

BUSINESS CASE	
<b>Proposed Project</b>	Sustainable Guide: a mobile application that will provide a list of eco-friendly skincare products and awareness on possible impacts of their choices on planet.
<b>Date Produced</b>	February 10, 2021
<b>Submitted By</b>	Sana Khan
<b>Background</b>	As studies and scientific research on sustainable environment is growing, more organizations are putting their effort to play their role in UN sustainable development goals. This also resulted in production of green/ethically safe products by many companies, but the lack of awareness among consumers has minimized these efforts.
<b>Business Need/ Opportunity</b>	In order to resolve the above mentioned issue, a community platform is required to provide knowledge regarding sustainable development, promote organizations that are contributing towards sustainable production and consumption goals and compare the impacts of these products with others.
<b>Options</b>	<ol style="list-style-type: none"> <li>1. Application allowing organizations to promote their green products, providing eco-friendly facts for people and receiving consumer feedback from consumers to help specified producers improve their quality in future.</li> <li>2. Knowledge based website containing research and facts relevant to environmentally safe goods along with latest eco-friendly products launched by random organizations.</li> </ol>
Cost-Benefit Analysis	

Option 1	Option 2
<b>Cost:</b> <ul style="list-style-type: none"> <li>• Requires more technical and design skills</li> <li>• More time towards development</li> <li>• Potential of reduced quality due to incompatibility with devices</li> </ul>	<b>Cost:</b> <ul style="list-style-type: none"> <li>• Potential of reduced quality as final impact might not be able to meet the expectations</li> <li>• Advance content management</li> </ul>
<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Potential increase in eco-friendly product and knowledge recognition</li> <li>• Portability</li> <li>• Interactive design</li> <li>• Easy to use</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Potential increase in relevant knowledge of environmentally safe goods</li> <li>• Less complex design</li> </ul>

Recommendation
Option 1 is more likely to achieve the desired goal of this project because of its portable and interactive features.