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Evaluative Report – Business Idea for Biodegradable T-shirts

By: Linda Roze (2219027)



UWTSD
London

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Lecturer: Dr. Amer Kareem

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Introduction

The global fashion business is experiencing a significant transition in recent years toward awareness of the environment and sustainability. Customers are calling for more environmentally friendly clothing options as they become more conscious of the effects rapid fashion and textile waste have on the environment. With creative use of sustainable resources and environmentally responsible production techniques, biodegradable clothing companies have become a viable answer to these problems (Hur and Cassidy, 2019). A SWOT analysis of the advantages, disadvantages, opportunities, and threats unique to business owners entering the biodegradable T-shirt industry will be included in this study, along with a list of the most crucial skills, characteristics, and behaviors of an entrepreneur. A PESTLE analysis will also provide a macro-environmental viewpoint by analyzing the industry's affecting political, economic, social, technical, legal, and environmental concerns. The evaluation seeks to clarify the significance of eco-friendly design practices, and the future possible position of the brand "Bio-degrade-able T-shirt".

The idea and the motivational factors behind

The idea to start a business making biodegradable T-shirts was inspired by a strong belief in environmental sustainability and an objective to transform the environmental impact of the fashion sector. The main idea is to use biodegradable materials such as bamboo, hemp, algae and agricultural waste to make high-quality T-shirts that naturally break down and reduce the harm done to the environment (Barbarossa and De Pelsmacker, 2016). Including plantable seed tags in every T-shirt is one creative feature of this company concept. This enables customers to cultivate plants or flowers after using the company's products, which promotes natural recovery. The urgent need to solve ecological issues brought by the fashion industry, such as shortages of resources and chemical contamination is the main driving force (Sari and Nurhadi, 2019). The business idea is motivated by the desire to use businesses to positively impact sustainability and environmental conservation. The chance to present novel answers to persistent problems facing the industry inspires the founders of "Bio-degrade-able T-shirts". The main goal is to inspire innovation and positive change in consumer behavior while raising the bar for sustainable fashion with their biodegradable T-shirts including plantable seed tags. The feeling of personal satisfaction that goes beyond financial success can be experienced by entrepreneurs who build businesses around meaningful purposes, like sustainability and want to make a good difference (Shukla, Jain and Maheshwari, 2023).

Skills, Traits and Behaviors Important for the Business

1. Creativity

The ability to create distinctive product offers and innovative approaches that appeal to environmentally concerned customers, entrepreneurs must use their creative thinking. This covers imaginative concepts for design, environmentally responsible packaging, and sustainable material sources. Entrepreneurs with a unique mentality can tackle problems from new angles and create sustainable fashion solutions that are unique in the marketplace. Continually innovating and refining product offerings and company strategies by actively looking for inspiration from sustainable trends, the environment, and customer feedback (Barringer, 2019).

2. Adaptability

In the green fashion sector, entrepreneurs need to be able to adjust to changes in market dynamics, technical breakthroughs, and regulatory reforms. This involves having the flexibility to change operating procedures, product offerings, and company strategies as necessary. It takes resilience to overcome obstacles, disappointments, or failures in order for entrepreneurs to grow from their mistakes and persevere in moving their businesses ahead. Some of the crucial behaviors of entrepreneurs are accepting changes, taking feedback and market trends to heart, and proactively modifying company strategies in response to changing customer demands and industry norms (Barringer, 2019).

3. Consciousness

Entrepreneurs in the environmentally friendly clothing sector must grasp environmental issues, ecological principles, and economic circularity concepts. This involves being aware of waste reduction techniques, production methods, and sustainable materials. Entrepreneurs make ethical and environmentally responsible business decisions because they genuinely care about protecting the environment and promoting sustainable practices. Crucial is the implementation sustainable practices into all facet of the company's operations, including purchasing and manufacturing of raw materials, transportation, storage, and the recycling or disposal of end-of-life products (Neuman,

2019).

4. Leadership

Building great relationships with all parties, vendors, and consumers, inspiring groups, and cultivating a positive corporate culture all depend on having effective leadership abilities. Entrepreneurs that set a positive example, act with honesty, and encourage creativity and teamwork among their employees foster a productive and enjoyable work atmosphere. Effective leadership and team cohesion are critical characteristics that drive corporate success and employee happiness. These behaviors include clear and open communication, listening with empathy, and delegating of responsibility (Neuman, 2019).

5. Strategic mindset

Analyzing market trends, spotting opportunities, establishing reasonable objectives, and creating thorough business strategies that support the mission and vision of the organization are all components of strategic thinking. Strategically minded companies are able to predict changes in the market, obstacles to competition, and expansion prospects. This helps them plan ahead and allocate resources wisely. Important entrepreneur tasks are carrying out in-depth financial preparation, competitive analysis, and market research to provide guidance for marketing campaigns, product development, expansion plans, and strategic initiatives (Hisrich, 2020).

SWOT Analysis

Strengths	Weaknesses
- Innovative attitude and creative ideas. - Strong commitment to eco-friendly and sustainable approaches. - leadership with a specific goal of producing environmentally friendly goods (Barringer, 2019).	- Insufficient background in the fashion sector or textile production. - Lack of expertise in sustainable fashion trends or biodegradable materials. - Restricted relationships with distributors, manufacturers, or suppliers in the fashion or biodegradable materials sectors (Hur and Cassidy, 2019).
Opportunities	Threats
- Consumer demand and awareness of sustainable fashion are rising. - Advancements in internet shopping platforms, manufacturing techniques, or biodegradable material sources. - Establishing joint ventures with environmentally conscious producers, distributors, or merchants. - Educating customers on the advantages of sustainable fashion methods and biodegradable apparel (Hur and Cassidy, 2019).	- Disruptions triggered by technology or difficulties implementing sustainable industrial techniques. - Delays in obtaining biodegradable materials, problems with quality control, or disturbances in the supply chain. - Rivalry from well-known green companies or fresh competitors in the biodegradable clothing market (Barbarossa and De Pelsmacker, 2016).

Self-Audit

Skills	Questions?	Self-Evaluation
Creative thinking	Do I generate new ideas for the business?	Demonstration for creativity and innovation related to the product.
Leadership	Do I motivate and inspire?	Strong leadership skills. Setting up clear goals.
Adaptability	How open am I to changes and am I flexible?	I am open to changes and adapt quickly to new situations.
Problem-Solving	How effective am I in finding new solutions for particular problems?	Developing solutions and identifying obstacles.
Communication	How effectively can I communicate and collaborate?	Clear engaging and communicating with partners and employees.
Strategic thinking	Do I develop strategic plans?	Setting goals and action plans.
Time Management	How effective am I in prioritizing tasks?	I am managing the time effectively to complete all the tasks.
Risk assessment	Do I identify risks for the business?	I am identifying potential risks and developing strategies.
Resilience	How am I handling setbacks within the business?	I am able to handle downs in the business.
Analytical skills	How effective am I analyzing and forecasting?	Good analytical skills but with area of improvement.

PESTLE Analysis of the Biodegradable Industry

Political

Biodegradable product policies are driven by a strong government focus on sustainability and environmental protection. Rules encourage environmentally friendly production methods, control trash, and provide incentives for companies that use sustainable practices. International trade agreements and Brexit-related changes have an impact on the supply chains for biodegradable raw materials and completed goods. Regulation coordination, taxes, and customs processes all have an impact on the industry's import/export operations (Rahman, 2023).

Economic

The biodegradable sector is growing due to rising consumer awareness and demand for sustainable products. Growing disposable incomes, evolving lifestyles, and environmentally sensitive customer behavior all support market growth. Biodegradable material and technology R&D, entrepreneurship, and innovation are stimulated by the availability of investment funds, grants from the government, and funding schemes for sustainable enterprises (Rahman, 2023).

Social

Environmentally aware shoppers support biodegradable clothing manufacturers with strong sustainability certifications through their purchasing decisions, which are influenced by socially responsible shopping behaviors, ethical sourcing, and supply chain transparency (Ali, 2021).

Technological

Developments in biodegradable materials offer environmentally friendly alternatives for conventional clothing materials. Examples of these materials include plant-based fibers, hemp, bamboo, cotton and algae fabrics. Water use, chemical waste, and environmental effect are all decreased during the textile production process because to technological advancements in finishing techniques (Hur and Cassidy, 2019).

Legal

Protection of intellectual property rights and promotion of innovation in the industry are achieved by legal measures regarding new biodegradable materials, production

techniques, and branding tactics. Consumer trust is maintained by adhering to UK environmental standards, waste management laws, and biodegradable product labeling requirements (Rahman, 2023).

Environmental

Growing consciousness about sustainability, plastic waste, and climate change is driving demand for biodegradable products in several industries, including the fashion industry. The textile sector is encouraged to embrace closed-loop production techniques and biodegradable materials by the circular economy's concepts of resource efficiency, recycling, and waste reduction (Barbarossa and De Pelsmacker, 2016) (Kong, Monteiro and Neto, 2022).

Conclusion

In conclusion, entrepreneurs dedicated to creative problem-solving and commitment to the environment will find both possibilities and obstacles in the UK's biodegradable apparel market. Through the strategic application of strengths, weaknesses, opportunities, and threat mitigation, entrepreneurs can establish a sustainable market niche, promote the principles of the circular economy, and satisfy the changing needs of consumers seeking ethical and environmentally conscious fashion options.

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Appendix

LINDA ROZE – 2219027
ENTREPRENEURSHIP – LCBB5001
LECTURER: DR. AMER KAREEM



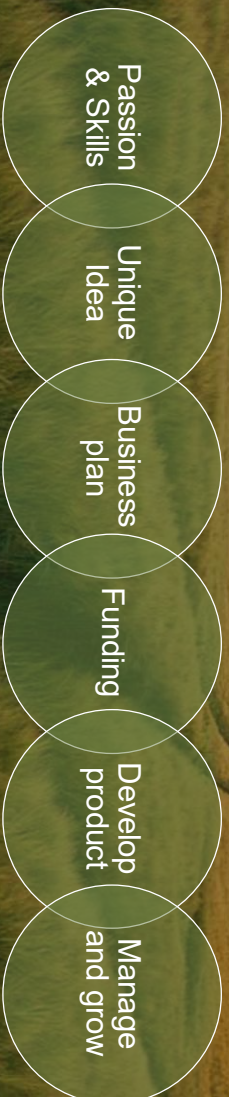
Business plan for Biodegradable T-shirts



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ENTREPRENEURSHIP



(Bairinger, 2019) (Hirsch, 2020)

"BIO-DEGRADE-ABLE" T-SHIRTS

Innovative design. Easy to wash and quick to dry.

Every tag contains random plant seed.

Comes in different colours, shapes and sizes.

100% Environmentally safe.

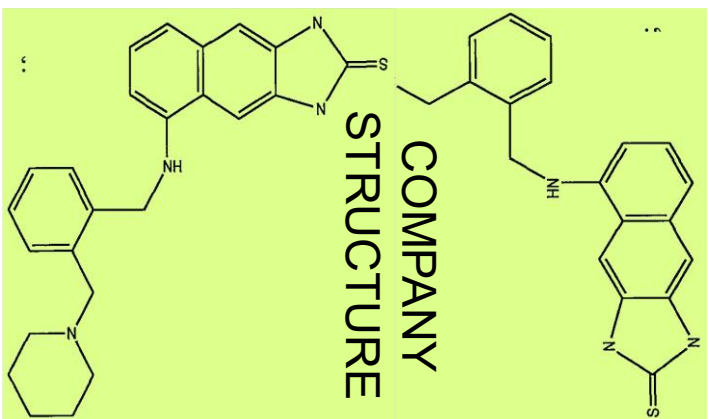
Attention to the smallest detail.

Made from Bamboo, Hemp, Algae, Organic cotton, agriculture waste.

Allows to be disposed in nature.

Long-lasting with minimum 5 years of life.

(Neuman, 2019) (Shukla, Jain and Maheshwari, 2023)



TARGETING AND MARKETING STRATEGY

Target Market

- ECO-CONSCIOUS CUSTOMERS
- YOUNG GENERATION
- OUTDOOR ENTHUSIAST
- ETHICAL CUSTOMERS
- ORGANIZATIONS
- HEALTH COMMUNITIES
- TOURISM INDUSTRY

(Sari and Nurhadi, 2019)
(Barbarossa, 2016)

Marketing Strategy

- PROMOTING SUSTAINABLE CLOTHING MATERIALS (BAMBOO, HEMP, COTTON)
- INTERACTING WITH CUSTOMERS VIA SOCIAL MEDIA
- POSITIONING THE COMPANY AS A LEADER
- CREATING VALUABLE CONTENT
- PARTICIPATING IN ECO -EVENTS
- CUSTOMER LOYALTY REWARDS (Neuman, 2019)

COMPETITION

Patagonia	Tentree	Allbirds
Ethical manufacturing practices, using recycled materials and organic cotton - USA	Transparent supply chain, using organic cotton and recycled polyester - Canada	Minimalist design, focused on comfort, using recycled polyester and organic cotton - USA
(Land, 2023)	(Swallow, 2023)	(Finamore, 2022)

DIFFERENTIATION

- ✓ Innovative biodegradable materials such as: Bamboo, Hemp , Algae even agricultural waste.
- ✓ Every T -shirt's tag contains random plant seed.
- ✓ Environmentally safe, allows to be disposed in the nature.
 - ✓ High quality with attention to the details.
- ✓ Collaboration with influencers, artists and athletes.
- ✓ Providing full traceability (supplier -final product).
- ✓ Educational content for sustainability and benefits from biodegradable clothing.
- ✓ Participating in environmental events and engaging with the community .

(Kong, Montielro and Neto, 2022)
(Neuman, 2019) (Ali, 2021)



FUNDING REQUIREMENTS AND ALLOCATION

Annual funding based on 150,000 units	Cost £
Product Development	150,000
Materials (7£)	1,050,000
Manufacturer expenses	750,000
Logistic (5%)	40,000
Partnership with manufacturer	50,000
Marketing and Branding	150,000
Salaries	1,600,000
Quality control and Assurance (2%)	20,000
Retail partnership	15,000
Operations and administrations	20,000
Contingency fund (10% of total cost)	384,000
TOTAL	4,229,000
PROFIT (SPU -£40)	1,771,000

CONCLUSION

- ✓ Innovation
- ✓ Strategic Partnership
- ✓ Customer Appeal
- ✓ Sustainability

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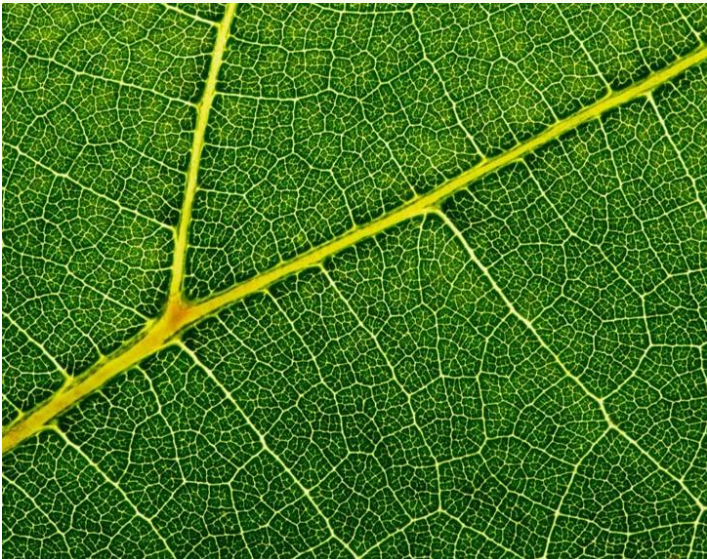
- ✓ Growth
- ✓ Success
- ✓ Profitability
- ✓ Leading Position

THANK YOU

Linda Roze

2219027

2219027@student.uwtsd.ac.uk



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