

Intensive Programme
Sustainability Management and Technology
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Project “Green business” and Business plan

Background and goal

Environmental issues have become more important in our world and customers (consumers) are more interested in environmentally friendly products /services/ manufacturing / production methods... Also cradle-to-cradle design indicates this growing trend. Sustainability is stimulating new business opportunities, but what is actually the current situation in this sector?

In this project the students will extend their knowledge about environmental (green) business sector in general and preparing a business plan of (one) idea chosen to more detailed analysis of its possibilities (including profitability, financial calculations...).

This project includes:

1. Analysing "green" business (as environmental analysis)
 - finding out current state of art in "green" business sector (maybe in different countries) ... also in connection with customers' life styles... analysing the future prospect of green businesses...

2. Writing a realistic business plan of this sector with all parts of bp:
 - o description of the business idea, SWOT analysis
 - o business environment and its development (macro and micro level analysis)
 - facts about the business sector based on reliable sources
 - PESTEL analysis
 - total demand and supply
 - competition
 - o vision and main goals, business strategy
 - o marketing plan
 - o production and product development plan (or services)
 - practical plans of production or producing services
 - investments
 - o personnel and management
 - o financial calculations
 - o analysing the risks