

BMSW4006_A2

Managing Enterprise in the 21th Century



Prosperitas



LIMEX

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What? Why? How?

- What?

Social entrepreneurship idea (it's not money centred)

KISS method

Just a pen, but with a twist and a big potential.

LIMEX - the alternative to plastic and paper made out of limestone.

What is limestone?

Romanian: Calcar
Bulgarian: варовик

Spanish: caliza
Konkani: चुनखडी



Prosperitas





Why?

- You know what is the real situation with the world pollution and why ecology is so important nowadays, right?

How?

By promoting this idea and our product, we aim to inform more people about alternative solutions for plastic and paper. And this is just a pen. Can you imagine what it could do on an international scale when more companies and buyers will act more responsibly?

Some Statistics about pollution:

- The world produces around **400 Million Metric Tons** of plastic waste every year.
- **10 Million Tons** of plastic per year end up in the ocean.
- **China** is the world's largest plastic-producing country with a **32%** share of global production.
- **India (60%)** is the country with the best plastic recycling rate.



Source: theroundup.org

<https://theroundup.org/plastic-waste-statistics/>



Business description and history:



- TBM Co., Ltd. was founded in August 2011 and is a venture company that has been in business for only 10 years. It develops, manufactures and sells "**LIMEX**" (registered trademark), which is a **plastic alternative** and a **paper alternative** and contains 50% or more of inorganic substances such as calcium carbonate.
- Our business idea was born in November 2022, during our second term of studies and to be more specific, due to “Managing Enterprise in 21st century” class group tasks

The business idea is pretty simple and life changing in the same time - To inform customers about LIMEX products and material and to sell some customized, unique pens.

Source: WIPO - World International Property Organization
[LIMEX - the alternative to plastic and paper made out of limestone \(wipo.int\)](https://www.wipo.int)



Aims

- Become the most sustainable company in the office supplies industry in the U.K. in 2023
- One of the most notorious small companies for eco-friendliness in U.K. In 2023
- Creating a movement of social responsibility and eco-friendliness

Objectives

- Financial:
- Breaking Point - Spring 2023,
in 1 year - £10,000 profit (also return on investment), in 6 years - £160,000

(how does it work? Ion will explain later on)

Non-financial

- Employee satisfaction
- Customer satisfaction
- Social responsibility
- Relation with suppliers



Prosperitas



Credit: Alamy Stock Photo



Mission

Prosperitas is a small company with a big heart for a green future, aiming to show the world how it's possible and easy to change habits, living a healthier life by implementing a simple and humble business idea.

Vision

During the years, our team succeeds to prove how from a small idea, anyone can benefit with abundance in different areas - informationally, financially and exponentially on different levels, discovering more and more sustainable alternatives in the eco-friendly sector.



Business Structure

Prosperitas is a small private limited partnership company, registered in the UK and located in Kent. Prosperitas is a start-up owned by 5 members, who are responsible for its day-to-day operations and growing, providing sustainable alternatives to toxic plastic stationery.



Product or Service Discription

Prosperitas operates in an eco-friendly industry, selling customisable pens made of limestone, to reduce plastic and paper use, high energy, environmentally harmful materials are often used. Limestone, which can be used for many purposes and meets the highest quality standards for modern industrial processes. Online sales will be established. It comes with two extra ink pigmented cartridges.

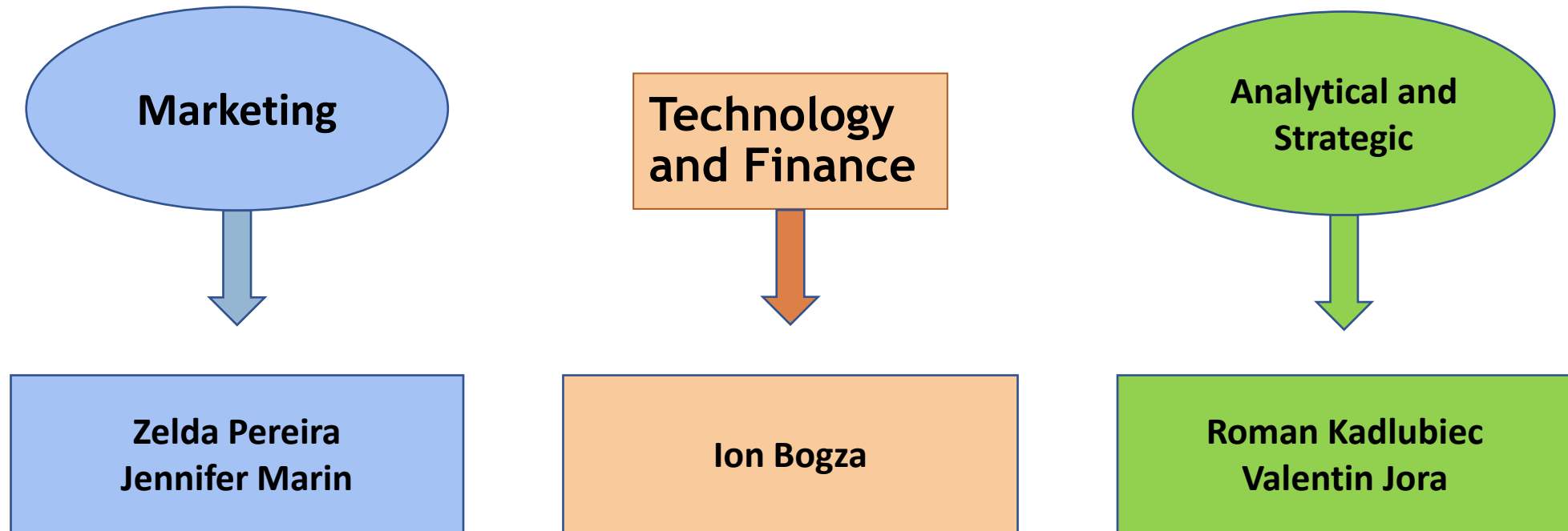


Market Analysis and Trends

- ☐ Why Prosperitas? Dedicated customer service.
- ☐ Absolutely straightforward: you can select your own design.
- ☐ We believe that quality and sustainability should not be very expensive.
- ☐ Target market: young people such a students and office suppliers



Management and Organisation



Swot Analysis

Strengths:

High-quality materials make durable pens. Low-pressure ink flows. Writing is less stressful with feather ink. Relaxed writing is ideal.

Weakness:

Pens made by PROSPERITAS have the following shortcomings (GÜREL, 2017):.The product's premium price means that it costs more than the average price on the market. The public has a negative first impression of the product, the price, the location, and how well it works.

Opportunity:

Eco-friendly cartridges are non-toxic. Reduces human effort, improving precision. This smart pen lets developers create new printing styles (Gonçalves et al., 2021).

Threats:

Brand quantity is going up. Being friendly and staying loyal to a brand are two important things. These devices can sometimes be used in bad ways to put unwanted images or messages on buildings.



Pestel Analysis on PROSPERITAS (Macro Environmental Analysis)



Our macro-study use PESTEL. PESTEL analyses a company's external factors (political, economic, socioeconomic, technological, legal, and environmental). It may help HR and management (Vlados & Chatzinikolaou, 2019).



Operations



Internal operations keep a company profitable. Operations areas help founders understand procedures, equipment, and employees. The limestone enclosure needed several steps to make the pen an eco-friendly design.

Suppliers:

Inks may colour polymers, ceramics, textiles, and paper. Most ink sellers serve many industries. Sun Chemical, Inx International Ink Company, and Van Son Holland Ink Corporation provide raw materials. Limex, a Japanese limestone pen manufacturer, is our principal source.

Essentials:

Segment marketing is creative and effective. We'll advertise our products in different ways. Online sales (Pinson, 2008). Pen printing machine Mimaki's cutting-edge digital printing technology can print on pens and other promotional items. (Mimaki no date)

Accounting:

Good financial management helps businesses succeed and operate. Effective strategy implementation requires a strategic and operational plan. Financial manager for “**PROSPERITAS**”



Technology Plan



Function:

Water-based ink is spread on paper with a metal nib. The pen has a built-in ink tank, so it doesn't need to be dipped in an inkwell all the time. They are great for people who like to be flexible and want to solve a lot of different problems. (Ward 2020)

Ease of Use:

Pigments and dyes are used to give ink its colour; lubricants, thickeners, surfactants, and preservatives add lubricant. A rough surface, unlike a ballpoint or gel pen, lets you take your time with each stroke.

Cost:

In the past, people would use sticks that had been soaked in water to create the pigment. Today, blue-black inks are created by adding tannins and extracts that can be dissolved in water.

Security:

This pen is easier to use, stronger, and more flexible than other pens. The gel ink in this pen has been made to stick to itself. Since it is made from eco-friendly materials, it is safe for people to use and safe for the environment as well. You can carry the pen if the tip points both up and down.

Ability to be upgraded and expand:

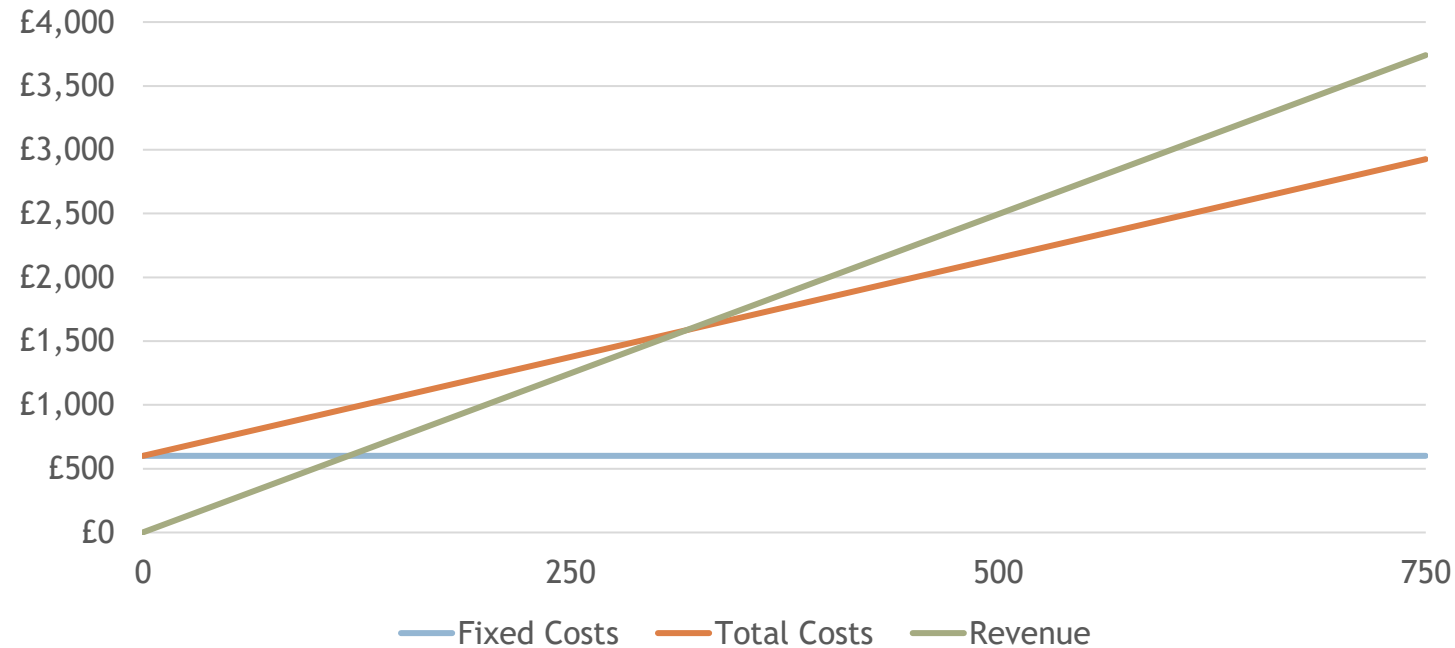
This could include hiring more staff or opening up a franchise, teaming up with another company or offering new products or services. Taking your business overseas may also give you an extra customer base.



Financial Data, Profit and Loss Account.



Prosperitas



Output	Fixed Costs	Variable Costs	Total Costs	Revenue	Profit / Loss
0	£600	£0	£600	£0	-£600
250	£600	£775	£1375	£1248	-£127
317	£600	£983	£1583	£1583	£0
500	£600	£1550	£2150	£2495	£345
750	£600	£2325	£2925	£3742	£817



Cash flow statement.

Fiscal year 2023	Start-up	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cash on hand:	£6000	£2000	£1495	£1179	£1052	£1114	£1365	£1805	£2434	£3252	£4259	£5549	£7123
Cash earned:	£0	£250	£749	£1248	£1747	£2246	£2745	£3244	£3743	£4242	£4990	£5739	£6487
Cash paid out:	£4000	£755	£1065	£1375	£1685	£1995	£2305	£2615	£2925	£3235	£3700	£4165	£4630
Cash position:	£2000	£1495	£1179	£1052	£1114	£1365	£1805	£2434	£3252	£4259	£5549	£7123	£9000

- £6000 initial investments.
- Hitting break-even in April.
- £9000 at the end of the year.



Balance Sheet.

	FY-2022	FY-2023
Current assets:	£0	£9,000
Fixed assets:	£0	£3,600
Other assets:	£0	£0
Current liabilities:	£0	£7,200
Long-term liabilities:	£0	£0
Owner equity:	£0	£5,400
Total assets:	£0	£12,600
Total liabilities and equity:	£0	£12,600
Balance:	£0	£0



Social Responsibility.

- The term "corporate social responsibility" (CSR) refers to an international form of voluntary self-regulation practiced by businesses to promote social good (Baxi and Ray, 2012).
- The proposed pen-manufacturing business plan will implement the following CSR measures to guarantee responsible behavior.



Sustainability.

- Sustainability includes connecting to application sectors.
- Plastic production and consumption significantly contribute to global warming, degrade marine habitats, and smother the fauna that provides our seas their diverse range. Therefore, minimising plastic use is crucial for the sustainability of the environment.
- Utilizing LIMEX can help manufacturers of pens use less plastic, potentially ensuring environmental sustainability. As a result, this company concept is environmentally sustainable.



Development.

- Following Scott and Bruce (2017), the development of the business is anticipated to go through five stages.
 - Existence:
 - Survival:
 - Success:
 - Launch:
 - Resource maturity:



Milestone.

- In business, milestones are important objectives with due dates and assignees. Some milestones are defined for the proposed business plan.
- Milestone 1: Managing fund for the business.
- Milestone 2: Getting the tangible product.
- Milestone 3: Making profit from the business.
- Milestone 4: Attaining a good market share and developing brand.



Exit plan.

- Implementing management buyout, our exit strategy will be successful.
 - The buyout procedure depends on finding co-shareholders to take over the business.
 - Knowledge and obligations can be transferred upon price.
 - The valuation and financing of management buyouts are assured.
 - The transition is more likely to go well if buyers are currently working for and familiar with the organisation.



Conclusion.

- In conclusion I would like to say that
- The material being eco friendly, would do no harm to the environment.
- We will not be focusing more on the profit but will focus more on marketing the product and creating an awareness for the first year.
- We will encourage entrepreneurs to use the product by informing them the benefits of the products which include reusability, environment friendly.
- Setting modest goals makes it achievable.
- Due to the advantages of the product, it is possible to attain success by limiting only to one material.



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