

BUSINESS PLAN

Title: Charity Organisation CIO

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Module: Entrepreneurship (LCBB5001)

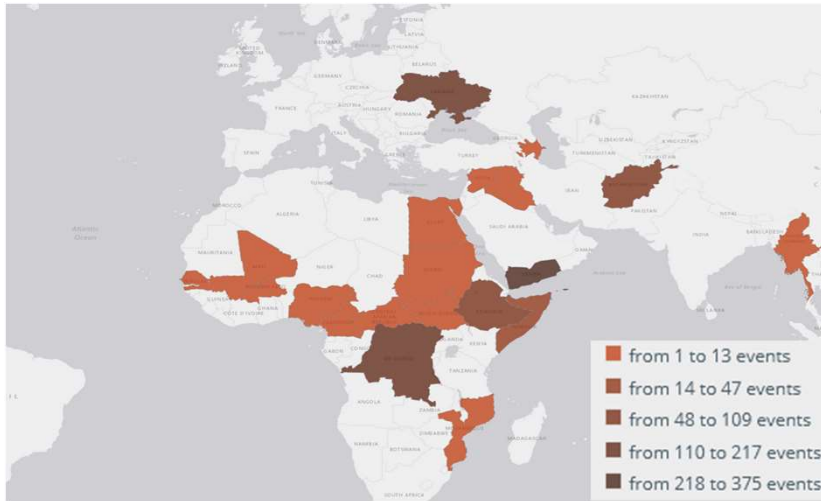
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Overview of the business idea (Social enterprise)

- ❑ Support and enable people from and in places of military conflicts to establish their lives anew
- ❑ Help economically disadvantaged people:
 - ◇ develop skills
 - ◇ identify and elaborate on a way to meet their needs
 - ◇ participate more fully in society
- ❑ Help young people to:
 - ◇ develop skills and abilities
 - ◇ participate in society as mature and responsible individuals
- ❑ Provide relief for elderly people



Overview of the business idea (Social enterprise)- why/ political aspect



World Map of Armed Conflicts in mid 2022

An estimate of about 80% of the world population, holds only 20% of the world wealth (Birdsall, 1998) and according to Census (2017b) the population living in extreme poverty varies from 11% to 15% in various countries. (Peterson, 2017).

the dramatic poverty in the poorest countries reduces the quality of health to the extent that a child is 60 times more likely to die in comparison with the more developed countries (Roser, 2003). These poor countries and the latest places of conflict in the world – the civil wars in Yemen and Syria, the conflict between Russia and Ukraine, the

constant local conflicts in central Africa, and the humanitarian crisis in Somalia are a few examples of places where the services of a charity organisation can be used. These are places where the local economy has reduced to critical levels and the population experiences hardship in providing their families with basic commodities like food and clothing, heating, and electricity.

Overview of the business idea (Social enterprise)-why economical aspect

- Countries following the sanctions imposed on Russia
- BRICS and the countries who have free-trade agreement with Russia
- Countries who are neutral in respect of the sanctions imposed on Russia and are willing to join the free trade agreements with Russia



Map of the
Bi-Polar
World Split

In the course of the military conflict in Ukraine, the USA, Europe, and Australia placed six sanction packages (EU Commission, 2022) which basically separated Russia from the Western economies and left deficits in the supply chains of food, materials, and energy sources (Kim, Krauss, and Troianovski, 2022). The map shows the division of the world political and economical environment.

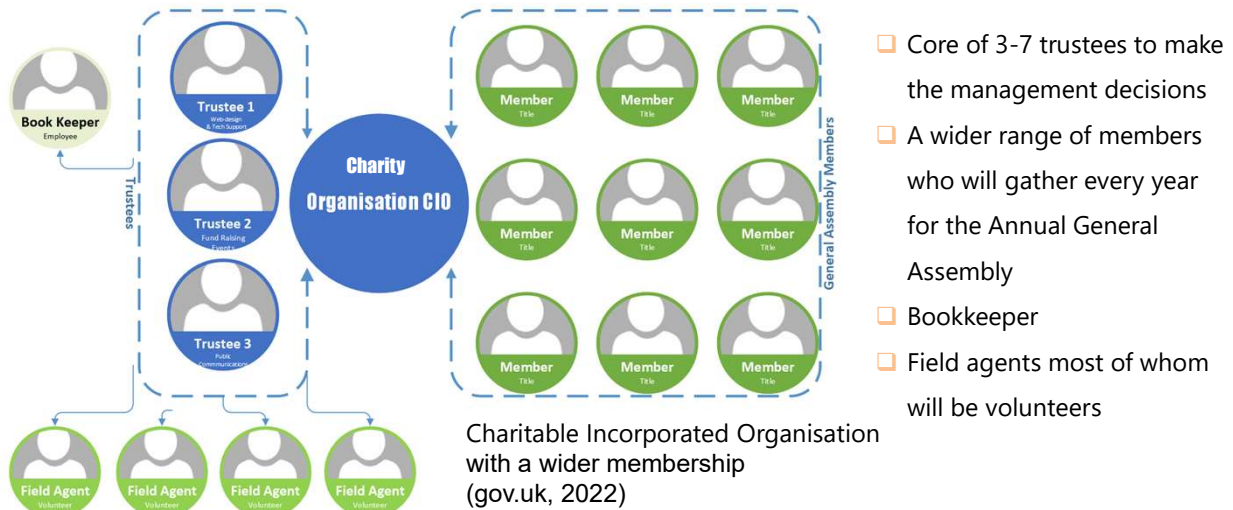
Russia and Ukraine are two of the biggest exporters of grain (Reuters, 2022).

Because of the conflict, this year Ukraine will produce a little more than 40% of the crops it did last year (Reuters Staff, 2022). Due to the sanctions

imposed on Russia, they are not able to export this year (Elkin, Flatley, and Jacobs, 2022).

It is also a fact that Russia is a large exporter of fertilizer used in agriculture. This creates another deficit in the world markets (Elkin, Flatley, and Jacobs, 2022). The reduced production and export of grain, sunflower, and fertilizers are about to very soon create a humanitarian crisis in the world, but

Ownership, Legal Format and Management



The Organization will be established as a CIO with a wider membership. It will have members who vote on important decisions at the annual general meeting of the Organisation. The general managing body of the Organisation will be the trustees and the General Meeting that will include all the members of the Organisation (gov.uk). The founding members will also be the first three employees of the Organisation. One is a specialist in Information Technologies and will take charge of the elaboration and maintenance of the organisation's website. The second one is experienced in charitable

campaigns and is aware of how to gather monetary funds for the different operations of the Organisation.

The third founding trustee is experienced in customer communication, collecting intelligence information and has a developed world-wide network of field agents who can be curated and used as the agents for the Organisation.

To function properly the organisation will need a bookkeeper who will keep the organisation's documentation in order and service the office of the organisation.

In respect of the GDPR requirements, the Organisation will have to hire a qualified GDPR officer who will keep the organisation's politics compliant with the British regulations.

SWOT analysis

Strengths

- ✓ Unambiguous first impression.
- ✓ Knowledge of the community and the area where the Organisation will operate.
- ✓ Connections with key figures who can contribute by tangible and intangible means.
- ✓ Strong social and digital skills.
- ✓ Experience in organising and conducting charity campaigns and social events.
- ✓ Experience in creating organisational structures.
- ✓ Easy to attract funds with the membership structure.

Weaknesses

- ✗ Small initial capital.
- ✗ New yet to be developed brand
- ✗ Strong competition e.g. Red Cross
- ✗ Basic knowledge of digital marketing

Opportunities

- ✓ Shift in the world trading and market centres
- ✓ Lack of qualified workforce in the UK
- ✓ Favourable government politics

Threats

- ✗ Difficult political situation in the target countries
- ✗ Severe corruption, mixed with scarce or no punishment for criminal practices.
- ✗ Rising protest among the UE and UK population against the support to Ukraine.

Strengths

- CIO legal form gives the initial impression of an organisation strictly dedicated to its purpose.
- Knowledge of the community and the area where the Organisation will operate.
- Connections with key figures who can contribute by tangible and intangible means.
- Strong social communications skills.
- Wide digital literacy and strong computing skills.
- Experience in organising and conducting charity campaigns and social events.
- Experience in creating organisational

structures.

- Easy to attract funds with the membership structure

Weaknesses

- Small initial capital.
- New unrecognised yet brand that needs to be developed.
- Strong competition in the face of the Red Cross and other similar organisations.
- Basic knowledge of digital marketing.

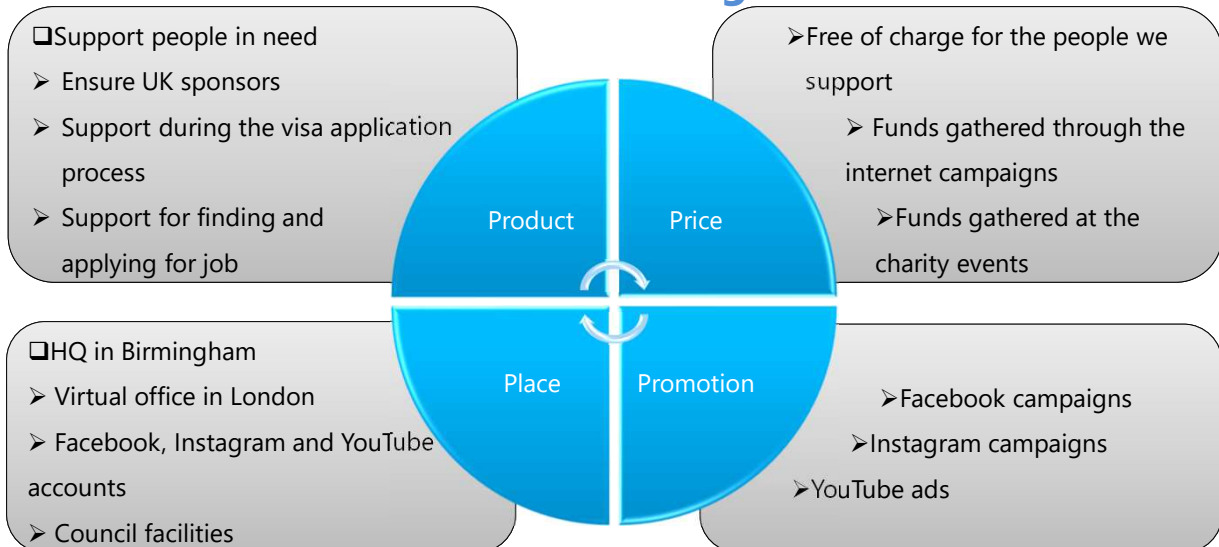
Opportunities

- Shift in trading and market centres creating misbalances and the need for the Organisation's services.
- Lack of qualified workforce in the UK for certain sectors of the economy.
- Favourable government politics towards the support of the target groups.

Threats

- Difficult political situation in the target countries and severe corruption, mixed with scarce or no punishment for criminal practices.
- Rising protest among the UE and UK population that the political leaders are paying too much attention to Ukraine and thus neglecting their own people

4Ps of marketing mix



Product

The organisation will be transporting Ukrainians from Eastern Europe who are willing to start work in the UK. The people will be supported in the visa application process by ensuring sponsors in the UK and making sure that the visa applicants comply with the requirements. When in the UK, the people will be settled at their accommodations and will apply for workers status in order to start work.

Price

Applying for visa under the Ukraine Sponsorship Scheme (Homes for Ukraine) is free. The organisation will not charge the refugees with any fees for this service.

Place

The Organisation will be located in Birmingham and will be registered at its virtual address in London. Company Address, for example, offer their service at a reasonable monthly fee (Company address, 2022).

The organisation will have a website where the purpose and the organisation's campaigns will be set out. The Organisation will be also placed on Facebook, Instagram and YouTube with constant ads for the latest campaigns.

A good method for gathering funds for charity are the public events like concerts and exhibitions. The Organisation will negotiate with the local councils for support in organizing such events, for example, providing a free-of-charge place for conducting charity events.

Promotion

he promotion of the organisation's services will be done on the social media by segmenting the market and showing different ads to different types of public.

The Organisation will also organise various fund-raising campaigns in the form of public events like concerts, for example.

Target market and marketing strategies

- ❑ Develop the web-site with 'landing' pages.
- ❑ Contact the Ukrainian diaspora in the UK
- ❑ Arrange for food, fuel and other basic necessities
- ❑ Volunteers searching among refugees for people willing to find work in the UK
- ❑ Talk to UK sponsors

After establishing the Organisation its primary goal will be to quickly develop its web-site where there will be landing pages for the different campaigns where all the online benefactors can leave their donations. There will be immediately conversations with the Ukrainian diaspora in the UK for their monetary and physical support as they find it appropriate.

The organisation will arrange for food, fuel and other necessities like clothes and footwear to reach the people who need them most on the territory of Ukraine (for starters), and later after the Organisation has developed its fund-raising and

sponsorship network – in other parts of the world, where immediate need for humanitarian support is present.

In the meantime, volunteers, on behalf of the organisation will look for people who are able and willing to work, but currently have no job and are not likely to find such in the hosting European country.

Thank you for your attention

**Support our cause for a better
tomorrow**

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