

LSIS REGIONAL SUSTAINABILITY EVENT

24 APRIL 2013

**Stockton High Street Market
Stockton-on-Tees**

Business Plan

Business Plan

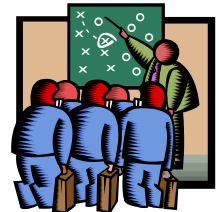
The following information provides guidance to student groups producing a business plan for the LSIS Sustainability Enterprise Event. The business plan can be produced in any format eg written report, recorded presentation using media/IT. However, the following points must be used and will form the basis of the judging criteria for assessing the business plans. The guidance on sustainable products and services (attached to this document) should be referred to when completing business plans. The deadline for business plans is **28 March 2013**. **Completed business plans should be sent to nicola.errington@stockton.ac.uk**

1. What is the name of your business?

Try to think of something catchy or a name that your customers will easily remember. It's useful to choose a name that lets people know what you are selling e.g. Sarah's Crispy Cookies.

2. What is your business about?

Give some background information about your business e.g. who runs it, different job roles, how you organise yourself. How sustainable is your business?



3. What is unique about your product or service?



Why would a customer choose your product or service rather than an alternative one? How is your product or service sustainable?



4. Who are your customers?

Who will you sell your products or service to? Make sure the customers you intend to sell your products or service to have money to spend and it's something they would want

5. How will you persuade customers to buy your product or service?



How will you attract customers? What will appeal to your customers? How will you market/promote your product or service? How will you promote sustainability as part of your marketing or promotional campaign?

6. Who are your competitors?

Are there other businesses selling the same products in the local area? How will you persuade customers to buy your products rather than go elsewhere?



7. How much will it cost?



You will need to create a breakdown of where the money will be spent e.g. £45 for raw materials to make the products and £5 decorations. What is the impact of sustainability on your costs ie is it cheaper/more expensive than non-sustainable products or services

8. Who are your competitors?

Are there other businesses selling the same products in the local area? How will you persuade customers to buy your products rather than go elsewhere?



9. How much money will your make?

You will need to decide how much money you expect to make. Set a target based on how many products you can make and how many customers you expect to buy your products. How will you sustain your business so that it continues to operate in the future



10. What's it like out there?



Have you carried out any research? How do you know your products will sell? Are there other alternatives that customers would rather buy? You will need to say how you will find out what customers want if you have not already carried out some research

11. What happens if something goes wrong?

What if you don't sell your products? What if your colleagues let you down? What if you make a mistake with your advert or your product is not very good. You will need to make sure these problems don't happen but if they do, you need a contingency plan.



What is a sustainable enterprise?

A sustainable enterprise is one that considers how it does the things that it has to do. It considers its main activities and takes responsibility for the effect that those activities have on the world. A sustainable and socially responsible enterprise is one that meets its targets and acknowledges both the positive and negative environmental, social and economic effects it has on the world, both now and for future generations. By doing this it works to reduce the negative effects and increase the positive effects. For example:

- Are the raw materials used (wood, plastic etc.) sustainably sourced i.e. is there a guaranteed supply, are the materials already recycled, are they recyclable when your product is no longer needed, is wood sourced from a sustainably farmed forest etc.?
- Does your product require packaging? If so can it be made from recycled materials? When no longer required can the packaging itself be recycled?
- Does your product help the natural environment e.g. is it a growing plant or shrub producing oxygen which would off-set your carbon footprint?
- Will your enterprise provide economic benefits e.g. reselling unwanted gifts that would allow an income while creating monetary donations to worthy causes? Does your enterprise have a potential to expand and create local employment opportunities?
- Will your enterprise provide social benefits e.g. a hairdressing salon is not environmentally friendly but it offsets this by providing a point of social contact for its customers, and for elderly housebound customers a weekly visit from their mobile hairdresser may be a vital lifeline to the outside world.