

Business Plan

MODULE NAME: Enterprise and Entrepreneurship

MODULE CODE: LCLM4006

STUDENT NAME: Yvonne Yepes

STUDENT ID: 2439082

LECTURER: Dr Charles Oham

Overview of the Business Idea

- The purpose of the presentation today is explain my business plan.
- GreenPath consulting is a social enterprise based in the London Borough of Lewisham, which aims to help small business reduce their environmental impact.
- The main goals is to support local SMEs in becoming more sustainable i.e. creating positive social and environmental impact in the community.
- The business provides sustainability consultancy services, including environmental audits, waste reduction strategies and training workshops.

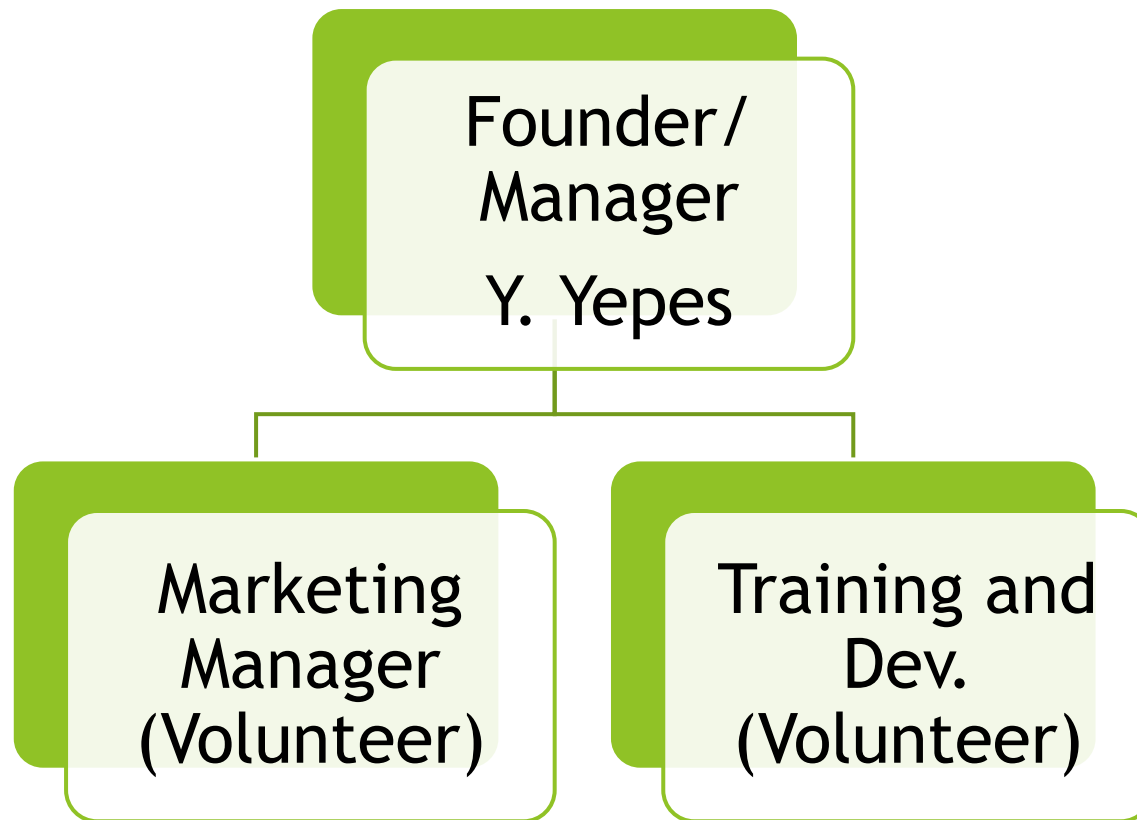


GreenPath
— CONSULTING —

Overview of the Business Idea contd.

- GreenPath consulting is a social enterprise based in the London Borough of Lewisham that provides sustainability consultancy services to small business.
- The company offers environmental audits, waste reduction strategies and training workshops.
- These services meet the growing need for small business to reduce costs, comply with environmental regulations and respond to increasing customer demand sustainable practices.

An organisational Chart/Legal Format of GreenPath Consulting- Limited Company Social Enterprise



PESTEL Analysis

- ❑ **Political:** UK government policies promoting sustainability and Net Zero Targets create opportunities.
Borough of Lewisham may need support to comply with environmental policies. (UK government 2021). This will create demand for GreenPath consulting services.
- ❑ **Economic:** Rising energy costs encourage SMEs to seek cost-saving solutions.
Local cafes and shops in Lewisham may hire GreenPath Consulting to reduce energy and lower operating costs.
- ❑ **Technological:** Digital tools support sustainability monitoring. GreenPath Consulting can use online tools to provide remote audits and track client's environmental performance.
- ❑ **Environmental:** Climate change and waste issues increase demand for solutions. (Kotler, P. and Keller, K. 2016)
Businesses in Lewisham may need help reducing waste and improving recycling practices.

Marketing Strategy (P4s) to GreenPath consulting

❑ **Product:**

It offers low-cost workshops to support local business and the community.

❑ **Price:**

Affordable and flexible pricing tailored to small business.

❑ **Place:**

Services will be delivered through online consultations an on-site visit in Lewisham ensuring accessibility and strong local engagement.

❑ **Promotion:**

Promotion will focus on social impact and community value, using social media (Facebook, Tik-Tok, Instagram) a professional website (SEO) and online platform.

“GreenPath makes recycling simple, accessible and impactful.”

GreenPath

Make your business sustainable with GreenPath.

Streamline recycling and reduce your company's carbon footprint.

REDUCE WASTE | EASY TRACKING | GO GREEN

Get in touch: to learn more. (123) 456-1850

Small actions create a big impact.

GreenPath consulting's STP strategy

❑ **Segmentation:**

GreenPath targets environmentally responsible SMEs, particularly in densely populated areas like Lewisham and regions with significant waste management challenges. It also focuses on businesses seeking to reduce their carbon footprint and adopt more sustainable practices.

❑ **Targeting:**

- Businesses (offices, restaurants, startups)
- Educational institutions and communities

❑ **Positioning:**

GreenPath positions itself as an easy and modern solution for recycling.

- Modern and eco-friendly brand
- Approachable and educational
- Innovate: App that rewards recycling, smart collection points, collaborations with sustainable companies, social media campaigns (eco-challenges).

A vibrant outdoor scene featuring a family of four (a woman, a man, and two children) participating in recycling. The woman is dropping a plastic bottle into a green bin, while the man carries a green recycling bag. In the background, there are recycling stations labeled 'PLASTIC', 'PAPER', and 'GLASS'. The overall atmosphere is positive and community-oriented, with greenery and a clear sky.

GreenPath
Recycling has never been this *easy.*

Join **GreenPath** and change the future.

Scan. Recycle. Earn points.
Thank you!

REDUCE | REUSE | RECYCLE

Small actions create a big impact.

**“Recycling has never been easier.
Join GreenPath and change the future.”**

Funding Requirements and Allocation

Startup cost	
Insurance	£500
Telephone and Internet	£50
Marketing and advertising expenses	£300
Equipment purchase or leasing	£1,500
Professional Fees	£500
Total	£2,850

Income/ expenditure	Per year
Total sales/ income	£51,600
Total expenditure	£49,030
Total staff cost	£18,000
Total utilities	£1,200
Total anticipated cost of sales	£22,800
Total insurance	£500
Total rent	£3,600
Total telephone and internet	£600
Gross Profit	£2,570

Conclusion

GreenPath Consulting will operate as a social enterprise with a sole trader structure during the initial stage, allowing for simple management and low start-up costs. The business will be started with a small initial investment funded through personal savings and potential local support for start-ups.

The main objective is to become a trusted sustainability partner for SMEs and contribute to a greener economy in the UK.

The estimated turnover for the first year is approximately £18,000, based on consultancy services and training workshops delivered to SMEs in the London Borough of Lewisham. The business aims to grow steadily while reinvesting part of its profits into community sustainability initiatives

Questions



References

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- ▶ Burns, P. (2016) Entrepreneurship and Small Business. 4th edh. London: Palgrave.