**CRITICAL RECOMMENDATIONS TO SUPPORT SUSTAINABLE BUSINESS GROWTH**

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# 1. Introduction

Sustainability is one of the key aspects of business organisations. Sustainability is referred to as an effective integration of the health of the environment, economic vitality as well as social equity for maintaining healthy and resilient communities for a better future (UCLA Sustainability, 2024). This present assignment focuses on a case study of Tenschul, which aims at providing recommendations to the business for enduring sustainability in its operational activities.

# 2. Task 1

***Business Model Canvas***

It is one of the most crucial tools used by the organisations for managing and preparing strategies for the business (Dobrowolski and Sułkowski, 2021). It is helpful in describing, designing and informing the major aspects of the business. With reference to the given case study, the business model canvas has been prepared as follows:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Key Partners** | **Key Activities** | **Value Propositions** | | | **Customer**  **Relationships** | **Customer Segments** |
| * Suppliers * Retailers * Institutional partners | * Partnership * Marketing * Refilling dispensers | * Positive impact on the environment * Saving costs * Sustainability * Convenience to the customers | | * Engagement of the community * Self services * Education to customers | | * General customers * Retailers * Institutional customers |
| **Key Resources** | **Channels** | |
| * Partnerships * Consumer base * Brand image * Technological infrastructure | * Refilling stations * Online presence | |
| **Cost Structure** | | | **Revenue Streams** | | | |
| * Manufacturing cost * Maintenance cost * Logistic costs * Marketing costs | | | * Selling dispensers * Service fee * Sales of product | | | |

With respect to this prepared business model canvas, the major aspects of Tenschul are described as follows:

***Key partners:*** The suppliers, retailers as well as institutional partners are the major partners of this business. When the suppliers are taken into consideration, these supply the product such as personal care products to the refilling stations. Retailers such as Tesco, Boots are the major partners that help in establishing effective refilling stations. Apart from these, institutional partners such as University of Hertfordshire participate in various sustainability focused programs that help Tenschul to effectively carry out their operations.

***Key activities:*** Developing as well as maintaining the dispensers for refilling the products is the primary activity of Tenschul. Effective partnerships are also identified that helps in maintaining effective collaboration with other stakeholders such as suppliers, retailers and other partners. Marketing is another major activity used for promoting the activities being carried out Tenschul*.*

***Value propositions:*** While carrying out effective activities, Tenschul tends to provide significant value propositions to the customers. Firstly, due to the activities carried out by Tenschul, a positive impact can be observed on the environment, due to minimised use of plastic items and implementing reusing techniques for eliminating waste. Further, it allows the consumers as well as retailers to minimise cost by implementing refilling techniques. Apart from these, it can be said that Tenschul offers a sustainable business environment.

***Customer relationships:*** Tenschul maintains a good relationship with its customers by implementing self-services. In addition, various engagement programs are also conducted that help in educating as well as spreading awareness regarding the process and sustainability*.*

***Customer segments:*** The general consumers, retailers as well as institutional customers are the main segments of the business. These are also referred to as the crucial stakeholder for the organisation.

***Key resources:*** With respect to resources, Varadarajan (2020) opined that an organisation can take advantage from its resources by utilising the overall resources in a more optimal way. With respect to Tenschul, the major resources are the technological infrastructure, strategic partnerships with suppliers and retailers. Apart from these, customers are also regarded as the critical resource of this organisation.

***Channels:*** Refilling station is one of the most crucial channels used by the business to distribute its products. In addition to this, it allows the customers to easily access the refilling stations, where people can easily refill the containers with the personal care products. On the other hand, the business also uses its online presence. With respect to the online presence, it is identified that its online presence also allows the customers to gain information by the services provided by this business. In addition to this, customers are also likely to get information on the sustainability actions being implemented by the business.

***Cost structure:*** This business includes various types of costs. Some expenses are directly incurred and some are indirectly incurred (de Abreu and Rosslyn-Smith, 2021). With reference to this business, the cost structure comprises both direct as well as indirect costs. The included costs are: manufacturing cost, maintenance cost, logistic cost, and marketing cost. The manufacturing cost deals in the procurement of the personal care products. Maintenance costs deal in the overall maintenance of the business including machinery and other service-related items. Logistic costs include the cost of transportation of the final products to the consumers. It also includes the transportation cost incurred to attain raw materials. Marketing cost include the cost incurred by the business to attract and inform the customers about the products and services.

***Revenue streams:*** In order to ensure that the business is being carried out in an effective way, it is also important for a business to earn certain revenue. The revenue sources for this business are: the service fees, sale of the products and through sales of the dispensers. These sources allow the business to generate certain income that further allows the business to carry out their overall activities in an effective way and manage the overall expenses of the business.

# 3. Task 2

With respect to the business model canvas, it is stated that the model is static and mainly informs about the current processes as well as activities of the business. In order to gain significant advantage in the business, business leaders implement several strategies that help business to address various challenges and gain a competitive edge. However, in this discussion, a major focus is given to the customer relationships. In the context of customer relationships, it can be said that the relationship shared by the business with its customers, help shape the business its further customer-centric as well as overall strategic. According to Alshurideh (2022), customer relationship is referred to as the processes used by an organisation while engaging with its customers, which further helps in enhancing the overall experience of the customers. It is important for a business organisation to ensure that it maintains a quality relationship with the customers as it allows an organisation to gain success.

With respect to Tenschul, this company needs to develop its strategies that help the company in gaining a competitive edge. Thus, the business is required to focus on customer relationship, as it will help the company to gain a competitive advantage. While implementing customer relationship strategies, it is important to conduct significant assessment regarding the current scenario of the customer relationship between the company and customers. In the words of Gil-Gomez et al. (2020), the relationship with customers allows the company to maintain and enhance loyalty. It also allows the customers to purchase repeatedly and helps the company to carry out indirect marketing activities.

With respect to Tenschul, following are some of the major options that have been recommended to this company for a sustainable growth. However, in order to provide recommendations, critical assessments are required to be carried out with respect to the current scenario of the customer-company relationships.

In this regard, the first and foremost, it is identified that the company implements a self-service model. With respect to this model, the business organisation, mainly allows the customer to access the services by putting in their personal efforts for accessing the services (Diem et al., 2021). In the context of this business, the customers can fill the containers with the products on their own. These services are provided at various refilling stations, which allow the customers to access the product through self-service model. In addition to this, the business is also found to be carrying out effective engagement programs for the customers. In the context of Dastane (2020), customer engagement, the company is found to be carrying out various activities that help the business organisations to enhance the loyalty and increase the repeated purchases. In addition to this, an effective engagement with the customers allows the customers to gain several advantages. With respect to this organisation, it is found that Tenschul carries out customer engagement activities by implementing several activities that help the customers to gain information on sustainability.

The above part of this discussion informs about the current state of the customer relationship of the company. It is found that the strategies implemented by Tenschul focuses on SDGs, and mainly emphasise SDG 11-sustainable cities (Sustainable Development, 2024). This SDG focus on sustainable development in the community. Considering the given case study, the strategies and business actions implemented by Tenschul focuses on minimising waste and ensuring sustainable development of communities as well as cities. Thus, in this context, the following options are recommended for the company that would allow this business organisation to enhance its customer relationships.

Firstly, it is recommended to implement personalised services to the customers. It will help the company to enhance the overall satisfaction of the customers. By providing personalised services to the consumers the company would be able to address the individual needs as well as preferences (Natiqa et al., 2022). The company is required to implement customised products as well as services to the customers while taking feedback from them such that customisation can be done in an effective way. However, personalised services include a major challenge in terms of resources (Hayati et al., 2020). Therefore, the company is required to ensure that it has all the major resources to collect as well as analyse the feedback from the consumers. This strategy aligns with the technology acceptance model. According to Aljarrah et al. (2016), this model informs how users are encouraged to use as well as accept novel technologies. With reference to this strategy, the business needs to implement an innovative mechanism for collecting information from the customers. The consumers would be informed about the innovative technique implemented by the business and the way these consumers can use this technology. Thus, allowing the customers to use the novel technology and provide information as required by the company, eventually assisting the business and helping customers to feel more valued.

Secondly, it is recommended to enhance its current channels for communication. Communication is one of the most crucial aspects in an organisation that helps in enhancing the overall relationship maintained by an organisation with its consumers as well as other stakeholders (Khoa, 2020). Therefore, it is recommended to the company to implement a better communication channel such as through social media platform and mobile applications. These channels will help the consumers to gain information on a regular basis. Apart from that, it will also allow them to get engaged with the company. The company can also use these platforms for providing the tips on a regular basis to the customers, whenever there is a new launch of the product or services. On an overall, it will allow the customers to maintain a good relationship with the customers and also endorse the overall relationship with the customers. It is further recommended to the company to collect feedback from the consumers. It will help the company to address the concerns faced by the consumers with respect to the product or services (Khan et al., 2022). In addition to this, it will also allow the customers to feel more valued as well as engaged with the company.

These are some of the major recommendations that would allow the company to enhance its current state of relationships with its customers. However, while implementing these strategies it is required to be ensured by the company that these strategies align with the overall values of the organisation. In this context, the company must ensure that the recommended strategies align with the sustainability initiative implemented by the company. It will allow the company to accomplish its values in a long run, and also ensures an effective customer engagement within the company. All these aspects are crucial for the growth as well as success of the company.

All these strategies are further found to be associated with the TBL framework, where the company intends to focus on the three major aspects such as social, financial and economic (Zaharia and Zaharia, 2021). With the implementation of this theory, the business would be able to endorse social aspect by providing value to its major stakeholders- customers. Concerning financial aspect, the business would be able to gain financial gains through these strategic recommendations. Above all, economic aspect deals in sustainability. The overall actions focus on endorsing sustainability. Thus, addressing all the three major factors of this theory.

# 4. Conclusion

On an overall, it is concluded that sustainability plays a vital role within an organisation. The key activities of the company determine that the company endorses sustainability. Thus, it is recommended to the company to ensure that the implemented activities are sustainable for an effective growth as well as success in the country.

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