

EcoConcierge

Your Sustainable Lifestyle Partner

Developing Innovation and Creative for Business Advantage

Student Name: Lizzy Jest Esienna

Module: BMSW6102

Lecture Name: Rexon Nting

University of Wales Trinity Saint David

Executive Summary

EcoConcierge pioneered greening lives in a world with environmental issues and a growing need for sustainability. Our innovative business model seamlessly blends eco-friendly items with family-specific sustainability advice. EcoConcierge reduces carbon emissions for many eco-conscious people and families. EcoConcierge can assist you find eco-friendly products, a greener family, or an eco-enthusiast to help. Sustainable solutions are on our website and app. See our carefully selected items, sustainable information, and sustainability consultants. Use EcoConcierge to live sustainably. Customised services from EcoConcierge. We're your sustainable lifestyle partner, not just an internet store. Sustainability should be easy. Subscribe to our customised eco-solutions. Simplifying sustainable living is the goal. Personalization, data, and community distinguish EcoConcierge. We customise solutions, not just items. Our data-driven technology creates customised eco-plans to help you pick. We're an eco-community, not a service. Privacy and data protection are EcoConcierge priorities. GDPR/Data Protection Act 2018 and PECR apply. We protect your data and offer marketing permission and opt-outs (Xue et al., 2018). EcoConcierge will revolutionise sustainability. Innovation, sustainability, and consumer engagement drive us (Nelson, 2021). Please join us on this exciting journey towards a greener, more sustainable future. Not merely a company, this is a good change movement. Our cooperation can change everything. Together, we can live sustainably.

Contents

Executive Summary	2
Introduction.....	4
The Innovative Product or Unique Service Proposition.....	4
Target Clients	5
Selling strategy	5
EcoConcierge has three advantages:.....	6
Choice of Platform.....	6
Why Shopify?	7
Content Creation	7
Marketing	8
Promotion	8
Target Customers	9
Customer Journeys	9
Privacy and Data Protection	10
Data Regulations	10
Security	10
Conclusion	11
Reference list.....	12

Introduction:

Sustainability is more important than ever in an age of environmental crises and global responsibilities (Mahmoud et al., 2019). With climate change worsening, eco-friendly behavior is essential. EcoConcierge becomes a steadfast proponent of a greener future at this crucial time. Our term "EcoConcierge" reflects our dedication to customised consultancy and eco-friendly solutions. We redefine sustainable living for individuals and families, acknowledging its uniqueness and complexity. Our objective is holistic and revolutionary sustainability, combining eco-friendly products with individualised sustainability advising. Our approach goes beyond products and guidance to encourage smart choices, sustainable living, and carbon reduction (Albino, Berardi, and Dangelico, 2015). Our philosophy at EcoConcierge is that sustainable living should be inexpensive and accessible. We want to make eco-friendly choices accessible to all. But our vision goes beyond trades and discussions. EcoConcierge wants to build a positive environmentalist community. We hope to inspire, help, and transform our clientele (Helen Brain and Thomas, 2013). We recognise that sustainability is a collaborative journey based on common values, efforts, and triumphs. EcoConcierge drives positive change at the individual and societal levels to achieve our goals. We empower individuals and families to make values-based decisions and help the world by providing affordable sustainability options. We want EcoConcierge to be a hub for like-minded people working together to make sustainable living a way of life. EcoConcierge aims to be an environmental lighthouse beyond price and accessibility. Our commitment to sustainability extends beyond transactions to education and community-building. We realise that promoting a sustainable lifestyle requires a mentality shift and a community effort, not just products and services. EcoConcierge offers workshops, webinars, and materials to help people make eco-friendly choices. Informed customers can influence the future towards sustainability, we believe. EcoConcierge also wants to be a community hub. EcoConcierge wants to lead sustainable innovation alongside environmentalists, scholars, and influencers. We want to grow our product line to include the newest eco-friendly technology to give our clients cutting-edge solutions that match their sustainability goals.

The Innovative Product or Unique Service Proposition:

EcoConcierge promotes eco-tech. Our unique product or service provides comprehensive sustainable living for individuals and families. EcoConcierge provides a unique product/service beyond e-commerce and sustainability consulting. Complete solution from innovative service. Green products and sustainability guidance are available. The path to sustainability varies. Every

family and person has different carbon footprints and green lifestyle goals. Two main parts of our service address diversity: We carefully choose eco-friendly everyday items. We offer eco-friendly home and personal care. EcoConcierge specialists are unique. Customer and professional sustainability goals are shared. Individuals or families receive customised advice. Our analysts advocate energy efficiency, waste reduction, and sustainable dining (Reddy, Elgazzar and Sharma, 2021). This unique combination of products and consulting services makes EcoConcierge a sustainable living hub. For sustainability, we sell, advise, teach, and collaborate.

Target Clients

We target green families and carbon-reducers. Sustainability defines this audience, not age or demographic. Many groups benefit from EcoConcierge. Young professionals promoting green living. For future generations, families desire sustainability. Sustainability advocates looking for ways to lessen their impact. Solutions fit diverse clients' values and goals.

Selling strategy

Our dynamic website and mobile app sell our unique service. Our digital gateway lets clients browse products, acquire sustainability facts, and talk to experts. This method matches online shoppers' research, purchases, and digital interactions (Huang and Rust, 2018). Our platform's usability delights customers. Buy eco-friendly products, learn about sustainability, consult sustainability advisers, track progress, and decide. We use technology to help families become sustainable. Our digital bridge connects clients to our innovative service (Alvez, 2022). The EcoConcierge company reflects our principles. Named for our personalised eco-friendly advice and solutions. Sustainable and eco-friendly are "Eco" values. We prioritise the environment everywhere. Personal service, direction, and assistance are "concierge" values. EcoConcierge assists families with sustainable living like a hotel concierge (Voss and Houser, 2019). EcoConcierge is our eco-trust. We prioritise service, advice, and sustainable products.

We include EcoConcierge's sustainability. Sustainable development takes dedication. Members receive personalised eco-solutions at home, supporting our new business model. Our clients value this concept's constant involvement, convenience, and seamlessness. Subscriptions help us. Members of EcoConcierge receive sustainable items and customised sustainability solutions. Our customers' sustainability journey is subscription-driven, not income. Subscribers get green packages. Eco-friendly products, customised coaching, and subscription support are always

available (Lancaster, 2019). Beyond products, we provide sustainably. The subscription model engages customers. Our strategy makes sustainability a meaningful journey, not a goal.

EcoConcierge has three advantages:

1. EcoConcierge strives for individuality. We respect sustainability diversity. Every family has different needs, interests, and sustainability goals. Our method meets these needs. Green product sales and sustainability advice. Items and collaboration are bought. Sustainability consultants learn consumer concerns (Simon, 2021). This human connection is essential to meaningful solutions. Our sustainability experts provide personalised advice. Client guidance is personalised. We recommend energy conservation, waste reduction, and eco-dining. Client sustainability strategies include eco-journeys. Maps help families survive. Include suggestions, milestones, and actions.

2. Data-driven platform is our second benefit. Data helps choose sustainably. Our digital platform creates eco-plans based on user choices, lifestyles, and sustainability goals (Mitsis et al., 2019). The programme tracks preferences, product choices, and sustainability goals. Client profiles and eco-plans are created using data. Personal eco-plans vary. They study clients' sustainability goals, practises, and lifestyle modifications. Travel data informs eco-plan product recommendations. Track your sustainable growth here. Explaining carbon and waste reductions. We help clients recognise improvements by being open.

3. Community building though individual activities matter, a larger movement is stronger. Sustainable communities are our priority. Events and forums are managed by EcoConcierge. Share your environmental opinions, experiences, and solutions here (Neve et al., 2014). We hold green workshops, events, and debates. We offer many teaching tools. Sustainability DVDs, guides, and seminars abound. We provide products, advice, and education. The community builds commitment. Customers gain from change. Community and values help nature (Dwivedi et al., 2019).

eCommerce Setup:

In the digital age, EcoConcierge uses a reliable and appealing eCommerce platform. Our eCommerce infrastructure, content production, payment services, and PCI-DSS compliance drive our online retail approach.

Choice of Platform

EcoConcierge must choose an eCommerce platform. It impacts business operations, customer service, and scalability. Shopify won out after much deliberation.

Why Shopify?

Flexibility, scalability, and usability define Shopify. It meets our EcoConcierge mission.

- Shopify's flexibility lets us tailor our online store to our needs. Our eco-friendly products, tailored sustainability consultancy, and user-friendly interface go together easily.
- Shopify allows us to scale as our client base, products, and services grow. We may add features, products, and websites or stores as needed.
- Shopify has an easy-to-use interface. It enables clients explore our online store, study sustainability rules, and speak with sustainability consultants without tech difficulties.
- Shopify addresses the growing importance of mobile devices in online shopping. This makes our store and services easy to use on smartphones and tablets.
- Shopify seamlessly integrates third-party apps and services to improve online stores. Analytics, customer engagement, and more are possible (Zhou et al., 2019).
- Shopify prioritises security, protecting consumer data and financial transactions. This shows our data privacy and consumer trust commitment (Brand, Nienaber McKay and Cengiz, 2023).
- We choose Shopify for customer satisfaction and convenience. Safe, seamless shopping, user-friendly interface, and scalability for future development are its benefits (Raza et al., 2020).

Our EcoConcierge staff values engaging material. Our eCommerce content includes product descriptions, blog posts, and appealing pictures. This resource serves numerous critical purposes. We meticulously describe each product's eco-friendly characteristics and benefits. Clients receive all the information they need to buy green. Our blog offers educational tools in addition to our product catalogue. Customers can find sustainability, eco-conscious living, and other relevant materials, recommendations, and posts here. Our resources educate customers, improving sustainability commitment. Online buying requires visual appeal. We tell stories with images. We demonstrate each product's compatibility with a sustainable lifestyle. Our images reflect our consumers' ideals. Share EcoConcierge product use images and experiences. UGC creates communities and values via honest testimonies.

Content Creation

Content creation is about building an information, education, and sustainability ecosystem, not just selling products. A smooth online purchase requires payment services. EcoConcierge accommodates consumer preferences with multiple payment methods. We accept Visa, MasterCard, and American Express payments from major suppliers. Credit card customers benefit from flexible and easy use. PayPal is an alternative payment method. PayPal is trusted and widely utilised, bringing security and ease. Shopping is straightforward because customers can choose from several payment methods. EcoConcierge prioritises PCI-DSS compliance for online transaction security. PCI-DSS safeguards financial data during transactions (Voss and Houser, 2019).

Since customers trust us with their credit card information, we must protect it. PCI-DSS compliance ensures high data security. Our compliance includes using secure payment gateways to encrypt credit card information during transmission, restricting hackers' access. Our systems and processes are regularly audited for vulnerabilities and flaws. Data encryption ensures indecipherability even if intercepted in transit and at rest. We only allow authorised users to access sensitive data. Our staff is security-savvy and cautious. By complying with PCI-DSS, EcoConcierge protects consumer financial data. This security commitment supports our trust and reliability approach.

Marketing

At EcoConcierge, marketing drives our strategy. We realise we must promote our unique service concept to reach our target clientele. Our data-driven, multimodal marketing follows privacy rules (Cheng Lu Wang, 2023).

Promotion

EcoConcierge is sharing our commitment to sustainability, not just advertising. We reach our target clients with our unique service proposal via different methods.

- Like Facebook, social media can reach and engage a large audience. We can engage with customers and build a sustainable community on Facebook (Chick and Micklethwaite, 2017). We promote, educate, and establish community on social media.
- Use sponsored search engines like Google to help customers locate EcoConcierge for eco-friendly products and sustainable living. SEO and PPC help us rank high in relevant searches (Schroeder, Anggraeni and Weber, 2018).

- Email marketing: Direct customer communication. Share updates, instructions, promotions, etc. Our email marketing strategy relies on trust and privacy, giving customers approval and opt-out.

Target Customers

Our marketing strategy centres on knowing our customers. Our target audience is environmentally conscious families and individuals that want to cut carbon emissions. Our marketing messages are tailored to comprehensive customer personas (Alavi and Leidner, 2021). Data insights are powerful in marketing. We monitor platform usage, customer preferences, and product choices. Our customers are better understood and reached using data-driven insights. We understand that needs vary. Our marketing communications reflect our customers' values and interests. We promote sustainable products, community events, and sustainability advice to individuals. We segment prospective clients by shared traits. We can create engaging content by customising marketing methods for each category.

Customer Journeys

Understanding client journeys is key to our marketing. Users can learn about EcoConcierge, buy, and interact with our community.

Awareness: The adventure begins. Marketing campaigns improve client awareness. Word-of-mouth, social media ads, or search engine results. Once a customer hears about EcoConcierge, consideration begins. Customers browse, talk to sustainability consultants, and use our platform. Give them information and resources to decide. The voyage ends with a buy. Customers that buy eco-friendly products or subscribe to our services are successful (Schönfelder, 2020). We streamline and safeguard the buying process to satisfy customers.

Engagement: Post-purchase journey. Attending forums, eco-events, and using our educational resources keeps customers interested. Understanding client journeys allows us tailor marketing at each level. We raise awareness about EcoConcierge and sustainable living. We provide extensive product and service information during selecting. We invite clients to join our sustainable living community following a purchase. Our marketing strategy emphasises email marketing. Our customers may receive updates, instructions, deals, and more. We observe privacy regulations and promote client choice in email marketing. We acquire email addresses through pre-launch marketing. Client consent is required before emailing them. This pre-launch promotion may offer exclusive content, products, or discounts to email addresses. To be transparent, we explain why we collect email addresses. Client preferences must be respected

during opt-out. Any customer can easily opt out of marketing communications. We honor their newsletter content and frequency choices.

Promotion: We follow GDPR and DPA 2018 consent and privacy requirements. We gather email addresses with consent, offer opt-outs, and handle customer data ethically and securely. Instead of just promoting our service, EcoConcierge's marketing strategy builds a network of environmentally aware individuals and families. Social networking, paid search, and email marketing are our tactics. We target customers and tailor marketing with data. We personalise our marketing to consumers' needs and goals from awareness to engagement. Our email marketing is courteous and successful because we observe privacy regulations and customer choice. Marketing promotes sustainable living, not just products.

Privacy and Data Protection:

Privacy and data protection are crucial to EcoConcierge. We comply with data protection laws such the GDPR/Data Protection Act 2018 and PECR. We prioritise privacy and data protection in our operations:

Data Regulations

The GDPR and Data Protection Act 2018: Our operations strictly follow the GDPR and Data Protection Act 2018, which govern personal data processing. This includes getting consent before collecting and utilising data. Our data gathering is transparent, so people know how their data will be utilised. In addition to GDPR, we comply with PECR, which governs electronic marketing communications. This legislation requires consent for email, SMS, and other electronic marketing communications. For PECR compliance, we only send marketing communications to consenting customers.

Right to Erasure: We support individuals' "right to erasure" or "right to be forgotten." If someone requests that we erase their personal data, we will do so quickly and securely. We speed such requests to comply with data privacy laws. Respecting individual preferences is crucial in the opt-out mechanism. We offer a simple way to opt out of marketing mailings. Individuals can opt out of marketing via email or our platform. We also teach people how to opt out.

Security

1. To ensure customer data security, we prioritise secure access to our cloud provider. Access to our cloud provider is restricted to authorised users. This includes multi-factor authentication and

strict access controls. We regularly review and update access permissions to prevent unauthorised access.

2. Consideration of Default Access: We are highly sensitive to default settings. Defaults can accidentally expose sensitive data. We examine and update default access settings to ensure they comply with our security rules and reduce potential risks.

3. Frequent Changes in Access Credentials: Regularly updating access credentials is a key security practice. We ensure that access credentials, such as passwords and security keys, are changed at predetermined intervals. This decreases the chance of unauthorized access, even in the event of a security compromise.

4. Data Encryption: Data security is a non-negotiable aspect of our operations. We prioritize encrypting data both in transit and at rest. This means that data is protected while being transmitted over the internet and when stored on our servers (Gai et al., 2018). Encryption safeguards data from unauthorized interception and access, ensuring that customer information remains confidential and secure.

Conclusion:

EcoConcierge is a climate change and environmental awareness beacon. From idea to completion, sustainability, creativity, and green living motivated us. After our lengthy commercial pitch, we must showcase EcoConcierge's sustainable lifestyle pioneering. EcoConcierge is more than a sustainable lifestyle online business. We offer eco-friendly products and customised sustainability advising. This combination suits young workers, families aiming to reduce their carbon impact, and eco-enthusiasts seeking sustainability. Effective sales make sustainable living accessible to everybody through an interactive internet platform. You may browse our products, acquire sustainability guidelines, and interact with sustainability advisers online. Eco-conscious families and individuals can learn and use green tools in one place. EcoConcierge is our pride. Our name represents our commitment to personalised eco-friendly guidance and solutions. Our name emphasises that we aspire to be every customer's sustainable lifestyle partner. We operate on sustainability, not a buzzword. Clients receive customised eco-solutions through our subscription model. The architecture ensures constant engagement, seamlessness, and convenience. Sustainability simplified. EcoConcierge stands out with its tailored approach, data-driven platform, and community building.

Reference list

- Alavi, M. and Leidner, D.E. (2021). Review: Knowledge Management and Knowledge Management Systems: Conceptual Foundations and Research Issues. *MIS Quarterly*, 25(1), p.107. doi:<https://doi.org/10.2307/3250961>.
- Albino, V., Berardi, U. and Dangelico, R.M. (2015). Smart Cities: Definitions, Dimensions, Performance, and Initiatives. *Journal of Urban Technology*, [online] 22(1), pp.3–21. doi:<https://doi.org/10.1080/10630732.2014.942092>.
- Alvez, R.G. (2022). The Development of A Cloud-Based University Research Repository Software Using A Configurable Subscription Model. *Proceedings of The International Halal Science and Technology Conference*, 14(1), pp.93–103. doi:<https://doi.org/10.31098/ihsatec.v14i1.491>.
- Brand, D., Nienaber McKay, A.G. and Cengiz, N. (2023). What constitutes adequate legal protection for the collection, use and sharing of mobility and location data in health care in South Africa? *South African Journal of Science*, [online] 119(5-6), pp.1–7. doi:<https://doi.org/10.17159/sajs.2023/14605>.
- Cheng Lu Wang (2023). *The Palgrave Handbook of Interactive Marketing*. Springer Nature.
- Chick, A. and Micklethwaite, P. (2017). *Design for Sustainable Change*. Bloomsbury Publishing.
- Dwivedi, Y.K., Rana, N.P., Jeyaraj, A., Clement, M. and Williams, M.D. (2019). Re-examining the Unified Theory of Acceptance and Use of Technology (UTAUT): Towards a Revised Theoretical Model. *Information Systems Frontiers*, [online] 21(3), pp.719–734. doi:<https://doi.org/10.1007/s10796-017-9774-y>.
- Eftekhar Ardebili, M., Naserbakht, M., Bernstein, C., Alazmani-Noodeh, F., Hakimi, H. and Ranjbar, H. (2020). Healthcare providers experience of working during the COVID-19 pandemic: A qualitative study. *American Journal of Infection Control*, [online] 49(5). doi:<https://doi.org/10.1016/j.ajic.2020.10.001>.
- Fu, W. and Yun, L. (2023). *Advanced Hybrid Information Processing*. Springer Nature.
- Gade, R. (2022). *Sustainable Living Made Easier*. Estalontech.

Gai, K., Choo, K.-K.R., Qiu, M. and Zhu, L. (2018). Privacy-Preserving Content-Oriented Wireless Communication in Internet-of-Things. *IEEE Internet of Things Journal*, 5(4), pp.3059–3067. doi:<https://doi.org/10.1109/jiot.2018.2830340>.

Harris, P.A., Taylor, R., Minor, B.L., Elliott, V., Fernandez, M., O'Neal, L., McLeod, L., Delacqua, G., Delacqua, F., Kirby, J. and Duda, S.N. (2019). The Redcap consortium: Building an international community of software platform partners. *Journal of Biomedical Informatics*, 95(1), p.103208. doi:<https://doi.org/10.1016/j.jbi.2019.103208>.

Helen Brain, R.G. and Thomas, B.H. (2013). Undergraduate Students as Sustainability Consultants: Applying Service-Learning To Enhance Career Skills and Foster Community Environmental Sustainability. *Sustainability: The Journal of Record*, 6(5), pp.277–281. doi:<https://doi.org/10.1089/sus.2013.9839>.

Huang, M.-H. and Rust, R.T. (2018). Artificial Intelligence in Service. *Journal of Service Research*, [online] 21(2), pp.155–172. doi:<https://doi.org/10.1177/1094670517752459>.

Lancaster, K.J. (2019). A New Approach to Consumer Theory. *Journal of Political Economy*, 74(2), pp.132–157. doi:<https://doi.org/10.1086/259131>.

Mahmoud, A.B., Grigoriou, N., Fuxman, L., Hack-Polay, D., Mahmoud, F.B., Yafi, E. and Tehseen, S. (2019). Email is evil! Behavioral responses towards permission-based direct email marketing and gender differences. *Journal of Research in Interactive Marketing*, 13(2), pp.227–248. doi:<https://doi.org/10.1108/jrim-09-2018-0112>.

Marcus, A. (2015). *Design, User Experience, and Usability: Interactive Experience Design*. Springer.

Melkonyan, A. and Krumme, K. (2019). *Innovative logistics services and sustainable lifestyle: interdependencies, transformation strategies and decision making*. Cham, Switzerland: Springer.

Mitsis, G., Apostolopoulos, P.A., Tsiropoulou, E.E. and Papavasiliou, S. (2019). Intelligent Dynamic Data Offloading in a Competitive Mobile Edge Computing Market. *Future Internet*, 11(5), p.118. doi:<https://doi.org/10.3390/fi11050118>.

Mouris, D., Tsoutsos, N.G. and Maniatakos, M. (2018). TERMinator Suite: Benchmarking Privacy-Preserving Architectures. *IEEE Computer Architecture Letters*, 17(2), pp.122–125. doi:<https://doi.org/10.1109/lca.2018.2812814>.

Munro, K. (2023). *The Production of Everyday Life in Eco-Conscious Households*. Policy Press.

Nelson, P. (2021). Information and Consumer Behavior. *Journal of Political Economy*, 78(2), pp.311–329. doi:<https://doi.org/10.1086/259630>.

Neve, P., Busi, R., Renton, M. and Vila-Aiub, M.M. (2014). Expanding the eco-evolutionary context of herbicide resistance research. *Pest Management Science*, 70(9), pp.1385–1393. doi:<https://doi.org/10.1002/ps.3757>.

Oliveira, G., Passos, C.P., Ferreira, P., Coimbra, M.A. and Gonçalves, I. (2021). Coffee By-Products and Their Suitability for Developing Active Food Packaging Materials. *Foods*, 10(3), p.683. doi:<https://doi.org/10.3390/foods10030683>.

Pim den Hertog (2020). Knowledge-Intensive Business Services as Co-Producers of Innovation. *International Journal of Innovation Management*, 4(4), pp.491–528. doi:[https://doi.org/10.1016/s1363-9196\(00\)00024-x](https://doi.org/10.1016/s1363-9196(00)00024-x).

Raza, S.A., Umer, A., Qureshi, M.A. and Dahri, A.S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model. *The TQM Journal*, 32(6), pp.1443–1466. doi:<https://doi.org/10.1108/tqm-02-2020-0019>.

Reddy, R.D.P., Elgazzar, H. and Sharma, V. (2021). Investigations of personalized and sustainable approach of oral drug delivery systems through additive manufacturing. *Rapid Prototyping Journal*, 28(5), pp.855–872. doi:<https://doi.org/10.1108/rpj-09-2021-0240>.

Schönfelder, N. (2020). Article processing charges: Mirroring the citation impact or legacy of the subscription-based model? *Quantitative Science Studies*, 1(1), pp.6–27. doi:https://doi.org/10.1162/qss_a_00015.

Schroeder, P., Anggraeni, K. and Weber, U. (2018). The Relevance of Circular Economy Practices to the Sustainable Development Goals. *Journal of Industrial Ecology*, 23(1), pp.77–95.

Shulman, L. (2021). Knowledge and Teaching: Foundations of the New Reform. *Harvard Educational Review*, 57(1), pp.1–23.

Simon, H.A. (2021). Bounded Rationality and Organizational Learning. *Organization Science*, 2(1), pp.125–134.

Sullivan, C. and Burger, E. (2017). E-residency and blockchain. *Computer Law & Security Review*, [online] 33(4), pp.470–481. doi:<https://doi.org/10.1016/j.clsr.2017.03.016>.

Voss, W.G. and Houser, K.A. (2019). Personal Data and the GDPR: Providing a Competitive Advantage for U.S. Companies. *American Business Law Journal*, 56(2), pp.287–344. doi:<https://doi.org/10.1111/ablj.12139>.

Wakefield, M.A., Loken, B. and Hornik, R.C. (2020). Use of Mass Media Campaigns to Change Health Behaviour. *The Lancet*, [online] 376(9748), pp.1261–1271. doi:[https://doi.org/10.1016/s0140-6736\(10\)60809-4](https://doi.org/10.1016/s0140-6736(10)60809-4).

Williamson, O.E. (2020). Transaction-Cost Economics: The Governance of Contractual Relations. *The Journal of Law and Economics*, 22(2), pp.233–261.

Xue, K., Chen, W., Li, W. and Hong, P. (2018). Combining Data Owner-Side and Cloud-Side Access Control for Encrypted Cloud Storage. *IEEE Transactions on Information Forensics and Security*, 13(8), pp.2062–2074. doi:<https://doi.org/10.1109/tifs.2018.2809679>.

Zhou, Y., Zhou, B., Pache, L., Chang, M., Khodabakhshi, A.H., Tanaseichuk, O., Benner, C. and Chanda, S.K. (2019). Metascape provides a biologist-oriented resource for the analysis of systems-level datasets. *Nature communications*, [online] 10(1), p.1523. doi:<https://doi.org/10.1038/s41467-019-09234-6>.

EcoConcierge

Sustainability Solutions

Student Name : Lizzy jest Esienna
ID: 2113584
Lecture Name: Rexon Nting
University of Wales Trinity Saint David
:



"We want the feeling of luxury without paying full price"



SITUATION ANALYSIS

The market for eco-friendly products and sustainable living solutions is experiencing significant growth.

Technology plays a significant role in the market, enabling businesses to reach and engage with consumers online.

Competition includes both large e-commerce platforms, specialized eco-friendly retailers, and sustainability consulting firms.

The growing awareness of social and environmental issues is influencing consumer choices.



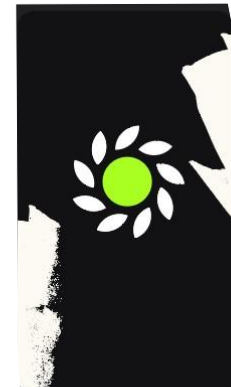
BIG IDEA



to pioneer and lead a transformative movement towards sustainable living by offering a comprehensive and personalized approach to eco-friendly products and sustainability consulting.

RATIONALE

EcoConcierge combines ecofriendly product offerings with personalized sustainability consulting. Focus on highlighting the benefits of its customized sustainability plans, data-driven technology, and communitybuilding initiatives.



Unique Selling Point

Personalization, data, and community distinguish EcoConcierge

Brand Proposition

Simplify Sustainable Living.

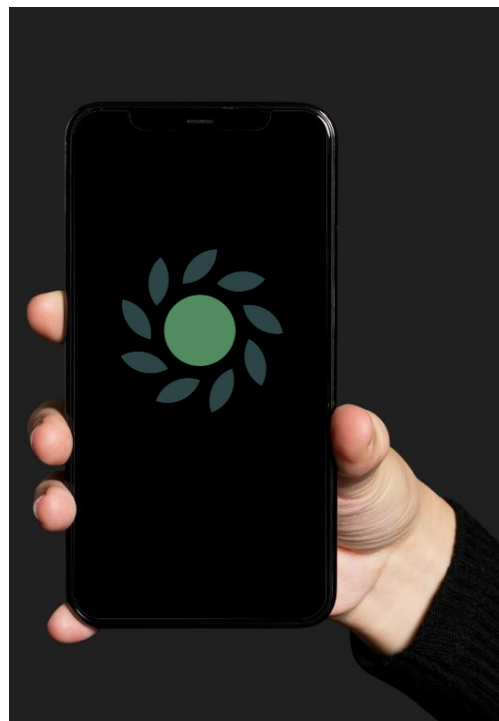
Our Business Model

1 Customization

a combination of eco-friendly product sales, personalized sustainability consulting, and community engagement.

2 Eco-service

subscription-based service to deliver sustainable solutions to customers.

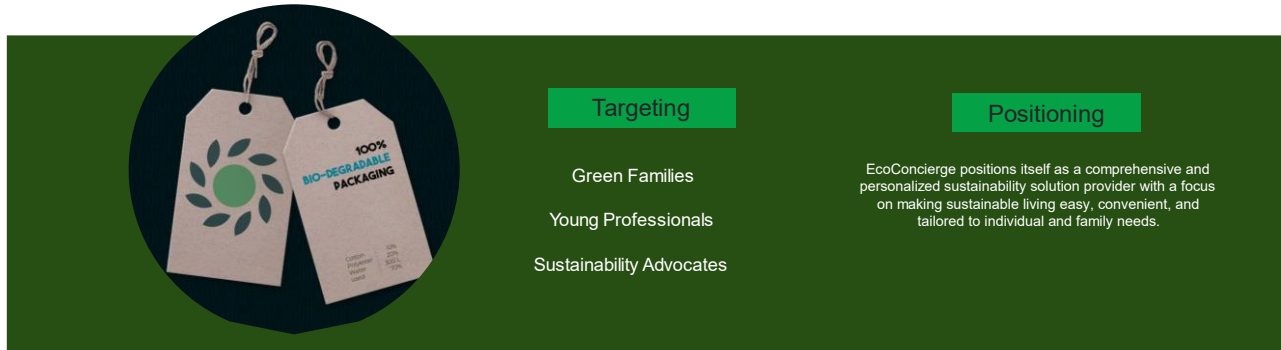


Sales Strategy
Strategic Model - TAP

1
Transform

2
Accomplish

3
Preserve



Choice of Platform

WHY Shopify

Shopify has an easy-to-use interface. It enables clients explore our online store, study sustainability rules, and speak with sustainability consultants.

Shopify allows us to scale as our client base, products, and services grow. We may add features, products, and websites or stores as needed.

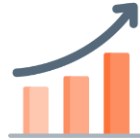
Shopify's flexibility lets us tailor our online store to our needs. Our eco-friendly products, tailored sustainability consultancy, and user-friendly interface go together easily.

PLAN OF ACTION - MARKETING

STRATEGIC MODEL - TAP



TRANSFORM



AFFECT &
ACCOMPLISH



Preserve

SEO rank



Cost per
hundred click

Sales and Revenue



Impact
metrics



Customer
testimonials



Product
reviews

User Generated Content

Data Protection



Our Commitment

Data Handling

Showcase EcoConcierge's commitment to data privacy and protection.

Consent and optout

How EcoConcierge handles customer consent and provides options for opting out of certain communications

How this assignment helped me

Improved Understanding

Analyzing the market, business model, and data protection aspects of EcoConcierge required critical thinking and strategic analysis

Application of Learning

Through this assignment, I applied theoretical knowledge to a real-world scenario.

Improved Communication Skill

This will be beneficial in my academic and professional interactions.

Reference List

- Carrington, D. (2021) "Climate crisis 'unequivocally' caused by human activities, says IPCC report." *The guardian*, 9 August. Available at: <https://www.theguardian.com/environment/2021/aug/09/climate-crisis-unequivocally-caused-by-human-activities-says-ipcc-report> (Accessed: November 23, 2023).
- Cha, S.C. and Yeh, K.H., 2018. A data-driven security risk assessmentscheme for personal data protection. *IEEE Access*, 6, pp.50510-50517.
- Climate change impacts infographics* (2023) *slidenest*. Available at: <https://slidenest.com/template/climate-change-impacts-infographics> (Accessed: November 23, 2023).
- Regulation, G.D.P., 2018. General data protection regulation (GDPR). *Intersoft Consulting*, Accessed in October, 24(1).
- Thew, A. (2022) *Sustainability in the fashion industry: How to be A sustainable fashion brand*, *Green Element*. Available at: <https://www.greenelement.co.uk/blog/how-to-be-a-sustainable-fashion-brand/> (Accessed: November 23, 2023).
- Wu, G.H., Wu, X.Y., Wang, L., Liu, S.Q., Ding, X. and Cuc, S., 2015. Water footprint and carbon footprint reduction in textile's waste recycling. *Industria Textila*, 66(2), pp.85-89.
- Zamani, B., Svanström, M., Peters, G. and Rydberg, T., 2015. A carbon footprint of textile recycling: A case study in Sweden. *Journal of industrial ecology*, 19(4), pp.676-687.