# CMO Recommendations







# Our Team



Sydney O'Malley

Marketing

Yonkers, New York



Ava Olson

Finance + Psychology

Westchester, New York





# Our Proposals

**Recommendation #1** 

Increased Sustainability through Packaging and a Return Container Program

Recommendation #2

Increase Research and Development Funding To At Least 2% Of Annual Revenue





# Addressing the Problem

#### The Problem

There is increased scrutiny by stakeholders to produce more sustainable products

Packaging waste can have a significant detrimental impact on the environment

In order to lower their ESG risk rating, they need to be innovative and differentiate themselves from their industry competitors

#### The Solution

An increase in sustainable products through the packaging process as well as a return container program

#### The Result

As a result, Kraft Heinz will be able to:

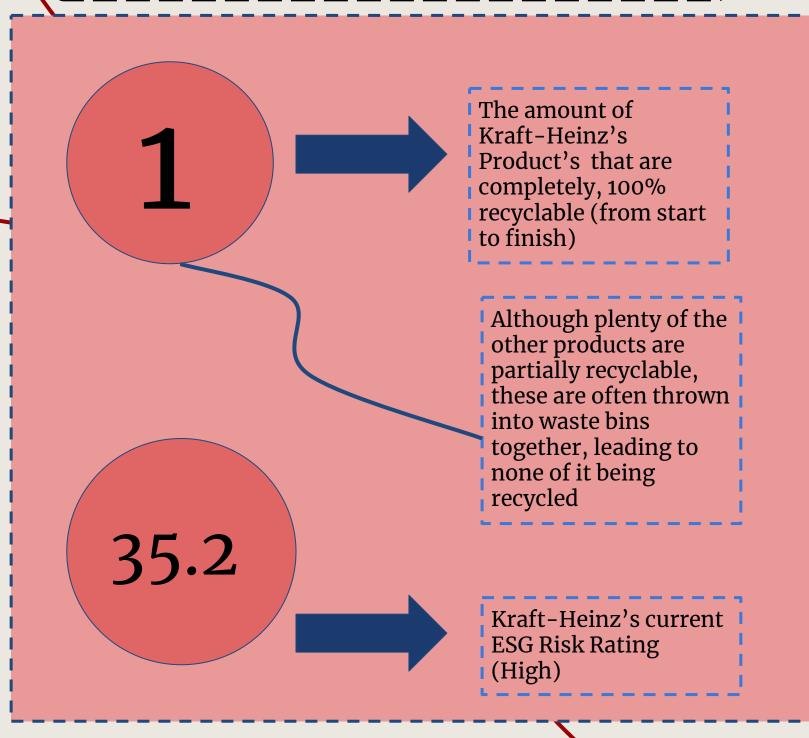
- Reduce their ESG Risk Rating
- Continue to create innovative packaging to decrease waste
- Foster customer relations
- Decrease operational costs





## Recommendation #1

# A Danger to the Environment



#### Recommendation

- Reduce plastic packaging (make products as thin as possible) + use alternative materials
- ☐ Fit the packaging more appropriately to the item/ product
  - Create a deposit system that encourages consumers to bring empty items (such as bowls, caps or containers) back to their supermarket
    - □ This 'reuse' method could be highly efficient, encouraging a sort of self sufficiency → lower operational costs





# Addressing the Problem

#### The Problem

The food and beverage industry is a highly competitive industry. Kraft Heinz is finding it hard to differentiate themselves and find their .1%.

There is a lack of innovation and progress being made. One thing to blame for this is the lack of funding put toward Research and Development.

#### The Solution

Increase funding for Research and Development efforts

#### The Result

As a result, Kraft Heinz will be able to:

- Create new and improved products
- Evaluation of existing products
- Reevaluate their target market
- Branch out to different markets





## Recommendation #2

## 2021 R&D Spending

# **Kraft***Heinz*

Annual Revenue of \$26.042B

R&D Spending of \$140M

≈.54%



Annual Revenue of \$84.343B

R&D Spending of \$1.827B

≈.2.2%

#### Recommendation

We suggest that Kraft Heinz spends at least 2% of their annual revenue toward Research and Development within the fiscal year ending December 31, 2023. Doing so will undoubtedly show Kraft Heinz a new side of their business and help them differentiate themselves within this industry.







# Thank you for your time.

Questions?





