

Module Name: Enterprise and Entrepreneurship

Module Code: LCLM4006

Student Name: wagner Niada

Student ID: 2442372

Lecture Name: sheng feug mei

Business Overview



- **Business Name:** EcoWeave
- **Product Offering:** Eco-friendly casual wear (t-shirts, tops, hoodies, scarves)
- **Materials Used:** Organic cotton, hemp, recycled fabrics
- **Core Vision:** Fashion that cares for people and planet
- **USP:** Sustainable, ethical, and affordable clothing for youth

FAST FASHION IMPACTS



**LOWEST
PAID
TEXTILE
WORKERS**

USD \$26/month
in Ethiopia

60–70 MILLION
GARMENT WORKERS
WORLDWIDE



75%
ARE WOMEN



Low wages



Accidents

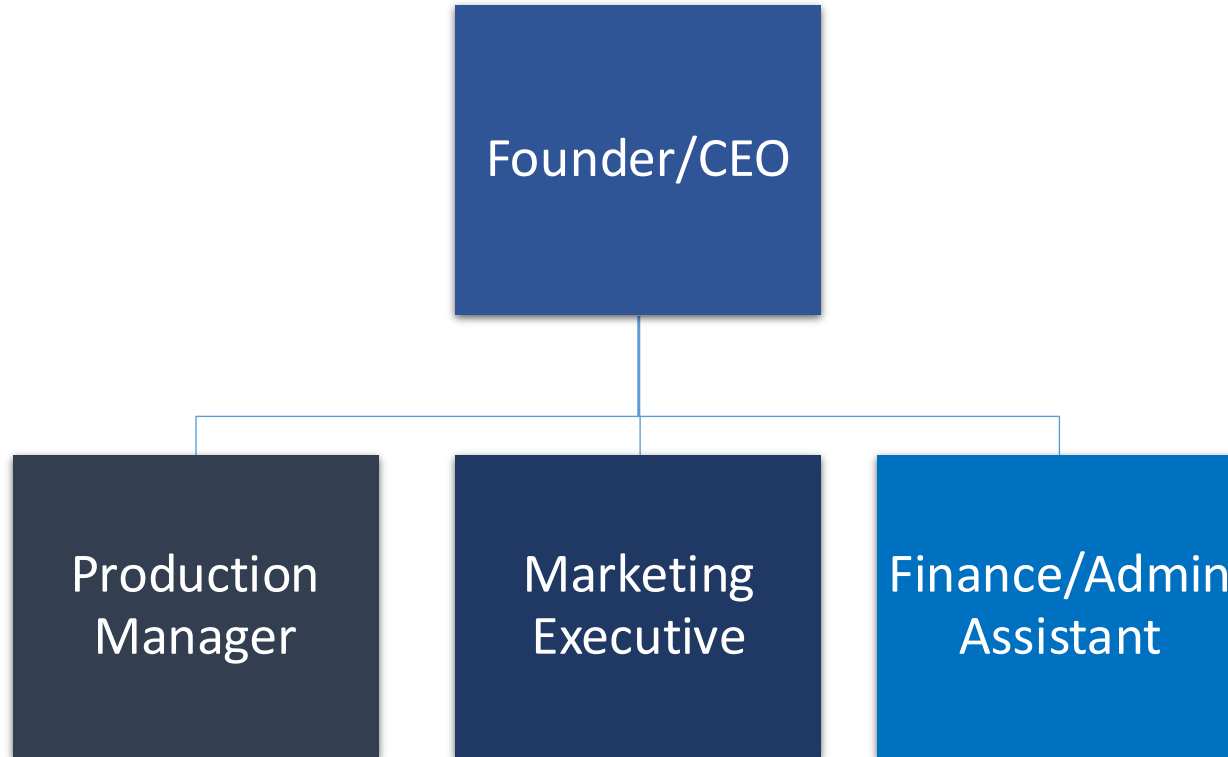


Unsafe workplace

Problem and Solution

- **Problem:** Fast fashion drives pollution and unethical labour practices
- **Environmental Impact:** Synthetic fabrics create non-biodegradable waste (Ray and Nayak, 2023)
- **Consumer Concern:** Youth face climate anxiety and seek ethical options (Dabas and Whang, 2022)
- **Solution:** EcoWeave offers eco-friendly, durable, and affordable clothing
- **Impact:** Promotes sustainable lifestyles and conscious consumption

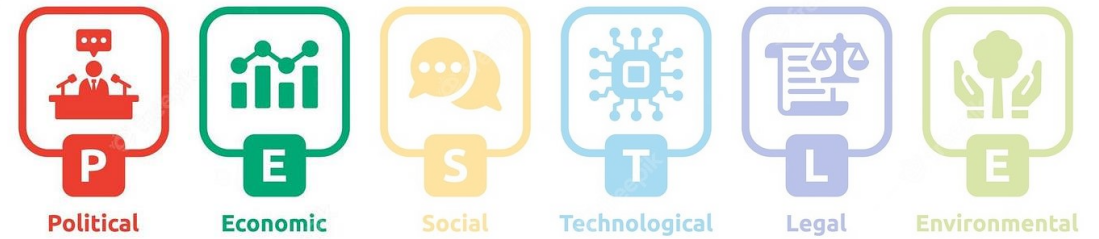
Legal Format and Management Structure



Organisational Chart

- EcoWeave will start as a sole proprietorship for simplicity and cost-effectiveness initially.
- Plans to register as a Private Limited Company within 1-2 years for credibility growth.
- Founder will act as CEO and Creative Head overseeing strategy, design, and operations.
- Management team includes Production Manager, Marketing Executive, and Finance/Admin Assistant for efficiency.
- Organisational chart shows clear reporting structure to maintain effective communication and task allocation.

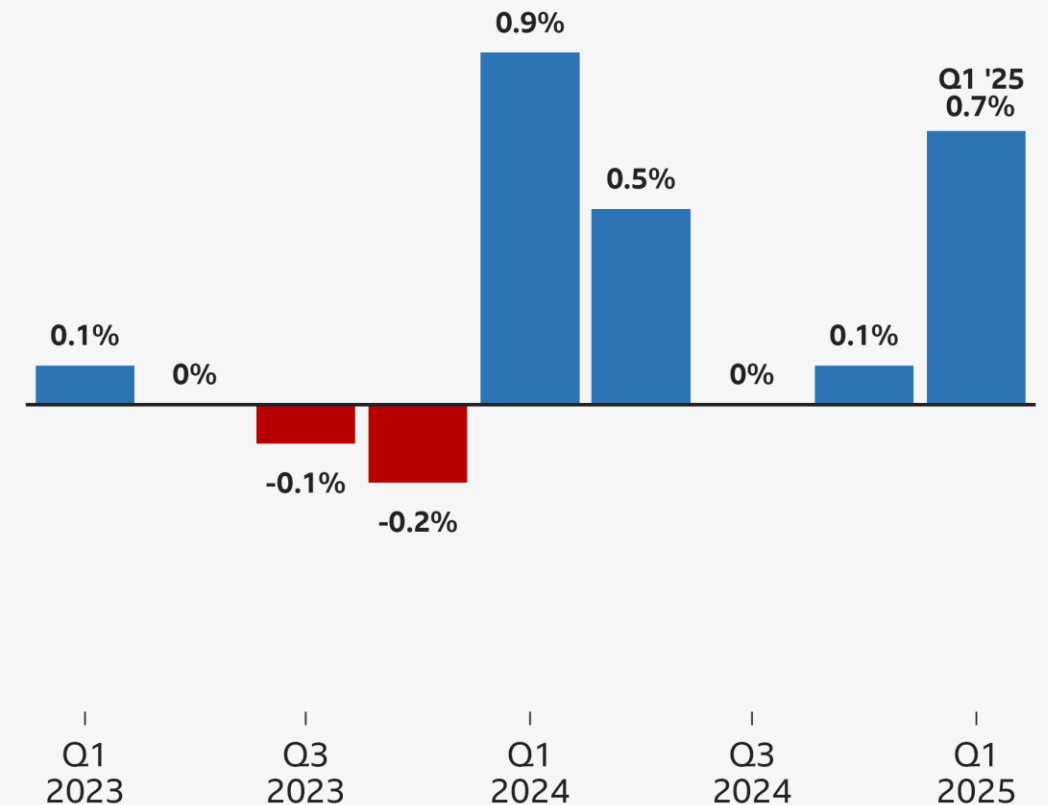
PESTLE Analysis



- UK political stability supports small business startups and ethical fashion industry growth policies (Adamkiewicz et al., 2022).
- Government incentives encourage sustainable businesses through tax reliefs and green investment schemes.
- UK economy is strong with high purchasing power among environmentally conscious young consumers (Dabas and Whang, 2022).
- Cost of living crisis impacts discretionary spending, but ethical brands remain niche priorities.
- Brexit has increased import costs for fabrics, encouraging local sustainable material sourcing strategies.

UK economy grew in first quarter of 2025

Quarterly GDP growth in the UK, 2023 to 2025

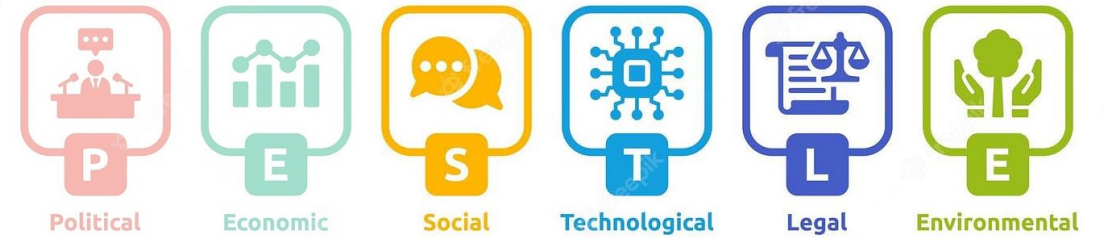


Early estimates of GDP are subject to revision

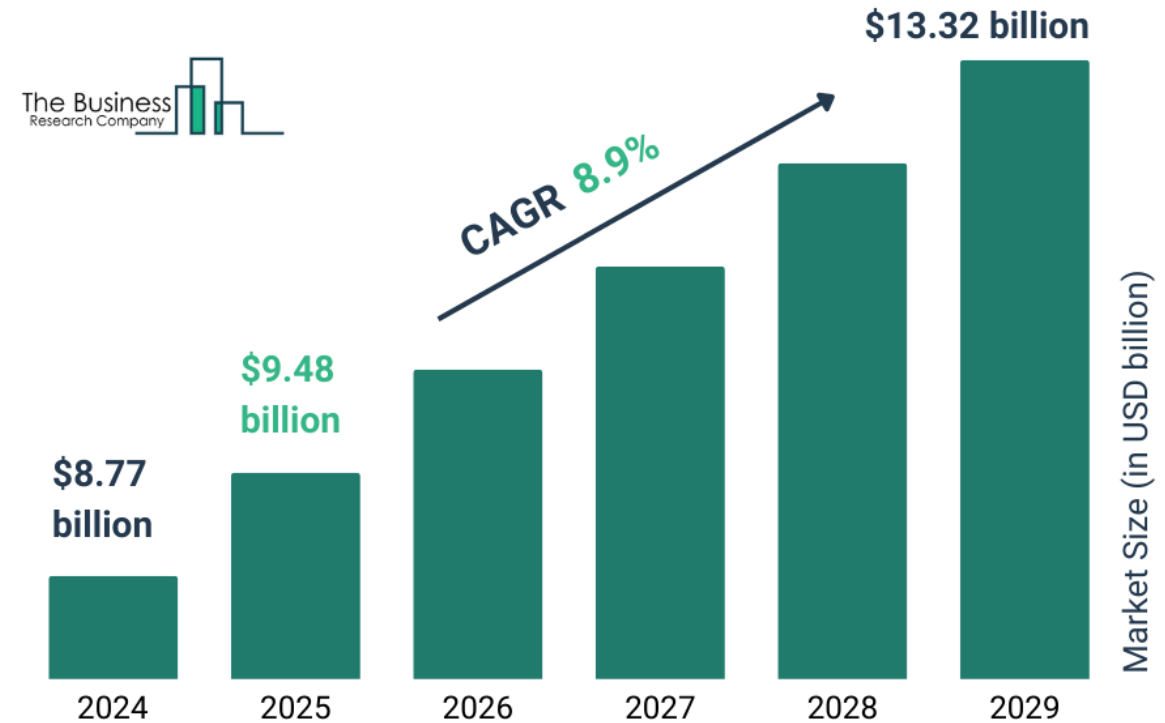
Source: Office for National Statistics

PESTLE Analysis

- Growing UK social trends favour sustainable, ethical fashion and eco-conscious consumption choices (Olatubosun et al., 2021).
- Technological advancements enable efficient e-commerce, digital marketing, and supply chain traceability systems (Ray and Nayak, 2023).
- Environmental concerns drive demand for organic fabrics, recycled materials, and carbon-neutral production (Zhang et al., 2021).
- Legal regulations require compliance with UK textile standards, labelling, and environmental waste policies (Elf et al., 2022).
- Consumer pressure urges brands to ensure ethical labour practices and transparent sustainability reporting (Hur and Faragher-Siddall, 2022).



Ethical Fashion Global Market Report 2025



Target Market and Customer Segments

- **Demographics:** UK youth and young professionals aged 18-30, urban-based and digitally connected.
- **Income Level:** Middle-income earners prioritising sustainable fashion within their budget constraints.
- **Psychographics:** Eco-conscious, value ethics, transparency, and minimalist, natural aesthetic styles.
- **Geographic Focus:** Major cities like London, Manchester, and Birmingham with strong ethical consumer markets.
- **Behavioural Traits:** Prefer online shopping, social media recommendations, and brands with strong sustainability values.



- **Product Strategy:** Organic cotton t-shirts, hoodies, and scarves with minimalist designs for daily wear.
- **Price Strategy:** Competitive mid-range pricing to attract eco-conscious yet budget-aware UK consumers.
- **Place Strategy:** Online store via Shopify; pop-up stalls at UK university campuses and ethical fairs.
- **Promotion Strategy:** Instagram influencer partnerships, sustainable fashion campaigns, and student discount offers.
- **Branding Strategy:** Position EcoWeave as accessible, authentic, and community-driven sustainable fashion brand.

Marketing Strategies



Funding Requirements

- **Total Funding Needed:** Approximately £4,500 to launch EcoWeave sustainably in the UK market.
- **Funding Sources:** 50% personal savings and 50% through UK Youth Business Loan schemes.
- **Key Cost Areas:** Fabric, production, branding, packaging, website, marketing, and salaries.
- **Strategic Allocation:** Majority funds go towards production and marketing to ensure strong market entry.
- **Contingency Funds:** 5% reserved for unexpected costs or operational challenges during launch phase.

Category	% Allocation	Amount (£)
Fabric and Production	35%	£1,575
Branding and Packaging	10%	£450
Website and Digital Marketing	20%	£900
Salaries/Stipends	20%	£900
Operational Overheads	10%	£450
Miscellaneous Contingency	5%	£225
Total	100%	£4,500

Cash Flow Projections (First 6 Months)

- **Month 1:** Initial setup costs; no income expected during pre-launch preparation phase.
- **Month 2-3:** Gradual income from online pre-orders and initial marketing activities.
- **Month 4:** Break-even achieved with sales covering operational and production costs.
- **Month 5-6:** Increased sales from expanded marketing campaigns and positive customer reviews.
- **Overall Projection:** Positive cash flow growth after initial investment and marketing establishment period.

Month	Income (£)	Expenses (£)	Net Cash Flow (£)
1	0	1,500	-1,500
2	800	1,200	-400
3	1,500	1,200	+300
4	2,000	1,300	+700
5	2,200	1,400	+800
6	2,500	1,500	+1,000

Competitive Advantage and Future Vision

- **Competitive Edge:** Combines UK design aesthetics with sustainable fabrics and ethical production practices.
- **Affordable Pricing:** More accessible than international eco brands without compromising on product quality standards.
- **Social Impact:** Supports fair labour, local suppliers, and environmental education initiatives in communities.
- **Future Expansion:** Launch eco-friendly active wear line to tap into UK health and wellness markets.
- **Export Goals:** Enter GCC markets within 3 years with region-specific sustainable clothing collections.



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