won't tell you that."</p> <p>"Seems too out-dated to be useful. 30 years of data sounds great, but not when it's over 2 years old, and the majority of companies are still in the category for too little data."</p> <ul style="list-style-type: none"> <li>• If you want more detailed information, you have to buy the book.</li> </ul>	<ul style="list-style-type: none"> <li>• Can only view their accredited brands on their website.</li> <li>• I did not recognize any of the brands since they are all based out of the UK.</li> <li>• No apps or books available for further referencing.</li> </ul>	<ul style="list-style-type: none"> <li>• Based in Australia so its main focus is on Australian-based companies</li> <li>• App only has 6 reviews in the Apple app store</li> </ul>	<ul style="list-style-type: none"> <li>• Based in Manchester so its main focus is on UK-based companies and ethical movements</li> <li>• Magazine-based subscription</li> </ul>
Features				
Does it have an app?	✗	✗	✓	✗
Are the ratings based off sufficient/reliable research?	✓	✓	✓	✓
Do the ratings provide additional details?	✗	✓	✓	✓
Does it include a product accreditation program?	✗	✓	✗	✗
Does it provide info on how to get involved in your area?	✗	✗	✓	✓
Does it provide info on how to be an ethical consumer?	✗	✗	✓	✓
Can you donate to the company?	✗	✗	✓	✗