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BSIT - 501

September 5, 2024

01 Laboratory Exercise 1 - ARG

**Business Name**

PeakGoods

**Preferences:**

• Target community

Environmentally aware customers who place a high value on sustainability and lowering their carbon footprint. Gen Z and Millennials are more inclined to promote ethical and green products. Urban residents searching for easily accessible sustainable living supplies.

• Incorporated social values

Environmental sustainability involves giving priority to products made from recycled materials, biodegradable goods, and environmentally friendly packaging. Ethical sourcing involves ensuring that all products are sourced from businesses that refrain from exploitation and follow fair trade practices. Community support involves collaborating with nearby small businesses or artisans who share eco-friendly values.

• Target end users

Those who use zero-waste products, sustainable home goods, or reusable bags as ways to lessen their influence on the environment. Families that want to live more environmentally friendly lives. Individuals in their twenties who wish to incorporate sustainability into their hectic lives.

• Related governance

Respect for environmental regulations, Following the rules on recycling, waste management, and product safety. Transparency, giving clients clear information about the source of products and sustainable practices. Verifying that products possess pertinent certifications, like those for organic farming, fair trade, or carbon neutrality.

• Incorporated social culture

Green living culture, promoting a style of life that has less of an impact on the environment through education and awareness-raising. Minimalism: Endorsing uncomplicated, clutter-free life through long-lasting, premium products. Local and global community, establishing links with local and worldwide networks to promote and assist environmentally friendly actions.

• Possible social impacts

Decreased waste, motivating buyers to select goods that cut down on single-use plastics and other trash. Raising public awareness: Teaching people the value of sustainability and the consequences of their purchase decisions. Economic support, encouraging regional economies by aiding small companies and craftspeople.

• Employee qualifications

Sustainability knowledge, Workers should be knowledgeable about environmentally friendly procedures and sustainable product requirements. Proficiency in customer service, Capacity to instruct clients on the advantages of products and eco-friendly measures. Proficiency in digital marketing: Capabilities to advertise environmentally friendly items on social media and other online platforms.

• Scale of outreach

Local to global as a business expands, it will first concentrate on local markets before progressively reaching out to worldwide clients. Online presence: Making use of social media and e-commerce sites to reach

• Possible social benefits

Encouraging sustainable living, by offering environmentally friendly products, the company contributes to a reduction in the overall impact on the environment and motivates more individuals to adopt sustainable decisions. Creating a culture of responsibility and increasing knowledge of the value of eco-conscious living are two ways to build community awareness. Creating green jobs possibly opening up jobs in sustainability-related fields including product sourcing, shipping, and customer service.

