***BUSINESS PLAN FOR AN EDUCATIONAL WEBSITE***

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**Executive Summary**

The website aims to educate people on how they can help the Earth and lessen their environmental impact by accomplishing one task each week for 52 weeks. The tasks are simple and will show people how easily they can in their world. The revenue stream for this website will come from commissions on recommendations of Earth friendly products that fit with our weekly tips.

**Company description**

The company will conduct simple weekly tasks to teach people how they can help the environment and lessen their personal environmental impact. Generating lots of income isn't the primary goal for this business. The company will be completely public as the objective is awareness and education.

**Market analysis**

We will need to focus on link-building, search engine optimisation, and word of mouth to spread the word about our website and email tips. Keep other expenses low to make achieving profitability easier. Since it is a new company we have no existing shareholders, an IPO will be issued.

**Service or product**

The website will include various courses, educational videos, interactive sessions,

QnA etc. The material will mainly consist of Geography, Environmental Science and basic general knowledge.

**Marketing and sales**

The strategy of One Week at a Time is to perform the fallowing tasks to achieve our goals:

* We aim to market the site using search engine placement, links, pay-per-click advertising and word of mouth All effective and cheap ways to build an audience.
* We aim to build trust with our users so they will buy the products we recommend.
* We aim to keep our expenses extremely low to make profitability easy to achieve.
* We have no immediate plans to hire any additional personnel, and would only do so in the case that the business really took off and new revenue opportunities were created.

**Funding strategy**

Our only expenses consist of marketing website hosting, and one salary starting in be cut if necessary, since generating lots of income isn't the primary goal for this business. We’ll be looking for investors and expecting 10 Lakhs as initial capital.

**Social impact**

We are expecting a positive social impact through our website as positive awareness and education is our most important goal. We expect the website will attract many people as a lot of talk about the environment and climate change is already going on in the industry.

We also might have support of social reformers because reaching them in today’s time is not so difficult.