

FUNDAMENTALS OF INNOVATION AND ENTREPRENEURSHIP

Section 22E

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Green Market



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1)Executive summary

Product and Unique Value Proposition

Product Description: we offer a digital platform designed as a user-friendly interface for listing surplus or expired food inventories. By using some techniques, we enable excellent matching between these listings and sustainable entities, encouraging efficient use of resources.

Unique Value Proposition: Our web application targets food waste through direct communication and transactions between food suppliers and end-users, such as farms or biogas plants. Our approach not only ensures the effective redistribution of surplus food but also promotes the circular economy by converting waste into valuable resources.

Business Model

Revenue Generation: As an intermediary, Green Market Sustainability earns revenue through a commission-based model. By offering an online service that connects consumers with sustainable disposal or repurposing options for their food waste, we ensure a sustainable inflow of revenue, supporting the platform's operations and growth

Marketing Strategies

The 4 Ps of Marketing:

- **Product Strategy:** Highlighting the environmental impact of food waste and our platform's ability to mitigate it.
- **Price Strategy:** Pricing varies based on the volume of food waste, maintaining the sustainability of backend operations.
- **Place Strategy:** Our services are accessible online via a website or an application, ensuring ease of access.
- **Promotion Strategy:** Utilizing social media for widespread promotion, ensuring visibility and engagement across diverse audiences.

Financials

Initial Funding and Revenue Projections: The startup is initiated with an investment of 10,000 AED by the founding partners. We have a pricing strategy that sells our service at 5 AED per unit, aiming to cover variable and fixed costs while projecting sales to generate sufficient revenue for sustainable operations.

Expenditure and Income Overview: The financial plan outlines both fixed and variable costs, including registration fees, website maintenance, and the cost of handling the food items. Despite significant initial expenditures, the focus is on achieving a gross income that supports long-term viability.

2)Business/Industry overview

Green Market Sustainability leads the charge against food waste, using advanced digital tools to transform how surplus food gets shared. We focus on sustainability and social responsibility, forging smooth partnerships among food industry players. Our goal is to make lasting changes in how resources are managed, all while keeping our planet in mind.

Company Description

Green Market Sustainability operates as an exclusively online platform accessible via its website. Based in Dubai, this platform dedicated to addressing the pressing issue of food waste while promoting sustainability in the food industry. Green Market Sustainability operates as an online hub connecting individuals, restaurants, retailers, and sustainable companies to facilitate the efficient redistribution of surplus or expired food items.

History & Current Status

Founded in 2024, Green Market Sustainability has progressed from the conceptualization stage to the development and launch of a prototype website. Currently, the startup is in the early stages of operation, focusing on refining its digital platform and establishing partnerships with key stakeholders in the food industry.

Products & Service Description

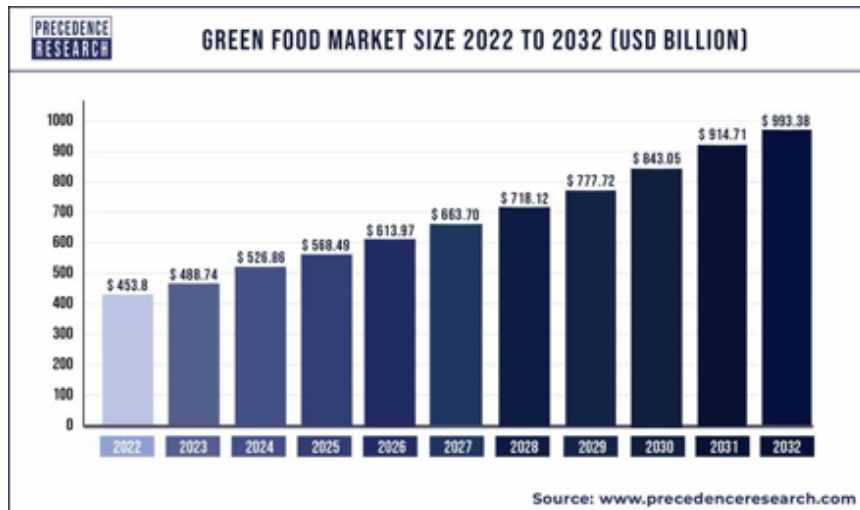
The main product of Green Market Sustainability is its digital platform, which serves as a user-friendly interface for individuals and businesses to input details of surplus or expired food inventory. Through strategic matchmaking algorithms, the platform connects surplus food items with relevant companies engaged in sustainable practices, fostering efficient collaborations and resource utilization.

Vision and Mission

Vision: To create a world where food waste is minimized, and sustainable practices are embraced across the food industry, leading to a healthier planet for future generations. Mission: Our mission is to leverage technology, collaboration, and community engagement to facilitate the efficient redistribution of surplus food, thereby reducing food waste, maximizing resource utilization, and promoting social and environmental responsibility.

3)Market & Competition

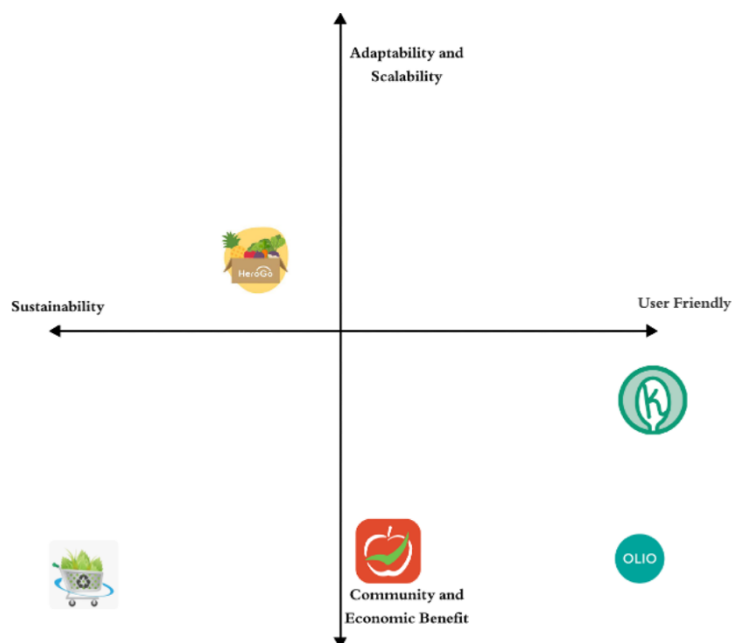
In the food business, the green market is a critical first step towards sustainability and effective resource management. It attempts to close the gap between food providers with excess or almost-expiration items and organizations that can repurpose this food waste, like farms, biogas facilities, and fertilizer firms, by utilizing a web application. It is now simpler to divert food waste from landfills and instead use it as a resource for energy production, improving soil fertility, or other advantageous applications because to this system's facilitation of smoother communication and transactions. By converting trash into resources, this strategy effects of food waste and also promotes the ideas of the circular economy.



Annual growth rate (CAGR) of 7.45%, the worldwide in green food market is predicted to significantly, rising from USD 428.35 billion in 2022 to USD 878.75 billion by 2032.

EroeGo is our rival in the UAE. By providing fresh products that are about to expire at a discount, an online grocery network aims to reduce food waste. **CozZo**, an international brand, assists consumers in minimizing food waste by organizing shopping lists, keeping track of expiration dates, and finding recipes. **Kitchē** saves consumers money and minimizes food waste by classifying products, by scanning shopping receipts, and suggesting recipes based on what users currently own. Goals of reducing food waste worldwide, **Olio** is an app that facilitates the sharing of excess food between neighbors and local businesses.

In contrast to our competitors, Green Market targets food waste through Efficiency in Resource Allocation, which facilitates direct communication and transactions between food suppliers and entities like farms or biogas plants. This ensures a more effective redistribution of surplus food. This approach offers a distinctive blend of environmental sustainability and economic efficiency. By converting food waste into resources, it further promotes the circular economy.



4)Marketing plan

The 4 Ps of marketing

Product strategy

Food waste produces methane, which is a very harmful gas to the environment, Our product is a convenient way for companies and individuals to reduce their food waste by transferring it to other industries where it can be used in a multitude of ways. Using a website and application, customers can send requests for us to transfer their food waste to places where it can be used well.

Price strategy

Our price will vary with the amount of food waste sent. The weight of the food waste determines the price, as well as maintaining the backend for the websites and applications.

Place strategy

Our product will be available to use online as a website or an application. This is to ensure quick and easy access to our services.

Promotion strategy

Our product will be promoted through social media, as it is the best way to reach lots of people and will guarantee us a wide audience. Clients will be able to find us on many different social media platforms.

5) Ownership and Management plan

Our startup, Green Market Sustainability, thrives on the dedication and hard work of our small yet dynamic team, divided into four essential units. With a commitment to excellence and a drive for customer satisfaction, each team plays a crucial role in achieving our organizational goals and fostering sustainable practices in the food industry.

Leadership Team

At the helm of our organization is our esteemed Manager, who leads the charge in steering our company towards success. With a wealth of experience and a keen eye for opportunity, our Manager oversees the entire organization, making strategic decisions, and ensuring that our operations run smoothly. Through effective communication and strategic planning, the leadership team sets the direction for our company, guiding us towards our vision of minimizing food waste and promoting sustainability.

Marketing Team

Our dynamic Marketing Team is responsible for spreading the word about Green Market Sustainability far and wide. Led by our Marketing Manager, this team utilizes a combination of social media platforms, advertising campaigns, and client engagement strategies to raise awareness about our services and products. By staying up-to-date with the latest marketing trends and consumer preferences, our Marketing Team ensures that our brand remains visible and relevant in the market, attracting new customers and retaining existing ones.

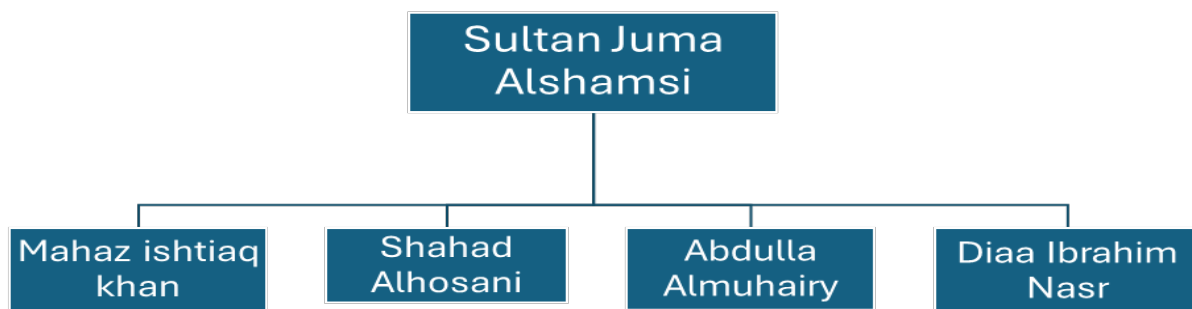
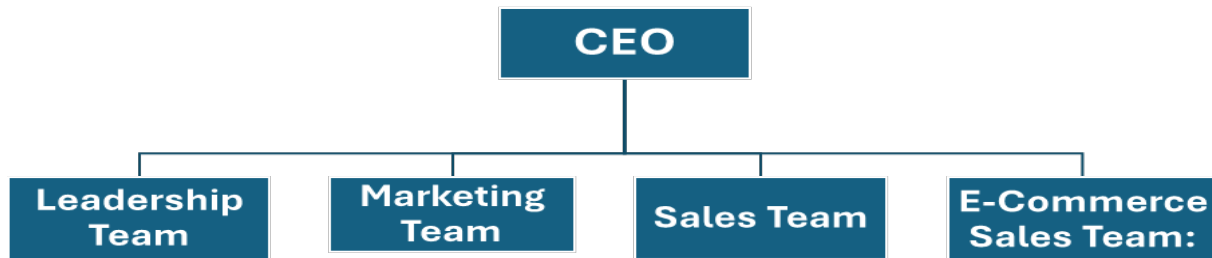
Sales Team

Spearheading our efforts to promote and sell our products is our dedicated Sales Team. With a focus on building strong relationships and driving revenue growth, our Sales Team works tirelessly to connect with clients and businesses, understanding their needs and offering tailored solutions. Led by our Sales Manager, this team sets ambitious sales targets, develops comprehensive sales plans, and handles any challenges or obstacles that may arise in the sales process. Through effective communication and strategic negotiation, our Sales Team drives our business forward, forging partnerships and generating revenue.

E-Commerce Sales Team

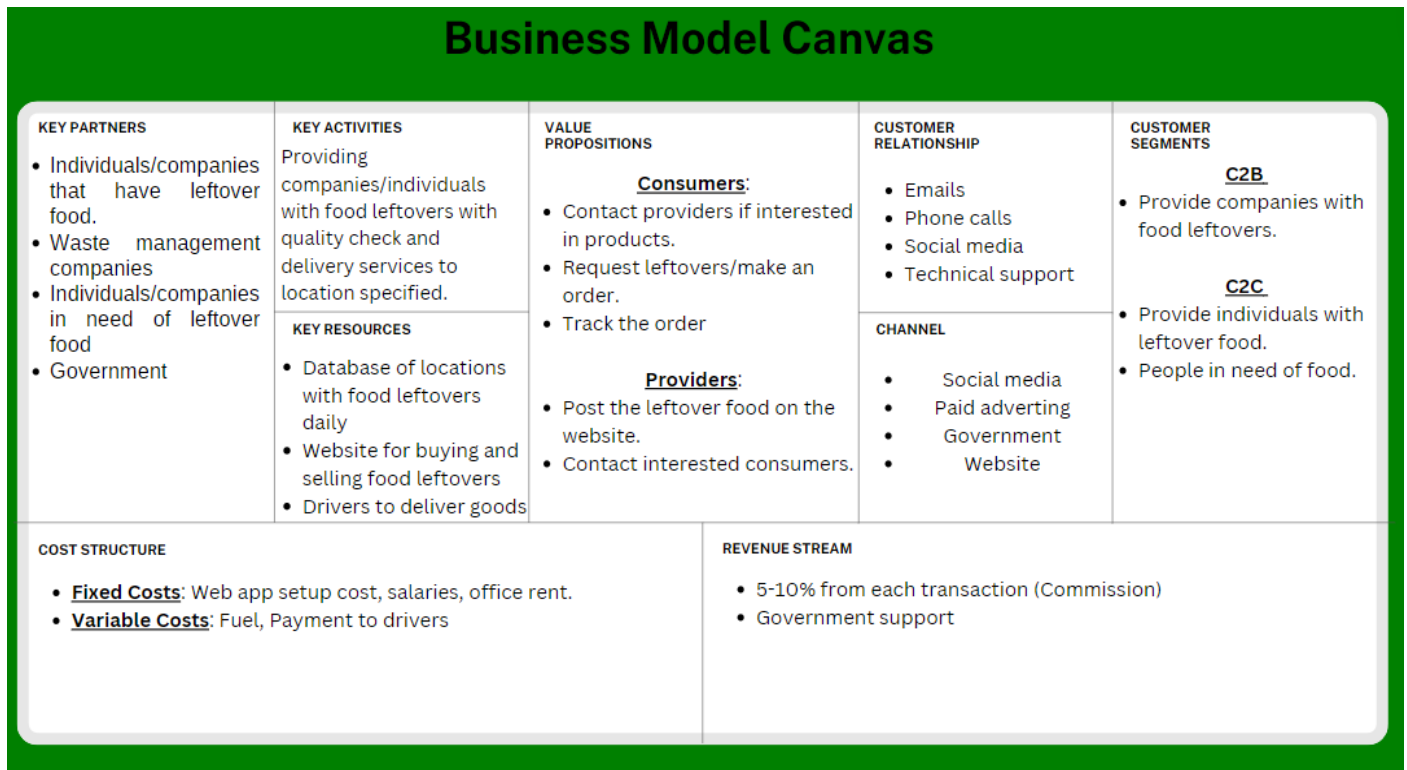
Driving our online food sales is our dynamic E-Commerce Sales Team. Comprised of digital marketing specialists, sales executives, and customer service representatives, this team is dedicated to maximizing sales and customer satisfaction through our online platforms. From managing our e-commerce website to executing targeted digital marketing campaigns, they ensure that our products reach a wide audience and drive revenue growth. Under the leadership of our E-Commerce Manager, this team continuously analyzes market trends, optimizes our online presence, and delivers a seamless shopping experience to our customers, fostering long-term loyalty and success in the competitive online food sales market.

Organization chart



6) Business model & Risk

As a middleman company we will be making revenue using the intermediation model, by providing an online service for consumers and taking commission for that service.



Risk	DeRisk
Losing data	Security team and solutions
Problems with the leftover food	A specialized team to inspect the food
The website going offline	Redundant servers and network devices.
Shipping address issues	Drivers get the contact information provided by the customer in case of any issues.

7)Financial plan

Financial planning is about making smart decisions with money. It's like creating a roadmap for your finances. You think about how much money you have, how much you spend, and what you want to achieve in the future. By planning ahead, you can save more, spend wisely, invest for growth, and protect yourself from risks. It's like having a game plan to reach your financial goals and make your money work for you.

As a group of five partners launching a startup, each of us will contribute 2,000 AED initially, resulting in 10,000 AED. After conducting market research and price analysis, we have determined that our product will be sold at 5 AED per unit.

Balance sheet

YEAR 1	
CASH RECEIPT	\$
Investment	10,000
fooditem in kilos	700
Sales (5 per unit)	3500
CASH EXPENDITURES	
FIXED COST	-3000
Business name registration	-500
Email registration (2 -years)	-400
Website registration	-6000
Internet	-2400
VARIABLE COST	
Cost of fooditem (per unit)	-31,700
Total Expenditure	-34,700

Income Statement

Sales (5 per unit)	3500
VARIABLE COST	
Cost of fooditem per unit	-31,700
Gross income	500
FIXED COST	
Business name registration	-3000
Email registration (2 -years)	
Electricity	
Internet	

○ Fixed cost = (business name reg + email reg + website reg + internet)

- Fixed cost = -3000 AED
- Variable cost = -31700 AED
- Expenditure = fixed cost + variable cost

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