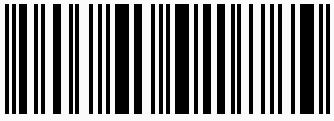


WHERE FASHION MEETS SUSTAINABILITY



Verdea



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About Us.

INTRODUCTION

Verdea is a forward-thinking company founded on the belief that sustainability and innovation must go hand in hand to build a better future. Our products are crafted from old clothes that can still be used, giving another purpose to those garments by transforming them into something new, to help reduce the 92 million tonnes of textile waste produced every year. As our company grows, we strive to innovate and produce more sustainable products that continue to align with our mission. The name Verdea comes from the words verde (green) and idea, symbolizing our commitment to bringing fresh, innovative, and eco-conscious solutions to the world's growing environmental challenges.

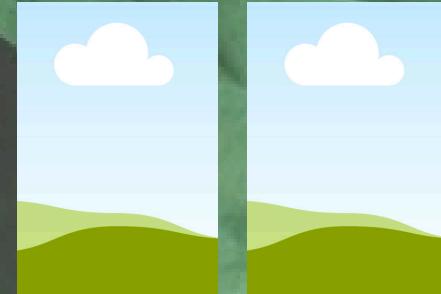
At Verdea, we operate between creativity and sustainability, specializing in upcycling textiles to create unique, environmentally friendly products. Our products are meticulously designed to minimize waste and maximize efficiency. By bringing new life into discarded materials, we not only reduce landfill waste but also embrace a culture of reuse and recycling.

We recognize that the future of our planet depends on the actions we take today. That is why we are dedicated to creating smart solutions—products and services that are not only efficient and practical but also aligned with the principles of environmental responsibility.



Verdea
SMART SOLUTIONS, SUSTAINABLE
WORLD

Guided by our slogan, "**Smart Solutions, Sustainable World**," we go beyond offering short-term fixes. We aim to create long-lasting change by fostering innovation that reduces carbon footprints, conserves resources, and promotes circular economies. Our projects and partnerships are rooted in collaboration, innovation, and a deep respect for nature—ensuring that every initiative contributes to a healthier, more resilient planet.



VISION AND MISSION OF THE COMPANY

THE ESSENCE *of the* COMPANY

VISION

To become one of the world's most recognized and trusted brands for innovative, ethically-made, and eco-friendly bags that seamlessly blend style with purpose. We aim to lead the fashion industry toward a future where sustainability is not an option but a standard, crafting products that respect the planet and empower communities.

MISSION

Our mission is to create, manufacture, and supply high-quality environmentally friendly bags that minimize environmental footprints, encourage sustainable living, and enable communities to make greener choices demonstrating how fashion can be both fashionable and responsible.

VERDEA
NUVIDA

NuVida



BY VERDEA

The name **NuVida** comes from the mix of the words 'new' and 'vida' which means "**life**". It symbolizes the new life given to old and unused fabrics and clothes. Similar to Verdea, which merges "verde" (green) and "idea," NuVida carries the same mission of sustainability and innovation. This name embodies the idea that old materials can be reimagined into something new, useful, and eco-conscious. It also serves as a reminder that small actions like opting a tote bag made of up-cycled materials can help build a smarter and greener world.

NuVida Tote Bag

The **NuVida Tote Bag** is an eco-friendly product made from recycled materials such as denims and old clothes that would otherwise go to waste. These textiles are carefully repurposed and turned into strong and stylish tote bags instead of throwing them away. NuVida is designed to be sustainable and practical, offering a better alternative to traditional plastic and cotton bags.

Crafted with Verdea's commitment to sustainability and innovation, the aim is to introduce a product that is more than just an accessory but a statement about living consciously. Every piece is made to help reduce textile wastes, conserving our resources, and give clothes a new life in a cycle.

Products & Services

Features:

This business plan provides a comprehensive analysis and market opportunity for recycled denim tote bags as a sustainable product. It details the process of transforming discarded jeans/clothing and other textiles into durable, fashionable tote bags. The study includes a technical evaluation of material properties, such as tensile strength and colorfastness, as well as an assessment of the environmental benefits compared to conventional cotton tote bags.

Furthermore, it explores various design, consumer demand, pricing strategies, effective marketing approaches for this eco-friendly alternative to conventional bags and manufacturing techniques to optimize product quality and minimize waste. It also evaluates the potential for creating a circular economy model through textile recycling and local production.

When it comes to the services or how this product will be delivered in the market, it plans to be traditionally sold to the target market and make a page to post it online and promote it in electronic platforms for it to be known by many. It also plans to have a service wherein the consumer will be able to customize the tote bag based on their preferences, likes, or designs of choice.



Unique Benefits of Verdea's Product

Durable, customizable, and environmentally superior tote bag that transform textile waste into customer value.



Customer Benefits

Verdea is dedicated to creating and distributing high-quality, recycled tote bags that appeal to environmentally conscious consumers. A core element of this business plan is to minimize environmental impact by offering a sustainable alternative to conventional cotton tote bags. The company will focus on optimizing manufacturing techniques to ensure product quality and minimize waste, while also implementing effective marketing strategies to highlight the unique benefits of the product.

The business model supports a circular economy by promoting textile recycling and local production, offering customers a product that aligns with their values and contributes to increasing consumer demand for an eco-friendly and more sustainable future.

Unique Selling Proposition

When it comes to the uniqueness of the product, Verdea aims for sustainable materials and durable quality of tote bags different from the common tote bags that are used nowadays. It is conventional since the consumer can do customization based on their likes and designs that they wanted to add. It can make the seller have open communication with the consumer and that can build strong connections and trust with each other.

RATIONALE



THIS IS
WHY WE
SHOULDN'T
CARE

I. REDUCE TEXTILE WASTE PRODUCED EVERY YEAR

Our business exists to tackle the huge problem of old clothes and fabric scraps that are thrown into landfills every year. This massive amount of trash harms our environment, and our primary reason for being is to cut down on that waste.

2. REPURPOSING THESE WASTE (TURNING THEM INTO SOMETHING NEW)

This is how we fix the problem in the first point. Instead of letting fabric go to waste, we collect it and give it a second life by transforming it into brand-new, durable tote bags. By repurposing the waste, we keep it out of the trash and avoid using fresh resources to make new materials.



3. MINIMIZE WASTE, MAXIMIZE EFFICIENCY

This is about how we run our operations. Even as we use old materials, we make sure our own production process is very smart and lean. We design our cutting and sewing to use almost all of the fabric we have, so we don't create new trash. This makes our commitment to reducing waste even stronger.

4. HELP THE COMMUNITY, ENVIRONMENT, AND MORE...

The good work we do has a wide impact. We help the environment by directly reducing pollution and saving resources. We help the community by supporting local production. And we help our customers by giving them a product that is both high-quality and an easy way for them to support a cleaner, more sustainable world.



BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> - Local Community - Local Tailors - Fabric/Textile Suppliers - Logistics 	<p>Production:</p> <ul style="list-style-type: none"> - Product Testing - Supply & Inventory Management <p>Selling:</p> <ul style="list-style-type: none"> - Market Research - Marketing & Promotions <p>Post Purchase:</p> <ul style="list-style-type: none"> - Feedback Gathering <p>KEY RESOURCES</p> <ul style="list-style-type: none"> - Reusable Materials - Staff - Suppliers - Machinery 	<ul style="list-style-type: none"> - High Quality & Durable - Stylish & Customizable Designs - Lightweight Designs & Comfortable Handles 	<ul style="list-style-type: none"> - Eco-friendly Engagement Strategies - Sustainable Marketing Approach - Verdea Brand Promotion 	<ul style="list-style-type: none"> - Eco-conscious consumers - Students & Young Professionals
COST STRUCTURE			CHANNELS	
<ul style="list-style-type: none"> - Marketing & Promotion - Fixed Costs - Raw Materials Supply 			<ul style="list-style-type: none"> - Direct Selling - Online Platforms 	
REVENUE STREAMS				
<ul style="list-style-type: none"> - Sales of Bags 				

Bawal Taytay

08

Key Partners

Local Community

The community of Taytay, Rizal supports the business by donating textile and fabrics through nearby donation centers, buying tote bags, and promoting them through word of mouth. This helps the business strengthen customer loyalty and increase brand awareness. Sourcing materials from local suppliers in Taytay, Rizal also reduces transportation costs, allows faster delivery, supports the local economy, and maintains consistent product quality.

Local Tailors

Verdea's local tailor, Ms. Lisa Hernandez, provides the skills needed to create well-made tote bags and assist in every step of the production process. Her craftsmanship helps the business maintain high quality products and offer unique designs that reflect both creativity and sustainability.

Fabric/Textile Suppliers

They supply the raw materials needed for production. This helps the business ensure that tote bags are always made with good quality fabric and that there's a steady flow of materials.

Logistics

They handle the delivery and transportation of Nuvida tote bags. This helps the business reach customers on time and keep them satisfied by receiving products in good condition.

Key Activities

Production (The process of turning raw materials into tangible products prioritizing quality, sustainability, and profitability, for customer satisfaction)

- Product Testing
Implementing quality assurance processes to inspect and test products during and after production to check for product defects and making necessary actions ensuring that products meet quality standards.
- Supply and Inventory Management
Monitoring the inflow of raw materials, and the production of finished products. This ensures that there is no scarcity or overproduction in the supply of raw materials and finished products.

Selling (This is where the product is released to the market, and making sure that the product is profitable)

- Market Research
This is done by conducting thorough research to understand market trends, consumer preferences, and competitive landscape. This helps the business to identify its target market, consumer needs, and determine the business' distinction from its competitors.
- Marketing and Promotion
Producing engaging marketing contents by leveraging the use of different marketing platforms to raise brand awareness.

Post Purchase (This is when Verdea looks for consumers' criticisms or suggestions about the product so that the company can make improvements and better meet the demands of its customers.)

- Feedback Gathering
Enhances customer satisfaction and loyalty by showing that the company values their input. Feedback can also provide valuable insights for future product improvements and innovations.

Value Proposition

High-Quality and Durable

Bags are built to last, reducing the need for single-use bags and minimizing waste to extend product lifespan.

Stylish and customizable designs

By fusing fashion with functionality, Verdea provides an environmentally friendly option without compromising on personal expression. This blend of complementary elements makes the product not just convenient for everyday use but also effective means for expressing creativity, identity, and eco-awareness.

Lightweight designs and comfortable handles.

Bags are designed with lightweight materials and comfortable handles, making it easy to carry even when filled, which enhances user comfort during daily commutes, shopping trips, or long journeys.

Customer Relationships

Eco-Friendly Engagement Strategies

Engage with customers through social media campaigns highlighting eco-friendly features and stylish design inspiration.

Sustainable Marketing Approach

Collaborate with eco-friendly events raising awareness for environmental causes and influencer partnerships highlighting our bags in everyday life and to showcase our mission.

Verdea Brand Promotion

Providing content that highlights the environmental benefits of Verdea's bags, its sustainable materials, and Verdea's story and production processes, featuring customer experiences and feedback.

Key Resources

Reusable materials

Reusable tote bags are often made from durable and eco-friendly materials that ensure long-lasting use while reducing environmental impact. Common options include cotton or canvas, which are natural, strong, and washable, making them ideal for everyday use.

Staffs

Staff bring the knowledge, skills, and experience necessary to achieve goals and deliver quality services. Unlike physical assets or technology, employees contribute creativity, problem-solving, and decision-making abilities that drive innovation and continuous improvement. Their performance directly impacts productivity, customer satisfaction, and the overall success of the organization.

Suppliers

Suppliers provide the raw materials, products, and services needed to sustain operations and meet customer demands. A reliable supplier ensures consistent quality, timely delivery, and cost efficiency, which directly affect the organization's productivity and competitiveness.

Machinery

Machinery enables efficient production, consistency in quality, and large-scale output that human labor alone may not achieve. With the right machines, businesses can reduce production time, minimize errors, and lower operational costs, leading to improved productivity and competitiveness.

Customer Segments

Eco-conscious consumers

Eco-friendly consumers are one of the primary customer bases for reusable tote bags. Such consumers are well attuned to environmental problems like plastic waste and global warming. They opt for sustainable options and are inclined towards using reusable bags over disposable plastics. This consumer base constitutes the primary target market since they willingly look for environmentally friendly products that resonate with their values.

Students and Young Professionals

Another crucial segment consists of young professionals and students. Tote bags are not only convenient for holding books, laptops, and personal accessories, but are also stylish and multi-purpose. This segment appreciates the functionality and style aspect, making tote bags a desirable daily accessory.

Channels

Direct Selling

Verdea can directly sell its NuVida Tote Bags through pop-up booths, local bazaars, and eco-conscious retail shops. Customers can see, touch, and appreciate the quality of the bags in person by having a small physical store or collaborating with sustainable boutiques.

Online Platforms

An online store and social media pages (Facebook and Instagram) will be the primary platforms for marketing of the products and sales. These platforms allow Verdea to reach a wider audience and to target the younger tech savvy market who spends most of their time shopping online. Customers can also use these online platforms for the customization service where they can request customized tote bags (choosing styles, fabric, or embroidery) making the buying experience more personal and unique.

Cost Structure

Marketing & Promotion (Social media ads, posters, and promotional events.)

Expenses for social media advertisements, posters, and promotional events are necessary to reach customers. These efforts allow the business to build brand awareness and attract a wider market.

Fixed Costs (Rent for workspace, equipment, and utilities.)

The business also incurs fixed costs such as workspace rent, utilities, and equipment maintenance. These expenses remain consistent regardless of sales volume and are essential for ensuring continuous production and operations. A workspace will be rented at Molmisa Workspaces located along Ortigas-Cainta Extension provides the business with a convenient and visible location where major landmarks such as SM East Ortigas and Cainta Municipal Hall are near. This makes it easier to reach our target market of students and young professionals.

Raw Materials Supply (Fabrics, threads, embellishments, and adhesives)

Expenses for raw materials such as fabrics, threads, embellishments, and adhesives are essential for the production of the NuVida tote bags. These supplies ensure that the products are durable, well-designed, and appealing to customers. Consistent access to quality raw materials is necessary to maintain smooth production and meet customer demand.

Revenue Streams

Sales of bags

The revenue that will be applied in this business will be coming from the sales of bags that will be generated in every transaction.

COMPETITOR PROFILE



Retaso

SUSTAINABLY REPURPOSED
MANILA, PH

Looking for a solution to textile waste, Retaso, whose name means “scraps” in Filipino, seeks to find value and purpose in what has been discarded. By refining, upcycling, and repurposing textile scraps, Retaso transforms these materials into sustainable and environmentally friendly products that can be used every day, with a particular focus on bags.

The initiative was founded by Tasha and Bella Tanjutco in 2019 to address the growing textile waste problem in the Philippines. Each product is crafted from 98-100% recycled plastic, as Retaso partners with various local brands and designers to help reduce the textile waste that might otherwise end up in our oceans. As the initiative has grown into a social enterprise, it is now managed by Natasha Soriano and Hannah Garcia.

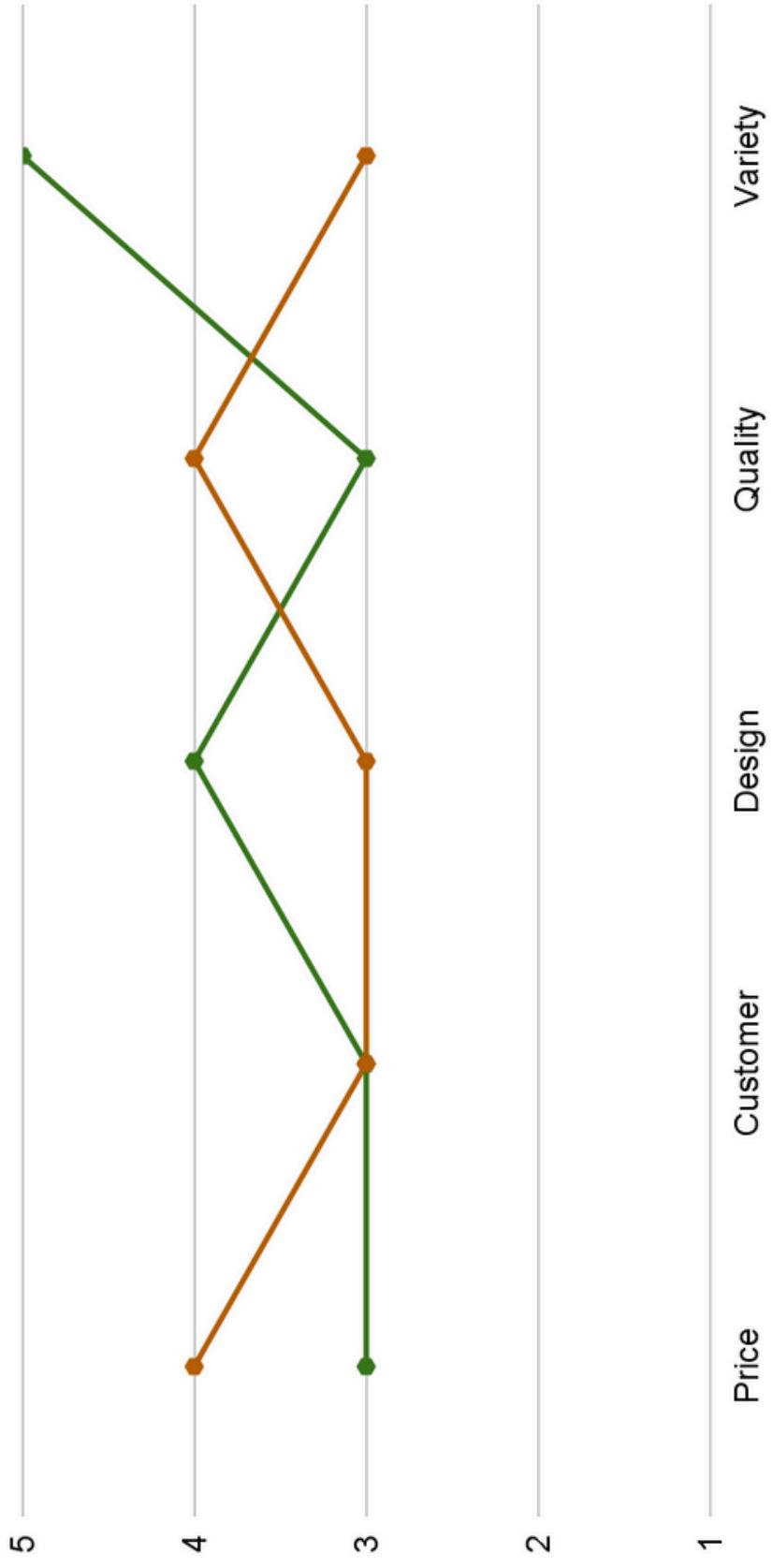
Globally, only 1% of textile waste is recycled. With fast fashion ranking as the second-largest contributor to pollution after oil, Retaso strives to raise awareness, inspire action, and offer solutions to textile waste. Additionally, the enterprise promotes sustainability by upcycling excess local fabric and supports fair trade and empowerment for local Filipino seamstresses and brands, who play a crucial role in crafting their products.

STRATEGY

January

Points scored

Verdea Retaso



Design

Verdea offers a wide range of sustainable bags, carefully crafted to ensure exceptional quality and durability. Despite their good product quality, Verdea is committed to keep their prices reasonable and accessible, making their products an ideal option for students and young professionals seeking both style and sustainability.

Retaso's products are from upcycled excess local fabric that aims to lessen the textile waste and may end up in our oceans. By collaborating with local seamstresses, Retaso not only helps to mitigate environmental impact but also supports local economies. This approach appeals to consumers who are willing to pay a premium for the added value of supporting sustainable practices and contributing to community welfare.

Our Journey

The sustainable Tote Bags by **Verdea** targets eco-friendly consumers who opt for sustainable options and are inclined towards using reusable bags over disposable plastics. These customers are also willing to look for environmentally friendly products that resonate with their values.

Retaso's target customers are environmentally conscious individuals and organizations who are concerned about textile waste and pollution. They are likely to value sustainability, fair trade, and local empowerment. These customers may include eco-conscious consumers, supporters of upcycling and sustainable fashion, and those interested in supporting local Filipino seamstresses and brands.

Design

Verdea

Verdea products combine sustainability and creativity to provide eco-friendly solutions while promoting environmental awareness. They specialize in transforming old clothes and fabrics into stylish, durable tote bags that reduce textile waste and encourage sustainable living. Verdea offers these products to deliver functional and fashionable options made with upcycled materials, showing how innovation and responsibility can go hand in hand. Their tote bags not only support a greener planet but also empower customers to make mindful lifestyle choices. With customizable and high-quality designs, Verdea gives consumers the freedom to express their style while caring for the environment. Through this, the brand builds a strong connection with eco-conscious individuals who value practicality, purpose, and planet-friendly fashion.

Eliminate, Raise, Reduce, Create

Guide

ELIMINATE

Eliminate the unnecessary costs to improve pricing value perception - Verdea should realize the price gap with Retaso. In the strategy canvas, it describes the value of elements from low to high value. Since Verdea's score of 3 is lower than Retaso's 4, it implies that Verdea is too costly compared to its competitor, which gained better value for money.

Eliminating unnecessary costs will lower the price and enhance its perceived value, bringing it closer to that of the competitor.

RAISE

Strengthen great design to maintain high position - As Verdea is stronger than Retaso in terms of design, it still needs to maintain its position through brand improvement by making the products not only beautiful but also more efficient and practical than before.

Quality and Durability of Products - Since Verdea is focused on eco-friendliness, it should elevate the quality and durability of the products to strengthen its competitive advantage over Retaso. Although Retaso emphasizes creativity and sustainability by making use of patchwork scrap fabrics, the various product levels of quality may depend on the scraps available at the time. On the other hand, Verdea can elevate quality by knowing that every bag will be made from quality products and last a long time.

REDUCE

Reduce or limit the variety of materials used in the products - It is important to choose the right materials that should be good in order to make the product. Do an inspection first to the materials that are going to be used for the production of goods. Limiting the variety of materials can make the quality of the product consistent and assured that it will be well made.

CREATE

New Market and Local Empowerment - To be a leading tote bag brand like Retaso, Verdea should create a new market for sustainable, eco-friendly bags that appeal to environmentally conscious individuals and organizations. Make a difference by building durability testing, comfort design, and eco-certifications into its brand promise. Also it should create opportunities for local seamstresses and artisans to contribute to sustainable fashion practices and support local economies.

