

Business Plan: Nature Echo

Handcrafted, Woodland-Themed Sculptures and
Immersive Storytelling Trails

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Date: December 7, 2025





The Vision: Bridging Art, Nature, and Community

Founder: MD NAZRUL ISLAM, Creative Director

Background:

Strong foundational skills in customer service, inventory management, and team collaboration from hands-on experience.

Passion:

Driven by a deep love for nature and a belief in its power to inspire and unite people.

Motivation:

To create art that brings the serenity and wonder of the woodland into public and community spaces.

Industry Connection:

Tapping into growing trends of eco-conscious consumerism and experiential art.

A Creative Social Enterprise

Core Mission

- Design, fabricate, and install handcrafted, woodland-themed sculptures and immersive storytelling trails.
- Bridge the gap between art, nature, and community engagement.
- Transform underutilized public areas into engaging, natural wonderlands that encourage exploration and learning.

Sustainability Commitment

We use sustainably sourced or recycled materials wherever possible, aligning our operations with our environmental values.



Offerings for Public & Community Spaces

Key Services



Custom Sculptures: Handcrafted, woodland-themed art using sustainable materials.



Storytelling Trail Installations: Immersive experiences that encourage exploration and learning.



Nature-Inspired Art Workshops: Community engagement and educational programs.



Inclusive Design Consulting: Expertise for public space transformation and accessibility.



Foundation for Sustainable Growth

Legal & Management Structure

Legal Format

Initial: Sole Proprietorship

Chosen for its simplicity and low cost of formation.

Future (18-24 months): Community Interest Company (CIC)

This structure legally enshrines our social mission, making us eligible for specific grants and appealing to ethical clients.



Management Structure

Founder/Creative

Director Oversees artistic vision, product design, client consultations, and major partnerships.

Operations Manager (Year 2):

will manage project timelines, installation logistics, and material sourcing.

Freelance Network:

Curated network of artists, woodworkers, and storytellers engaged for specific projects.

Advisory Board:

To include experts in local council parks, inclusivity design, and sustainable materials supply.

PESTEL Analysis: External Environment

Favorable External Factors



Political

Strong support from local government agendas for improving public green spaces and community art projects.



Social

Significant push towards mental wellness and inclusivity. Communities value unique, local character and engaging experiences.



Environmental

The business model itself, focused on sustainability and nature, is a key strength and competitive advantage.



Economic

Local councils and schools have budgets for public realm improvement. Growth in “staycations” boosts local investment.



Technological

Opportunity to utilize QR codes for digital storytelling and leverage social media for marketing and client engagement.



Legal

Must comply with public liability insurance, safety standards for installations, and accessibility laws (a mandatory requirement).



Primary Target Markets

Who We Serve



Local Councils: Parks and recreation departments responsible for public realm improvement.



Educational Institutions: Primary schools, nurseries, and forest schools seeking engaging outdoor learning spaces.



Community Organizations: Groups managing green spaces and community gardens.



Eco-Tourism & Leisure: Nature reserves and private campsites looking for unique visitor attractions.

Go-to-Market Plan

The 7Ps Marketing Framework

Product

Modular sculpture designs and pre-planned trail themes.

Place

Direct sales to organizations; showcase projects via a digital portfolio.

People

The founder's passion and story are a key part of the brand.

Physical Evidence

Professional website with a portfolio and client testimonials.

Price

Project-based pricing covering design, materials, fabrication, and installation.

Promotion

Networking at local government events, strong social media presence, public art commissions.

Process

Clear client process: Consultation → Proposal → Fabrication → Installation.



Investment Needed for Launch

Funding Requirements

£15,000

Total Start-up Funding Required

Source of Funding

Personal investment.

Applying for small business start-up grants focused on creative industries or social enterprise.

Where the Capital Goes

Allocation of £15,000 Start-up Funding

Category	Amount
Specialist Tools & Safety Equipment	£5,000
Initial Stock of Sustainable Materials	£4,000
Website Development & Branding	£2,000
Marketing & Initial Promotion	£1,500
Public Liability Insurance (Year 1)	£1,500
Contingency Fund	£1,000
Total	£15,000

Nature Echo: A Compelling Investment

Key Takeaways

✓ **Unique Market Position:**

Bridging art, nature, and community engagement as a creative social enterprise.

✓ **Strong Financial Viability:**

Clear path to revenue generation through project-based pricing and low initial overhead.

✓ **Social Impact:**

Transition to CIC ensures long-term commitment to environmental and community benefit.

✓ **Experienced Leadership:**

Founder's passion and transferable skills drive the artistic vision and business strategy.



Next Steps: Securing the Future

Call to Action



Secure initial funding of **£15,000** .



Finalize initial product portfolio and digital presence.



Begin client outreach to local councils and educational institutions.