



# Green Source Co.

IT'S EASY BEING GREEN

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# Table of Contents

<b>3-6</b>	<b>Executive Summary</b>
<b>7</b>	<b>Target Market</b>
<b>8</b>	<b>Strategy</b>
<b>9-10</b>	<b>Research</b>
<b>11</b>	<b>Marketing &amp; Operations</b>
<b>12</b>	<b>Risks</b>
<b>13</b>	<b>Financial Projections</b>



# Executive Summary

## What is Being Sustainable?

Being sustainable means achieving our needs without compromising future generations ability to achieve their needs. The biggest example of this currently is the climate change, as well as an overabundance of trash within ecosystems. These things will affect the success of future generations.

## What does that mean for Green Source?

Green Source Co. is a business that supports being eco-friendly and being more sustainable for our environment. What would start off as an online shop (especially during COVID-19) would eventually turn into an in-person shop somewhere in the Genesee county area. Green Source would sell all kinds of products regarding sustainability. I want to create a community within the Genesee county area where people can learn about how to be eco-friendly. As far as I know, there is no other store like this in the area, and giving everybody the opportunity to become sustainable is important for our and the future of our planet.



# Executive Summary Cont.

## What Kinds of Products would Green Source Sell?

- Eco-Friendly soaps/cleaning products
- Reusable Grocery/Produce bags
- Bamboo bath products
- Beeswax Wraps
- Glass Containers
- Much more!



Example of a reusable produce bag



Example of bamboo toothbrush



Example of machine washable makeup remover rounds

# Executive Summary Cont.

## The Biggest Draw?

Green Source Co. will be a zero waste shop!

People can bring in their own bags or jars to get ingredients. Or, I would have some to purchase at Green Source.



Example of how ingredients would be stored within the shop.

## What is a ‘Zero Waste Shop’?

According to [greenpeace.org](http://greenpeace.org), “The store concept is mostly based on refill and bulk opportunities where consumers bring their own containers to refill food items, personal care or cleaning products. This business model is becoming more prevalent, adding up to more than 400 worldwide today”.



# Executive Summary Cont.

## Our Vision Statement

Our goal at Green Source Co. is to bring environmentally friendly products to the Genessee County area. More specifically, Flint. We want to make a community within the Flint area where people can get sustainable products easily and learn more about how to be eco-conscious. The amount of waste that an average American produces each year is about 1,704 pounds. By becoming more eco-friendly we can try to combat the waste on our planet.

We want Green Source Co. to be focused within the community. We want to work with local environmental groups to help spread our message: Doing small changes can make a big impact.

### Did You Know...

The average American produces 1,704 pounds of trash every year?



# Target Market

## Primary Target

My main target audience would be people who have wanted to become more environmentally friendly but haven't had the opportunity. This audience would probably be very active on social media and follow other sustainable social media accounts. The main types of social media I should base my business on would be Instagram and Twitter to reach the most amount of this base. These people already have being eco-friendly on the mind. They know what they want and how to do it, we are just helping them reach their goal.

## Secondary Target

The secondary target audience for Green Source Co. would be people who have thought about becoming more sustainable, but don't really know where to start. This audience would require us to inspire a little more motivation. We would reach this audience through the social media listed above, and Facebook. I feel like they would hear from us through word of mouth as well.

## Tertiary Target

The tertiary target audience for Green Source Co. would be people who have never thought about becoming more eco-friendly. We want to inspire these people to become more sustainable. The best way of reaching them would be through all forms of social media, and other advertising.

# Strategy

## Business Model

Green Source Co. would start as an online based company due to COVID-19. We wouldn't want to put myself, my employees, or my customers at risk. Once we have established a base of customers and it is safe to shop in person, we will open up a storefront in the Genesee County area, preferably in Flint.

Everything purchased would be in bulk, and from certified eco-friendly businesses. There's no point in selling sustainable products if the production of the products themselves cause more harm.

## Competitive Advantages

**Recycling Program:** Once the products show wear and tear or break in anyway, I want to have a program in place where the customer brings the product back to me so I can recycle them properly and I would give the customer a coupon for their next purchase. That way, my products are being recycled instead of thrown in the trash, and hopefully, I am able to create repeat customers.

**Rewards Program:** Instilling a free rewards program associated with a phone number or email will also help bring back repeat customers. Stores in downtown Flint like the Flint Crepe Company or Fosters Coffee are already using reward programs with success.

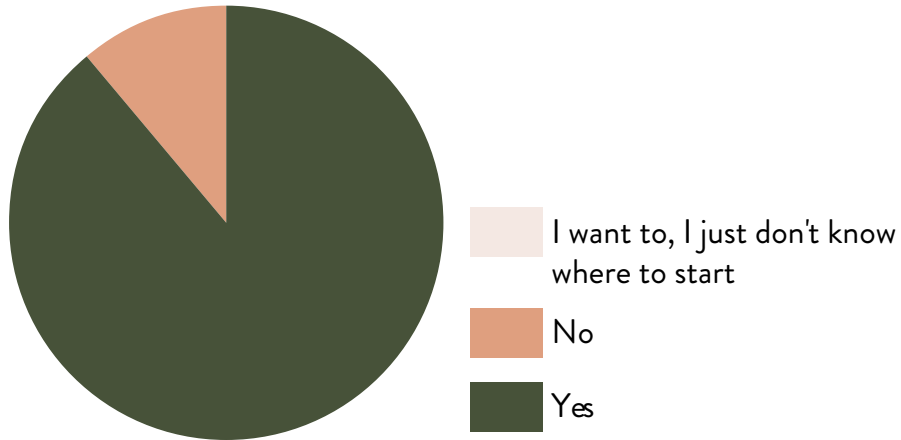
## Competitors?

Other than Etsy, which is based online, the only other Zero Waste Store in Michigan is in Kalamazoo, which is over 2 hrs away from the Flint area.

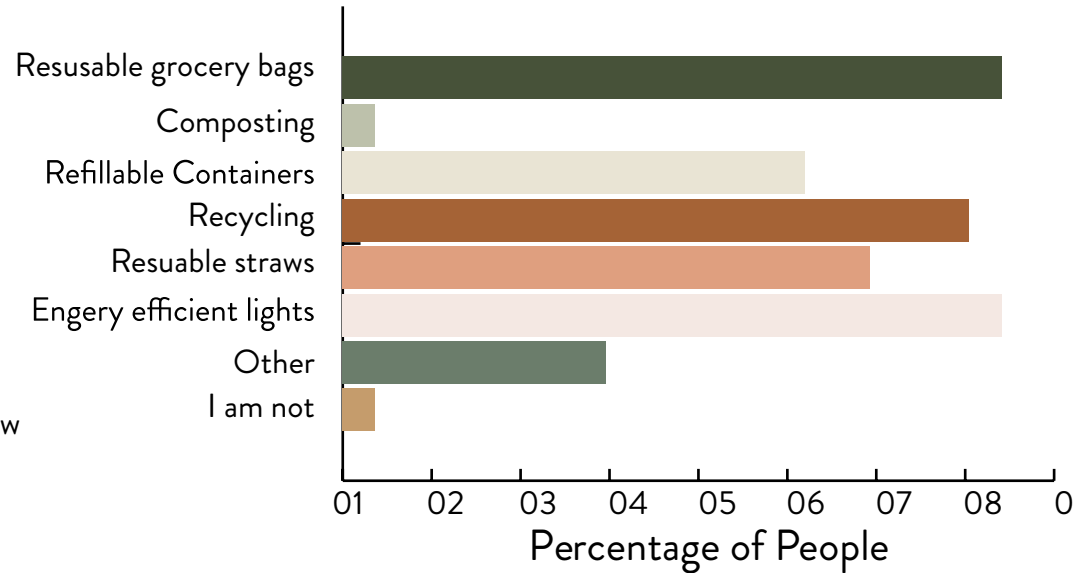


# Research \*Out of 27 participants

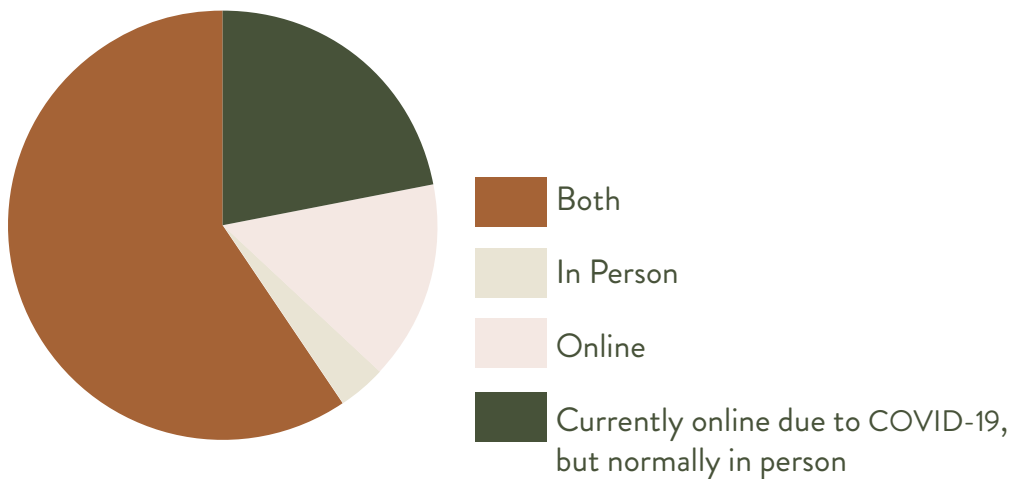
## Have you thought about being eco-friendly before?



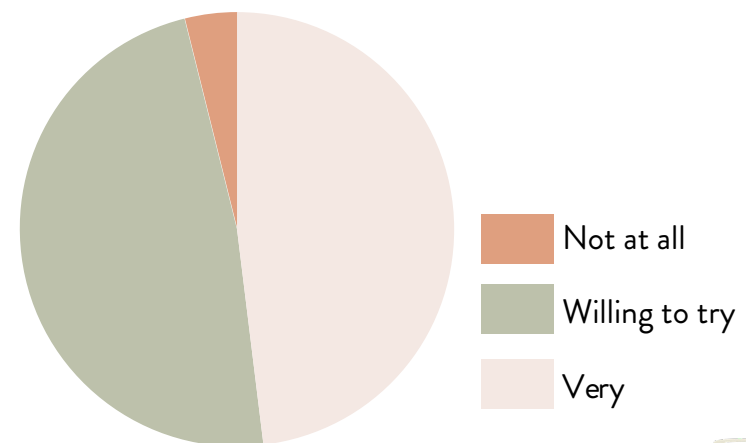
## In what ways are you currently being sustainable?



## How do you prefer to shop?



## How interested are you in starting or becoming more sustainable?



# Research Cont.

## Data Results:

From the data charts above, it looks like most people have thought about wanting to turn more eco-friendly and most people are currently participating in at least one way that akes them more sustainable.

The majority of people seem to shop both online and in person. Having both an online inventory and storefront appears to be the besty way to go. About 22.2% show that they normally would prefer to shop in person, but COVID-19 currently hinders that.

Overall, the most participants appear to be interesting in a sustainable shop and learning how to become more eco-friendly. Knowing that potential customers are wanting that experience is helpful.

# Marketing & Operations

## Marketing Strategy

Most of our marketing will be done through social media. It seems that most of our demographic and ideal customer uses social media multiple times a day. Of course having a website up and running is important and so is the use of a Facebook page. It seems that most small businesses in the area use Facebook because posts and pages can be shared easily.

Another important idea is to use online ads through, and outside of social media apps. People scrolling through Instagram get ads or Facebook get ads that are tailored to them. So if someone follows a few eco-friendly shops, they'd be more likely to come across our advertisements.

Once people are rewards members, we will also use email marketing campaigns probably using Infusionsoft software or something similar.

## Operations

Our operations will be run mainly through a storefront. We will not be producing the products ourselves, but buying them in bulk from an eco-friendly company. A couple of employees will be hired as cashiers, to help with customers, or to stock shelves.



# Risks

## Will people care?

Many risks come from opening up a business. One of these risks is that not enough people in the area could care about becoming more eco-friendly. My research and survey's say that most of those who participated do. However, 27 participants isn't as many as I would like to get a true understanding of the people within Genesee County. Besides getting more participants to get a more accurate reading, our goal is to get people to care about being sustainable. If enough people end up not caring, we failed our goal.

## Pricing

Another risk is that prices may see too high to customers. While hopefully buying things in bulk (and not using packaging) will help to lower the buy out cost of our products, the fact that they will all be eco-friendly will automatticaly make the price a little higher than standard products. There isn't much we can do to alter our prices because we would still need to make a profit. Hopefully, the recycle program (where customer can return worn down products to recycle and recieve a coupon back) will help with some of the product prices.

# Management Team

Founder/Designer: *Alyssa Norris*

Web/Social Media Coordinator: *Alexis Menard*

Customer Service Manager: *Michael Vascotto*

Financial Advisor: *Maxwell Montney*



# Financial Projections

These are rough estimate start up costs for Green Source Co. and these costs include monthly cost of storefront and half of the inventory to begin with.

**Trademark: \$275**

**Marketing: \$200 (per month)**

**Monthly Storefront Rent: \$1,500 (700 square feet)**

**Estimated Cost of Goods: \$3,000**



# Green Source Co.











