

# Business Canvas

| Key Partners +                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Key Activities +                                                                                                                                                                                                                                                                                | Value Propositions +                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Customer Relationships +                                                                                                                                                                                                                                        | Customer Segments +                                                                                                                                                                                                                                        |
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| <p><b>WRAP</b></p> <p>WRAP is an organisation that works with major retailers to drive action on cutting greenhouse gas emissions. They work with companies such as, Tesco, Sainsburys, and Coca-Cola. Having 'WRAP' as a key partner would boost the company's circular movement. This collaboration would help protect the planet by changing the way things are produced, consumed, reused, and disposed of. The organisation states, 'We're here to help put the world on a trajectory to delivering a net zero future we need to accelerate the move to a more sustainable, resource-efficient circular economy.' WRAP(2023)</p> | <p><b>Incentive</b></p> <p>Offer Discounts/ Offers when customers bring back their used packaging or product</p>                                                                                                                                                                                | <p><b>Ethical Movement</b></p> <p>Creating a greener world by using recyclable products and materials. Will reduce, reuse, and recycle and minimise wastage. A code of ethics builds trust and credibility in an organization and creates a culture of open and honest communication. 'If an ethical tone is set at the top and followed by management, everyone who works there will hold themselves and each other to those standards.' Peek, S. (2023).</p>         | <p><b>Positive</b></p> <p>Guaranteed that customers will receive the highest quality products and service from the business.</p>                                                                                                                                | <p><b>Business Clients</b></p> <p>The business clients will be essential in order to have everything managed correctly, having a good relationship with them and staying in good contact will help grow the business and improve the services provided</p> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>Feedback</b></p> <p>Will collect and adopt feedback to improve the business by listening to advice and thoughts from customers and employees. This can be done and monitored online.</p>                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>Customer First</b></p> <p>The customer always comes first regardless of customer segment.</p>                                                                                                                                                             |                                                                                                                                                                                                                                                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>Better Products</b></p> <p>Because the customers help the organisation reuse and recycle the products, this allows G-fuel to afford to make more high quality products which would boost the revenue stream</p>                                                                           | <p><b>Greener World</b></p> <p>We are helping customers live in a greener world by cutting down on emissions and reducing wastage. Customers and employees who value saving our planet will be more inclined to be involved within the organisation. Reducing the amount of packaging waste and driving down CO2 for example can 'attract and retain customers and deliver efficiencies and value savings throughout your business and supply chain' DSsmith(2023)</p> | <p><b>Customer Service</b></p> <p>G- Fuel will pride themselves for customer service. Customers are going to be more involved with the business as becoming a circular economy will need everyone including employees jumping on board</p>                      | <p><b>Advertise</b></p> <p>Instagram, YouTube, Facebook, will help promote the business as a circular friendly organisation and attract in a more green potential customer range</p>                                                                       |
| <p><b>City Council</b></p> <p>The council can help keep the organisation safe and secure and provide Bins for wastage and recycling around the business. The council enforces the recycling system as they state, 'keep waste to a minimum by doing everything</p>                                                                                                                                                                                                                                                                                                                                                                    | <p><b>Key Resources +</b></p>                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>Channels +</b></p>                                                                                                                                                                                                                                        | <p><b>Younger Generation</b></p> <p>Most of the younger generation consume G- Fuel, introducing the circular business model towards them will cause a positive influence on them. This message will help pave the way to a greener future.</p>             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>Human Resources</b></p> <p>HR plays a key role in developing, reinforcing and changing the culture of an organisation. HR needs to</p>                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>YouTube</b></p> <p>Growing the YouTube Partnership would be an asset for the business as most people are consuming</p>                                                                                                                                    |                                                                                                                                                                                                                                                            |
| <p>you reasonably can to prevent, reuse, recycle or recover waste.' GOV.UK. (2023).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p>keep the employees of this organisation up to date with perception, and knowledge from the business performance and customers. We need to know if becoming a greener business is affecting clients in a negative or positive way.</p>                                                        | <p><b>Recycling Collection</b></p> <p>We should value customers ethic to recycle and give back for returning and disposing of unwanted items correctly</p>                                                                                                                                                                                                                                                                                                             | <p>content that they see on this platform. This will not only boost revenue because of sponsorship's, and ad revenue, but also spread awareness about how we are creating a more circular environment and less Liner.</p>                                       |                                                                                                                                                                                                                                                            |
| <p><b>Biffa</b></p> <p>Biffa works with businesses of varying sizes and within all sectors of the UK. This would be perfect for G-Fuel as they deal with waste management services, collections, recycling services, and much more. The organisation states, 'We're here to change the way people think about waste, as we aspire to be the UK's leading sustainable waste management business.' Biffa. (2019)</p>                                                                                                                                                                                                                    | <p><b>Website</b></p> <p>The organisations website needs to regular be checked and up to date. Key aspects of the website would be the ratings and review page to monitor if customers are happy. The official website should also promote to potential customers to recycle and not waste.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>Instagram</b></p> <p>Promotion, and building awareness about the movement and message we're trying to make, with over 2 billion users, and the following here at G-fuel that is already there, having Instagram as a partner will be very beneficial.</p> |                                                                                                                                                                                                                                                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>Bins</b></p> <p>Should have separate bins for things that can not be reused, glass, cardboard, metal, and plastic, should all be stored separately in order to make the most of reusing and recycling products.</p>                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                            |



## References

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