

Fareeha Rashid - WBS
 Siluni De Silva- IIT
 Odina Mirsharipova- WIUT
 Kuhanesan Tharenesh- IIT

Sustainable Business Idea

We can't just consume our way to a more sustainable world

UK, London

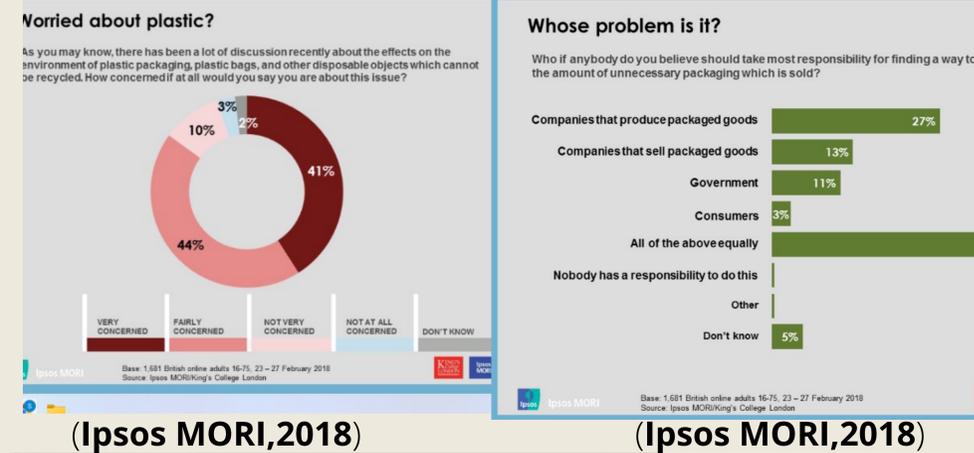


What's the issue?

In the UK there is a huge problem with plastic and packaging. This issue is evident in online deliveries. So much plastic is being used to wrap up our deliveries and it is polluting our planet! Our main focus area will be London, this is because the city is the most polluted (The Guardian, 2020) (Statista, 2020)

Identify the challenge

The key goal of our business plan is to provide a solution to all the polluting plastic packaging used in online delivery services. It can be seen from the graphs below what a major issue it is to the citizens of the UK, mainly London. Thus, we identified SDGs (Goals 13, 14, 15) in relation to the problem that would allow us as a business to mitigate and end the socio-economic impact on society by the end of 2030.



SDG's related to the issues.



Plastic Pollution is a huge hazard to the climate change because plastic in landfills sites due to heat and sunlight the plastic breaks down to greenhouse gases that can increase the global temperature, by using compostable mailer which consist of plants, it can decompose easily when disposed



Plastic can release chemicals that can seep into the soil and affect water sources, This can harm the animals who consumed the water by using our product, the compostable mailer which decomposes quickly is toxic free



Millions of marine animals die due to either starvation or entanglement of plastic waste, Micro plastics have been founded in most marine lives and have caused reproductivity issues, liver and cell damage, By using our product there would be less plastic in the ocean

Value propositions

Pain point - The packaging may not be considered as sturdy so packages may face some damage to them.
Gain point - It is environmentally friendly, and doesn't use any products that can't be sourced naturally. We also provide packing peanuts that can dissolve to make sure items don't get damaged.

The promise of creating environmentally friendly packaging for products and reducing ecological footprints of all the stages of the product's life cycle. our packaging products will have instructions on how users can reuse them.

Key Activities

Prelaunch activities include:
 Location, design for what the packaging will look like, staff recruitment, debit card merchant account and financing.
Operational activities include:
 Hygiene, promotions, cash control, staff rotas, service levels, customer security and Social media advertising.



Key Resources

Raw materials for the compostable mailer, include plant materials such as field corn and wheat straw, bio-based polymer and non-toxic materials and the raw materials for the water-activated tape.

Key Partners

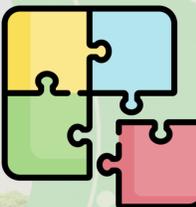
In order for our business to be successful, we would need to partner up and sell to major retail delivery services. This means that both Amazon and Ali express will be key partners and our users.

Consumer segments

The target audience will be the retailers that our packaging products will be distributed to that are also based around London. Specifically, they are adults who are self-aware of the issues of plastic waste.

Cost Structure

- Raw materials
- Website
- Platform subscriptions
- technological hardware
- Marketing



Why our products?

As we can see, more people are becoming more aware of the environment and what society and businesses are doing in order to protect the environment and to see if they are hurting it.

We offer compostable mailers which means that the packaging that we used is made of plant based polymers and can be turned into compost, dissolvable packing peanuts and water-activated tape.



(Noissue, 2020)



(Noissue, 2020)

Revenue streams

- Selling the product
- Monetization from social media (example: TikTok, Instagram, etc)
- Sponsorships with NGO's and multinational organisations interested in working on sustainability



(Purcell, 2021)



(Noissue, 2020)