

Ethical Strategy Operations

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About the Company

- First opened in 2007 in Rhode Island
- Sneaker Junkies has been a driving force behind the fashion and footwear scene in Providence. Bringing in different options to the city with exclusive street-wear, sneakers, and accessories. Through the high level of customer service and fashion influence, sneaker junkies suddenly became family to the community.
- Has sustainable business practices unlike their competitors
- 3 Locations currently: MA, RI, CT



Why we chose this business

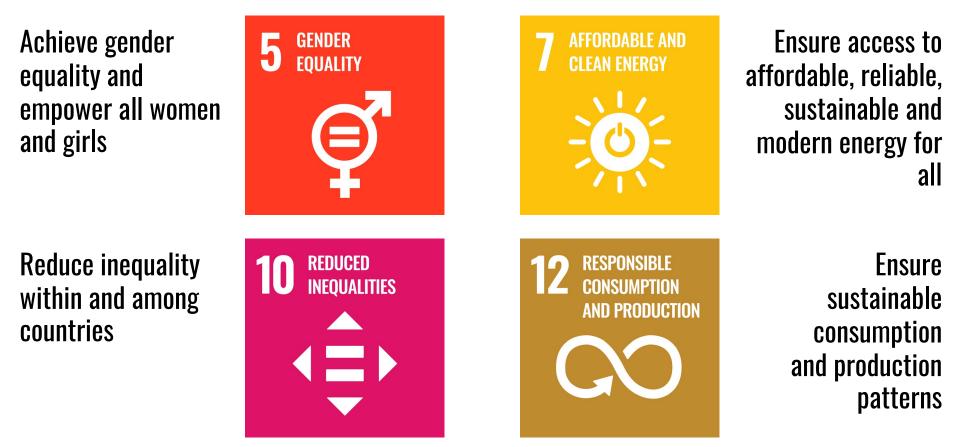
- Love & passion for sneakers
- The market and culture is growing at an incredible rate
- After learning about Toms we were curious if any other companies/businesses were sustainable



Video Interview

https://drive.google.com/open?id=1TnVPz7Ci90H3v4v6UIQYtwUgDOfATQQw

Sustainability Goals



Questions Asked

- 1) What is sustainability to you and why is it important?
- 2) What are your thoughts on recyclable inventory.
 - a) What do you do with inventory that you don't sell?
 - b) Are there things that you want to improve from your current techniques/practices?
- 3) Have you heard about what Tom's does? (donates a shoe for every sold pair)
 - a) Do you believe that your company can do this?
 - b) What are your thoughts on that?
 - c) Do you see yourself following these practices in the future?
- 4) Do you see your company ever joining a B CORP?
 - a) Why or why not?
- 5) Are you aware that a little if not none of your competitors are looking into sustainability?
 - a) Why are you not focused on that?
- 6) How do your employees feel about the sustainable stance of your company?
- 7) What led you to shape your company the way it is?
 - a) Was there a specific moment?
 - b) What would you change if you had to do it all over again?
- 8) Do you have any future goals or projects in the future for your company to achieve in terms of sustainability?
 - a) If so, what are they?
- 9) What do your customers think of your sustainability practices?



- How would you feel about the company if you were the owner of this store?
- Are doing small things that have small impacts worth it?
- Does this change your views on stores like these?
- How would you feel as customer that contributes to the program.
- What else would you do to become more sustainable?

