



Assignment Title: Entrepreneurship - Assignment 2

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ASSESSMENT 2 – Individual Presentation

1. Engreen :

Engreen is a pioneering company in the generation of renewable energy. The business has completed initiatives centered on environmentally friendly methods of producing and storing energy with success. Engreen has completed projects in several different nations (Engreen, 2023). Due to the increasing demand for energy generation, the company will starting a new Eco-tiles project.

2. Eco tiles :

These tiles fit into the existing infrastructure and serve as pedestrian paths during the day. Their ability to store the kinetic energy people generate throughout the day and convert it into a reliable source of light at night is what makes them special (Seow et al., 2011).



2.1 Features :

Materials - By use of sustainable materials into their construction , Eco-tiles promote the eco-friendly manufacturing and resource conservation.

Kinetic energy - By Footstep, kinetic energy is collected and converted into electrical energy using electronic components (Moussa et al., 2022).

LED - At night, the pathways ensure safety and illumination as embedded LED lights are powered by the storage energy.

2.2 Benefits :

Eco tiles constructed with environmentally conscious urban infrastructure. So, the use of daily life, these tiles not generating only useful energy in everyday but also provide more sustainable energy for future.

2.3 Identifying market gap :

In recent years, the world has witnesses an increase in natural disasters, including hurricanes, wildfires, floods and droughts. Scientific evidence supports the nation that these occurrences are linked to global warming and the presence of greenhouse gases in the Earth's atmosphere (Begum et al., 2021)

As a result, Eco Tiles provide a solution to both major issues, helping reduce carbon footprints and decrease global warming (Sweeney et al., 2020).

2.4 Location :

It's important to consider the environment and people while choosing to fix the Eco tiles energy option. It focuses mostly on highly populated urban regions in the United Kingdom, such as Manchester, London, and Birmingham (Ali et al., 2020)

2.5 Environmental :

Foot traffic - These busy urban locations are perfect for making the best use of Eco Tiles' kinetic energy collecting capability and ensuring regular power generation throughout the day (Ramakrishna et al., 2014).

Solar - Solar power plants are also beneficial. To maximize the energy production from the Eco Tiles and improve the efficiency of the solar-powered components

3. SWOT :

3.1 Strength :

The flexibility of both products allows the organization to expand globally. This scalability increases the market reach and potential profitability (Ali et al., 2020)

3.2 Weakness :

In order to reduce the financial burden caused by the initial capital investment, look into government funding, investment opportunities, and strategic partnership formation (Ali et al., 2020).

3.3 Opportunity :

Take benefit of the increasing need for environmentally friendly innovations around the world by carefully approaching markets that place a high priority on environmental consciousness (Solaun and Cerdá,, 2019).

3.4 Threads :

Ensure that products stay technologically up-to-date and avoid becoming obsolete in the quickly evolving sustainable energy market by adopting a strategy of continuous improvement (Begum et al., 2022).

4. Marketing strategy :

4.1 Product :

Product variety is the concept where the company introduce a new product line in the existing product range (Staniewski *et al.* 2016).

As soon as the launch is successful, it is important to concentrate on the product quality in the following phase. The company could increase its product line by adding more options to Eco-Tiles, such as improved materials, color options, and design changes.

4.2 Price :

Develop a premium pricing strategy that targets consumers prepared to pay more for high-quality, environmentally friendly items and represents increased value and innovation (Hussain *et al.* 2013).

4.3 Place :

Make sure that governments, commercial developers, and urban planners can easily find Eco Tiles through locations including industry-specific trade shows and eco-friendly building material sellers (Mohanapriya, 2021).

4.4 Promotion :

Promote the improved Eco Tiles and their advantages via social media, trade journals, and internet channels

5. Conclusion :

The implanted Eco Tiles stand for innovative solutions to the world's environmental challenges. By collecting the energy generated by pedestrian activity and installing solar panels into urban infrastructure, these techniques offer a practical path towards reduced carbon emissions and more ecologically sustainable energy consumption.

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