



# Business plan

Green Entrepreneurship



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MCAST



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# Contents

**01** I. Executive summary

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**02** II. Business Idea

---

**03** III. Problem or need

---

**04** IV. Objectives

---

**05** V. Target market

---

**06** VI. Value proposition

---

**07** VII. Environment and competition

---

**08** VIII. Location

---

**09** IX. SWOT Analysis

---

**10** X. Entrepreneurial Team

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# Executive summary

Give a brief explanation about the project



## Mission:

Explain the purpose of your business. Why does it exist? What do you want to achieve for the environment or society?



## Vision:

Describe your dream or long-term goal. What would your business look like in 5–10 years? What impact do you want to make?

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### The product

Brief explanation about the product.

### Value proposition

Brief explanation about the value proposition

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### Target market

Brief explanation about the target market

### Competitors

Brief explanation about the competitors

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### Environment

Brief explanation about the environment

### The future

Brief explanation about future objectives.

# THE BUSINESS

## Business name and logo

**Your name and logo are the first impression of your eco-brand!**

Some **tips** to choose the name:

- Keep it **short** and easy to remember.
- Reflect your **eco values**
- Use words related to nature, sustainability or clean energy.
- Try **combining** words (e.g. EcoSoap, GreenCycle,...)
- Make sure the name is not already taken (check online!)



Some **tips** to create the logo:

- Use **green** tones or **natural** symbols (leaf, tree, sun...)
- Make it **simple** and easy to recognize.
- Avoid too many details - **less** is more
- Use **clean** fonts (sans serif) and clear shapes
- Think of how it looks in black & white and colour.

**Some resources:**

- Canva
- Hatchful (Shopify)
- LogoMkr
- DesignEvo



## Business idea

The aim is to capture the investor's **attention**.

- What product or service will you offer? Describe what you are going to sell or offer (product or service). Remark what makes it green or **sustainable**.
- How does your product work?
- Will you offer a **range** of different product or service categories?
- What type of **customers** are you trying to reach?
- In what ways is it **innovative** or different from other companies in the sector?
- Finally, consider the company's **growth** and expansion opportunities.

# PROBLEM / NEED / GAP



## Identify an environmental or social problem your business wants to solve

In this section, explain why your green business is necessary. What problem or need exists in society or the environment that your idea helps to solve?

This part shows that your business has a **purpose**, not just to make money, but also to create a **positive** impact. E.g.:

- Is there too much waste, pollution, or energy use in your community or industry?
- Do people **lack access** to eco-friendly alternatives?
- Is there a **habit** or behavior that your product or service could change for the better?
- What happens if this problem is not solved?

Write a paragraph (4–5 sentences) explaining the environmental or social problem your business wants to address. Then, explain how your product or service helps solve it.

# OBJECTIVES

- **Short term**

List 2 or 3 goals for the short term (first year).

*Example: Launch the product by September*

- **Medium term**

List 2 or 3 goals for the medium term (2-3 years).

*Example: Reach 10.000 followers on Social Media within 3 years*

- **Long term**

List 2 or 3 goals for the long term (more than 4-5 years).

*Example: Achieve €150.000 in revenue by end of fourth year*

- **Attention!**

Remember that your goals must be **SMART**



# TARGET MARKET

## Describe your ideal customer: age, habits, eco-awareness, location, etc.

In this section, describe the type of people who will buy or use your product or service. Knowing your target market helps you understand **how to promote** your business and what they need or care about.

Since your business is green or sustainable, your ideal customer may care about the **environment, health, or ethical consumption**.

## Guiding questions to help you write:

- What is the **age** range of your ideal customers? Are they teenagers, adults, families, students?
- Where do they **live**? In your neighbourhood, your school, your city?
- What are their **interests, values** or **lifestyle**? (e.g., eco-friendly habits, healthy living, minimalist lifestyle)
- What **problem** or **need** do they have that your product solves?
- Are they willing to pay more for **sustainable options**?



# VALUE PROPOSITION



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## What makes your product or service different and valuable?

The Value Proposition explains why customers should choose your product or service instead of others. It describes what makes your business **special, useful, or different**.

This section is key in a green business, because your idea must offer environmental value, practical benefits, or a unique **eco-conscious experience**.

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## Guiding questions to help you write:

- What makes your product or service **eco-friendly**?
- Is it cheaper, more durable, or more sustainable than others?
- Does it **solve** a problem in a new or creative way?
- Does it offer something your customers really **need** or **want**?
- What do you do **better** than the competition?
- Is it handmade, local, upcycled, zero waste, reusable, organic, etc.?

# ENVIRONMENT AND COMPETITION

## Environment

In this section, you should describe the context in which your business will operate, the **external** environment: current trends, opportunities, or challenges related to sustainability or eco-business. May include **political** (Are there any laws, rules, or government programs that support or limit green businesses?), **economic** (How is the economy affecting your customers? Are eco-products affordable? Is there support for entrepreneurs?), **social** (Are people's habits, values, or lifestyles changing? Are they more eco-conscious or looking for ethical options?) and **technological** (Are there new tools, machines, or apps that can help you create or sell your product in a better way?) factors.

## Competition

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### Current and future competitors

Describe businesses or projects that already exist and offer something **similar** to your idea. Also think about new competitors that could appear in the future.

- Who (or how many) is **already selling** something similar?
- Is there a **local or online version** of this product/service?
- Do you think **more green businesses** like yours will appear?

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### Substitute products

Mention other products or services that solve the same problem, even if they are different from yours. What is the value of the product or service for customers?

- What else can people use **instead** of your product?
- Are those options **sustainable** or not?
- Why is your green solution **better**?

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### Competitors analysis

Choose one or two competitors and describe their strengths (what they do well) and weaknesses (what they don't do so well).

- What are they good at? Price, quality, design, promotion?
  - What problems do they have? Are they expensive? Not eco?
  - What can you learn or do better?
  - What makes you different?
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# LOCATION

The location of your business is an important decision. Where you work, sell, or produce your product affects your costs, your customers, and your environmental impact.

In this section, you will analyze different factors to choose the most suitable place for your green business.

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## Guiding questions

- Will you sell your products online or in a physical place?
- Will you work from home, school, a market, or a workshop?
- Is your location local and low impact?
- Can customers easily find you?
- Does your location support the use of recycled materials, low transport, or renewable energy?

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## To take into account:

1. Proximity to customers or industrial zone
2. Rental Cost
3. Suitable of the place
4. Competitors in the area
5. Product demand in the area
6. Accessibility and Transport
7. Availability of human resources
8. Local legislation and public support
9. Working in a Co-Working space



# SWOT ANALYSIS

A SWOT analysis helps you understand your business better. It shows what you are doing **well**, what you need to **improve**, and what external factors can **help** or **hurt** your project. For green businesses, this analysis is very useful to plan and grow responsibly.



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## Strengths

What are you good at?

For example:

- Sustainability of your product
- Skills or creativity in your team
- Affordable price, local materials, design
- Support from teachers, school, or community

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## Weaknesses

What can you improve?

For example:

- Lack of experience or budget
- Limited promotion or online presence
- Slow production process
- Lack of tools or time

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## Opportunities

What external factors can help you?

For example

- Growing interest in eco-products
- Local events to sell your product
- Support from institutions or green programs
- People looking for alternatives to plastic

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## Threats

What external factors could harm your business?

For example:

- Competition from bigger brands
- Changes in laws or rules
- Economic issues affecting spending
- Customers not willing to change habits

## CAME Strategy

After doing your SWOT analysis, it's important to think about what actions to take. The goal is to use your strengths, improve your weaknesses, take advantage of opportunities, and avoid or reduce threats.

This is called the CAME strategy:

- **Correct** the weaknesses
- **Adapt** to threats
- **Maintain** your strengths
- **Explore** new opportunities

# THE TEAM

Your team is one of the most important parts of your business. This section explains who is involved in the project, what skills each person brings, and how you will work together to make your green business successful.

## Who is on your team?

Write the names (or roles) of all the team members.

## What skills or experience does each person have?

Describe what each person is good at, for example: design, marketing, production, communication, or knowledge about sustainability.

## How will you divide the work?

Explain who will do what tasks, so the work is organized and everyone contributes.

## Why is your team suitable for this green project?

Mention any special interest, motivation, or knowledge about environmental issues that makes your team strong.

## Organization chart:

You can include an organizational chart, that shows the roles and relationships between team members in a clear, visual way. It helps everyone understand who does what, and how the team works together.



Name and surname

Position

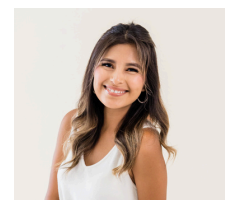
Brief description



Name and surname

Position

Brief description



Name and surname




Position

Brief description



# Contact



-  Location
-  Telephone number
-  Email