

Business Plan- EcoPlan Solutions



CYSE 494: Entrepreneurship in Cybersecurity

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EXECUTIVE SUMMARY

Eco Plan Solutions will engage in the new practices of eco-friendly packaging solutions, creating and aiding in the implementation of a new standard of traditional packaging through biodegradable and recycled materials. The goal is to help businesses and organizations work together to improve environmental conditions and meeting customer needs while creating positive sustainable practices of packaging.

BUSINESS DESCRIPTION

We believe that our environment and climate are a key factor of how we can sustain our lives on this beautiful planet. Through multiple facets of our choices and actions, we can create apply our knowledge of eco friendly solutions through the everyday commodities of packaging. Understanding how we can use our small to mid-size businesses to further the goal of a clean sustainable environment and community can start with us.

Target Market

The target market ranges primarily within urban areas and communities, especially communities with high volumes of eco conscious consumer base. It will cater to small and mid-size businesses, focusing on becoming the number one option in recycled packaging and handling of merchandise and services.

Gender: All

Age: All

Geographic: Areas that lack huge corporations involved with eco friendly packing options for maximum consumer base.

Demographics: Range from millennials and young adults to Gen Z consumers.

Problem Solved

Since traditional packaging is causing our landfills to increase and fill exponentially due to materials such as plastics, we aim to lower that problem through biodegradable material use.

Environment: Providing variety of methods for packaging without the issues of harmful and non-degradable materials. Materials that can be reused for later use.

Consumer demand: Allows businesses to adapt and align with the trends in our market for consumer satisfaction and preference.

VALUE PROPOSITION

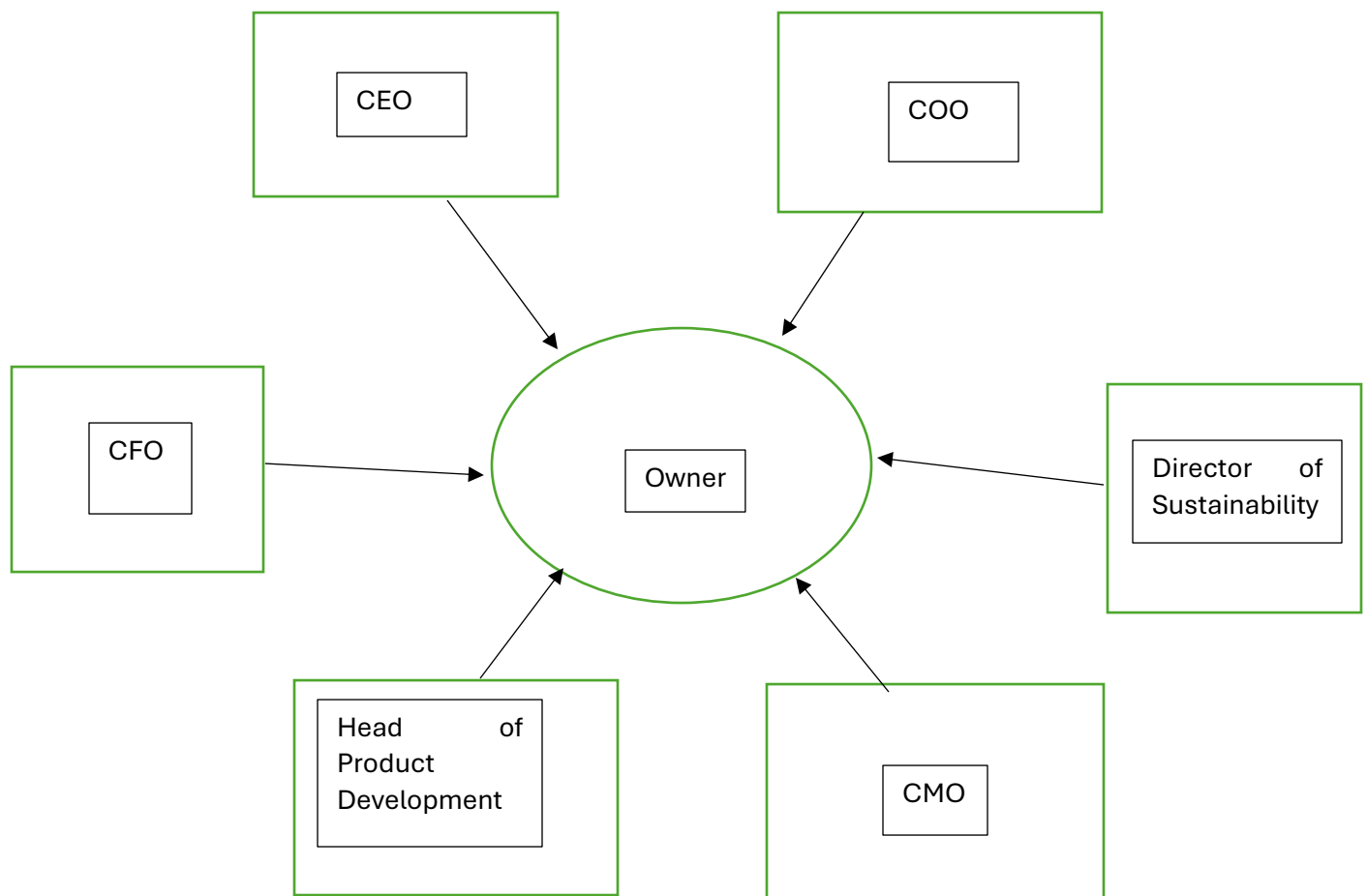
The key factor is that we can change the world without changing the quality of our lives. This creates a sense of responsibility in our consumers' lives while heavily impacting and improving our environmental impact on a wide scale.

ORGANIZATION AND MANAGEMENT

While the company will consist of a basic management system within a LLC, it will benefit the company through protection of assets while keeping flexibility and leniency through operations due to less strict regulation.

The owner (me) will be at the highest level, enforcing guidelines and needs for each position in the leadership team.

Leadership team: CEO, COO, CFO, Director of Sustainability, CMO, and Head of Product Development.



BUSINESS GOALS

Here at EcoPlan Solutions, we strive to revolutionize sustainable packaging by creating an outlet for small and mid-sized businesses to take the leap forward and start their packaging process with biodegradable and natural materials. We aim for environmental conservation as well as providing an initiative for businesses to be a part of the change for our world.

Short Term Goals (First 3 years):

- Create the foundation for a strong customer base in markets like food, retail, and online outlets
- Advertise and promote our company heavily so that awareness is made
- Ensure that an accurate and efficient plan is set in place regarding operations, cost of goods, and connections between partners
- Initial launch of products and services

Long Term Goals (After 3 years):

- Expand nationally to serve businesses across the country, providing distribution centers for increased scalability
- Branch out with innovative ideas and implementations for new product and services, focusing on consumer trends and wants while staying true to our overall goal
- Promote and advocate for the eco-friendly market through events.
- Maintain a trustworthy and integral leadership team with potential for growth

PRODUCTS/SERVICES

Food containers made out of plant-based materials: These containers would aim towards fast food, or commercial grocery store options that use packaging containers for consumer food options. They fully decompose after about 3 months, meaning less waste and more options for a healthy environment.

Biodegradable packaging wraps: Like normal plastic wrap, our wrap would be made from materials like cornstarch will be the basis behind our wrap film. It would also cater towards our food businesses that strive on preserving food as well as being environmentally friendly.

Reusable packaging: Using our design, this containers/storage will be made from recycled materials catered towards multiple use.

How the products work:

- The products the consumers use will be like traditional packaging and storing process, with the key difference being these materials naturally decompose after a certain period of time
- As for reusable, the materials can be retrieved from the consumer for multiple use or for the consumer to use multiple times.
- Using our custom branding, we tailor towards customers wants and trends, relying on market data to cater towards specific age groups and demographics

We will trademark our logo as well as patent any biodegradable materials or designs we create, ensuring our advantage over other competitors.

Cost structure	Degradable Food Containers	Biodegradable Packaging wrap	Reusable Packaging Solution
Per unit	\$0.20	\$0.15	\$1.00
Sales price	\$0.50	\$0.40	\$2.50

MARKET/INDUSTRY ANALYSIS

The environmentally friendly packaging industry is a constantly growing market that is motivated by consumer awareness of our environment issues as well as corporate providing a more ethical and impactful effort to our community and world. While companies are still reliant on the traditional methods of the common wasteful packaging, a multitude of organizations have begun or switched over to the eco-friendly era of packaging.

- Global sustainability packaging market size was around 272.93 Billion USD in 2023 (Grand View Research, 2024)
- An estimate of about 7.6% increased in the market from 2024-2030 (Grand View Research, 2024)

Evaluation of Competitors

EcoEnclose:

- Strengths: Customizable eco-friendly packaging solutions with high consumer base'
- Weakness: Higher pricing than the average sustainable packaging market

Green Packaging Group:

- Strengths: Large manufacturing options for large organizations.
- Weakness: No personalized options for small to mid-sized businesses.

Here, we tailor to consumer's entirely, creating solutions for all types of businesses, regardless of size and reputation. We also provide affordable options for all demographics and areas. We have partnerships with our local composting facilities as well as manufactures so that are merchandise, and services are available to everyone.

In the short term, I calculated we will make about half a million to a million in revenue by year 3, with our market being only in North America so far.

In the long term, I calculate we will be making about five million annually by year 8 with our expansions heading globally in places such as Europe, Asia, and South America.

Our growth potential, if done properly, will skyrocket the platform for eco-friendly packaging services worldwide.

APPENDIX

Ideas for a logo include the letter EP surrounded by the recycling symbol with some global imagery added on.

Slogans may include:

- Where Improvement Meets Eco-Friendly
- It is More Than Just a Box.
- Sustainability = Environment
- Why not package when you can package clean.
- Package Today, Earth Tomorrow!

WORKS CITED

Grand View Research. (2024). *Sustainable packaging market size and share report, 2030*. Sustainable Packaging Market Size And Share Report, 2030. <https://www.grandviewresearch.com/industry-analysis/sustainable-packaging-market-report/methodology>