

Sustainable Enterprise

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Introduction

“Sustainable business is one that takes into account the environment when executing its practices” (Card, 2025).



My business idea is a sustainable travel agency called Responsibly Abroad. The purpose of this business is to allow consumers to travel and go on holiday whilst still being conscious about and limiting their carbon and social footprint as best as possible. The business understands the negative environmental impacts of travel via airplanes and boats; however, it also understands that holidays are a huge ‘want’ for many consumers and the aim is to limit these consumers negative impacts when travelling, since that is more achievable than stopping air and sea travel all together.

Responsibly Abroad and Sustainability

Responsibly Abroad will operate sustainably through offering advice on destinations, encouraging ‘staycations’, planning trip itineraries that support local communities and business such as restaurants, markets, and cooking classes to embrace local culture, making travel arrangements at hotels that are sustainably certified by Green Seal, LEED, Earth Check, Green Globe etc, to ensure that they have processes in place to help the environment, once off the airplane or boat computing will be done through electric vehicles such as electric car hire or bike hire (that the agency will arrange) or through the use of carsharing apps and carpooling, customers will also gain tips on how to be more sustainable on holiday, such as using reef safe sunscreen, reusing hotel towels and sheets, carry a tote bag in luggage to use when shopping at the local market or grocery store, being aware of cultural norms such as dress code, language, food etiquette and behaviours (Maza, 2024).

Responsibly Abroad mainly follows 3 of the UN sustainability goals;

- Goal 8: decent work and economic growth
- Goal 12: responsible consumption and production
- Goal 17- partnership

(United Nations, 2025).

Goals and objectives

The businesses main aim is to breakeven within the first 2 years of operating, a cashflow forecast will be created to ensure the business idea is viable and to help the business stay on track with this goal.

Another aim is to gain 2,000 LinkedIn followers within the first 6 months of running to build brand awareness.

Responsibly Abroad's last aim is to join the Airbus Hydrogen-Powered aircraft project by 2030 (Petiard, 2024).

Company Ownership

Responsibly Abroad will operate as a Public Limited Company (PLC) meaning they will offer its shares to the public. Responsibly Abroad will have limited liability, meaning that shareholders have a financial responsibility for Responsibly Abroad's debts up to the amount they invested in (Experts, 2021) (Formations, 2024).

Location

Responsibly Aboard will be UK based where employees (agents) will work from home. They will only work months January to October for the first year of running to lower wages cost and to avoid off peak periods. Working from home will reduce employees computing emissions and energy usage (Anderson, 2024) and promote flexible working. The business may decide to rent out an office space in the future that will act as their headquarters. Employees (agents) will work from home and will only go to HQ when required and Responsibly Abroad will join the 'Bike 2 Work' government scheme for those commuting to HQ (Scheme, 2019), to promote healthy living and reduce emissions. This is a cheaper scheme than providing employees with bus/train passes, which the business may be able to provide in the future.

Physical Resources

Although this business is not selling a physical product, physical resources are still required. Technology will also be a required resource to connect with clients and suppliers, curate and research holiday packages, data manage, complete administration, etc. Responsibly Abroad will need to invest in computers/laptops and phones to give to employees working from home, to increase business efficiency and productivity.

Responsibly Abroad will need to have a website that contains what the business is/does, its aims and objectives, contact information, and a booking system.

Responsibly Abroad will use an external business to create the website and booking system, to ensure it is professional and easy to navigate.

Human Resources

Responsibly Abroad will need to hire agency staff. During the startup, 2 agents will be hired who will be allocated a number of clients each and will work closely with each client to build a strong relationship and provide clients with a sustainable and attractive holiday, suited to the client's needs. Agents will be paid at £12.50 an hour. If necessary, the business will hire more agents in the future.

Responsibly abroad will also need management to oversee business operations and provide authority. Responsibly Abroad will lead by a democratic leadership style, where all employees have a say, and work closely with higher roles.

A very important part of this business is external airline and hotel businesses.

Responsibly Abroad will not be able to run without connections and partnerships with these businesses as it is their services that Responsibly Abroad is selling. Hotel businesses must be sustainability certified, and airlines must have stated sustainability goals.

An employee handbook, policies and procedures, applications, onboarding, and training must be produced or stated to ensure the business is following relative laws and the employees are aware and educated on their tasks and expectations.

Financial resources

Responsibly Abroad will apply for a business loan in order to start up (£11,000) that will be paid off over 3 ½ years. The loan will be used to purchase technology equipment, and wages, as well as insurance. Owners capital will also be a source of finance (£3,000) which will be used to set up a website and booking system and used for wages.

The business will also need to consider insurance in their budget. Responsibly Abroad is legally required to have limited liability, they will also consider business interruption insurance that will help compensate for unexpected lost profits (Pirmohamed, 2021) (Pirmohamed, 2022).

Responsibly Abroad will earn money through commission. 10% of the total cost from flights, hotels, car rentals, activities will be paid by the external service providers to Responsibly Abroad. A service fee will be added to clients purchase for personalised travel arrangements.

Market research

Market research was conducted to better understand the market, and viability of the business idea.

Secondary Research

Looking at the travel and tourism market it is a strong market with ongoing trends and demand. In 2024, there was an increase in the number of international tourists worldwide, with 1.4 billion inbound arrivals. The level of tourism has been increasing year on year since 1950, excluding the offset during the COVID-19 pandemic (Statista, 2024). During 2024, 52% of people living in Britain, chose to go on holiday within the Britian, encouraging Responsibly Abroad's "staycation" service. (Carey, 2024).

Booking. Com's 2024 sustainable travel report found that:

- 75% of travels want to travel more sustainable within the next 12 months
- 71% of travelers say that they want to leave visited destinations better than they were when they arrived
- 43% think that travel service providers are the key to addressing environmental factors

(Booking.com, 2024) (Stokes, 2024).

Looking at this report, it is clear that many consumers want more sustainable options, but dont know how or where to find guidance. This opens up the market for Responsibly Abroad to respond to the demand and want from customers.

Another report conducted by Booking. Com in 2023, found that 74% of travels want travel companies to offer more sustainable travel choices, which is Responsibly Abroad business model. From this same report, it was identified that 75% of travellers seek authentic experiences, that represent local culture, and 40% dont know where or how to find these types of tours or activities that give back to the community. Again, this shows another opportunity and area of demand that Responsibly Abroad can use to their advantage (Booking.com, 2023).

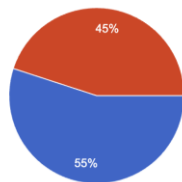
A 2024 Skift report found that 77% of millennials and 73% of Generation Z consider using travel agencies that provide more sustainable options. This can help Responsibly Abroad to identify an applicable age demographic (Bhutia, 2024).

Primary research

For my primary research I conducted a survey to gain a better understanding of consumer behaviours within the market.

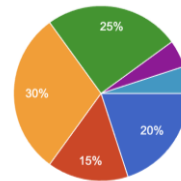
I received 20 responses. Over half (55%) were female, 30% were aged 29-44, 25% aged 45-60, and 15% aged 18-25. This will help identify a target demographic.

What gender are you?
20 responses



Female
Male
Prefer not to say

How old are you?
20 responses



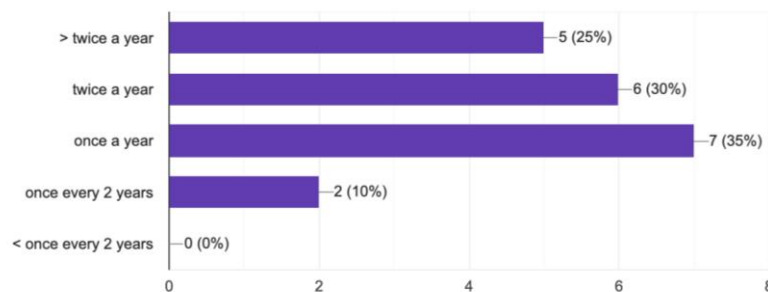
Under 18
18-28
29-44
45-60
61-70
70+

Travelling patterns were high and reflected the secondary research.

On average, how often do you travel abroad for leisure?

20 responses

[Copy chart](#)

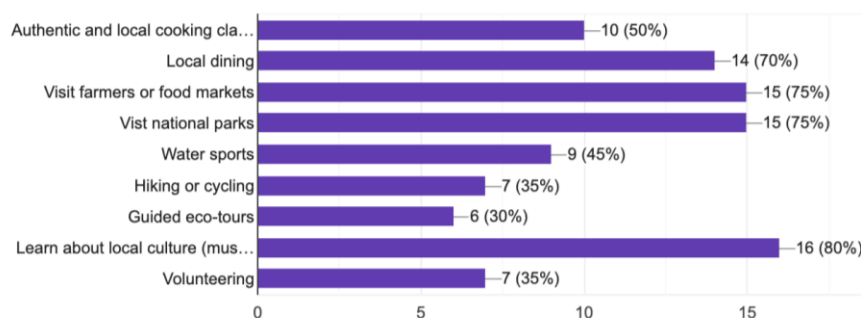


Only 30% of respondents use travel agencies when booking a trip abroad, this is lower than preferred since consumers may be reluctant to use an agency since they normally do not. However, during the end of the survey, 63.2% then said would be interested in using a sustainable travel agency for their next trip.

50% of respondents are “very likely/likely” to consider the environment when travelling, 65% value a business more when they actively consider sustainability, rather than not, and 60% are willing to pay more for a sustainable service. These statistics show that majority of consumers are conscious of the environment and their impact and potentially want to make a change.

When abroad would you participate in any of the following activities? (Select all that apply)

20 responses



Respondents were interested in a range of activities, and 60% would enjoy a “staycation”. This can help Responsibly Abroad identify what activities to include in packages.

Marketing strategy

Product

Responsibly Abroad will sell holiday packages, including transfers, flights, accommodation, itineraries, luggage, and additional advice. Agents will be assessed a customer who they will work closely with and provide them a holiday package that considers the environment in all aspects of the trip. This service is different from competitors as it is personalised and centres itself around being sustainable.

Price

The primary and secondary research identified that customers are willing to pay more for a sustainable service, and value sustainable businesses more. It was also highlighted that 30% of respondents were aged 29-44, and 25% aged 45-60, this demographic (35–44-year-olds) have the highest level of disposable income, meaning they have more money to spend (Statista, 2022). Responsibly Abroad will be a premium business offering high quality service, charging more than competitors.

Place

The service will be available online, providing ease to customers. Telephone calls will be available to connect with agents.

Promotion

Responsibly Abroad will be promoted on social media (Instagram, TikTok, X, Facebook, and LinkedIn), this is a cheap and efficient way for a startup business to promote. There will also be an email subscription that sends offers and travelling advice. The business will avoid business cards, posters, and leaflets to meet sustainable standards. They will also collaborate with their partners to promote both businesses.

SWOT analysis

Strengths - Follows 3 of the UN Sustainability goals - Low start-up costs - Niche market	Weaknesses - Necessary to develop partnerships - Relying on other businesses - No current brand image
Opportunities - Expand services, e.g. business travel – partner with businesses to fly their employees for work - Join the Airbus Hydrogen project	Threats - Premium brand- consumers may not be willing to pay more

- Expand business globally	- Only 30% of respondents use travel agencies when booking a trip - Competitors
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PESTLE analysis

Political

A political factor for Responsibly Abroad is income tax. This business is a premium business where consumers disposable income is relied on, however, if the government decides to increase income tax rates, consumers will have less disposable income to buy from this business (BBC, 2017). Another political factor is government funding. The UK government is issuing £5 billion of funding to sustainable UK businesses (GOV, 2022). If eligible, Responsibly Abroad could use this scheme as extra financial support.

Economic

An economic factor for Responsibly Abroad is unemployment rates. Currently in the UK unemployment rates are low, meaning the business will have to offer competitive wages to secure new employees (Devine, 2023). Another economic factor is interest rates, which are high currently in the UK which means that consumers have less money to spend on unessential services since they are receiving more interest on money saved (England, 2025).

Social

A social factor for Responsibly Abroad is the increasing trend in environmentally conscious consumers, which will make this business more attractive to this demographic. Another social factor is the increased levels of tourism, which makes this business idea more viable as it is meeting demand. Increased levels of flexible work can allow more consumers to travel, increasing the demand for this service.

Technological

A technological factor for Responsibly Abroad is needing to keep their software up to date to improve efficiency and provide an easier experience for customers. Technology is always changing and keeping up with these changes can become costly. Using social media as a marketing tool can help the business improve customer engagement by connecting online.

Legal

A legal factor for Responsibly Abroad is data protection laws. As a UK business, Responsibly Abroad must ensure they are obeying the UK General Data Protection

Regulation and the Data Protection Act 2018, which both outline how personal information is to be used by businesses (GOV, 2018)

Environmental

An environmental factor is extreme weather caused by climate change such as storms as this could result in cancelled or delayed flights, setting back or cancelling customers trips. Contingency plans will be needed in this event. Responsibly Abroad must comply with environmental regulations and stay clear of greenwashing scandals.

Financial Aspects

Cash flow forecast for the first year of trading													
	1	2	3	4	5	6	7	8	9	10	11	12	Total
	£	£	£	£	£	£	£	£	£	£	£	£	£
Receipts													
Cash sales	310	480	380	910	870	1245	1560	1720	560	870	0	0	8905
Owners Capital	250	250	250	250	250	250	250	250	250	250	250	250	3000
Loan	11,000												11000
GOV grant	200												200
Total receipts	11760	730	630	1160	1120	1495	1810	1970	810	1120	250	250	23105
Payments													
Wages	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	0	0	15000
Loan repayment	261	261	261	261	261	261	261	261	261	261	261	261	3132
Insurance	40	40	40	40	40	40	40	40	40	40	40	40	480
Equipment	400	400	400	400	400	400	400	400	400	400	400	400	4800
Website	120	20	20	20	20	20	20	20	20	20	20	20	340
													0
Total payments	2321	2221	2221	2221	2221	2221	2221	2221	2221	2221	721	721	23752
Opening balance		9439	7948	6357	5296	4195	3469	3058	2807	1396	295	-176	0
Add receipts	11760	730	630	1160	1120	1495	1810	1970	810	1120	250	250	23105
Less payments	2321	2221	2221	2221	2221	2221	2221	2221	2221	2221	721	721	23752
Closing balance	9439	7948	6357	5296	4195	3469	3058	2807	1396	295	-176	-647	-647

A cashflow forecast was conducted to help anticipate the businesses incomes and outcomes and get a better understanding of potential cashflow problems and the business viability. This forecast shows that the business will be at a loss, however, this is expected as it is the businesses first year of running, and they plan to breakeven within the first 3 years, not first year.

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