

Strategic Perspectives: Aliet Green Co-Creator Project

Process Reflection

As part of the Strategic Perspectives module, this project was delivered through the Students as Co-Creators initiative, where we developed and presented strategic recommendations for Aliet Green, a regenerative, women-led social enterprise. The brief focused on analysing the organisation's current position and proposing future strategic directions to address key challenges, including buyer concentration, competitive imitation, limited visibility, and scalability constraints. The project was structured around three workstreams: CSR, Business Strategy, and Corporate Strategy. Within this, we focused on the Corporate Strategy, applying frameworks such as Ansoff's Matrix, Vertical Integration, and SAF to evaluate options and develop a clear, evidence-based recommendation.

Our process began with individual research into Aliet Green's external environment, industry context, and internal capabilities. This included analysing macro trends, competitive positioning, and the organisation's value proposition in ethical and wellness markets, providing a foundation for more focused strategic development. A key insight was the strength of Aliet Green's core capabilities, particularly its Green Warrior and Training-of-Trainers model and traceability systems, and the opportunity to extend these beyond traditional ingredient supply. This led to the development of a diversification-based strategy centred on ESG leadership programmes, alongside complementary product development through strategically aligned partnerships with ethically aligned, women-led organisations.

A key challenge was translating this analysis into a concise, client-ready presentation within a strict five-minute time constraint. This required prioritising the most relevant insights, simplifying complex frameworks, and ensuring the recommendation was both clear and actionable. We also prepared for potential Q&A with Aliet Green; however, due to time constraints, questions were limited.

Although the analysis was developed individually, the co-creator format meant our contributions formed part of a wider set of strategic insights presented Aliet Green. This demonstrated how different perspectives can complement one another in addressing real business challenges.

A key takeaway from this project was developing the ability to present strategy in a way that is both realistic and actionable in a real organisational context. This required distinguishing clearly between short-term priorities and longer-term strategic opportunities, while positioning new ideas as extensions of Aliet Green's existing capabilities rather than replacements. Overall, this was a valuable learning experience that strengthened our ability to communicate recommendations clearly, concisely, and with practical relevance. Working on a live organisational challenge made the process more applied and meaningful, highlighting the importance of delivering insights that are both strategically grounded and feasible for implementation.

Kadie Ellis & Jiya Vaghela

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