

Student 6: High Not Achieved

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Company Name	Vinobright
Product	Wine bottle lamps
Business plan contents	Executive summary (vision statement, SMART goals, business plan highlights), innovation and sustainability, directors, stakeholders, communication, marketing, finances, internal controls, operations, quality management, health and safety
Consultation	Ms WP technology teacher on production matters; Mr WT, school kaumatua on Maori designs, Mr MS sign writer on applying designs to bottles

Space does not permit Business Plan extracts beyond the standard's focus areas of innovation and sustainability to be shown in this Exemplar.

BUSINESS PLAN EXTRACTS

Company innovation

Vinobright's product is a regular empty wine bottle that has been turned into a unique outdoor lamp. Our product is innovative as we have taken a recyclable good and have transformed it into something completely different. By adding fairy lights into the bottle by drilling a hole in the bottom, we are able to use the bottle as a light reflector, creating a lamp. We are also able to use glass frosting to create Maori patterns on the glass, giving each bottle a unique cultural aspect. By using fairy lights that are battery powered instead of a wall plug, customers are able to transport their lamp to any position they require.

After looking online and finding competitors that sell similar products to Vinobright, we have come to the conclusion that our production method is unique. Being innovating and creative is very important to Vinobright as our main competitors have more advantages than us in the market.

Sustainability

- Economic

We are making certain that economic sustainability is being practised by constantly checking that short term costs are regularly taken care of and that the income is always higher than the expenses. Monitoring these economic factors will prevent monetary problems for the business. Vinobright aims to create a product that is successful enough in the market to provide a steady cash flow and offset costs. The main economic goals of the business are as follows:

 6. To break even as soon as possible
 7. To sell 230 units by the end of September
 8. To make a profit of at least \$900 by the end of September
 9. To avoid debt throughout the year in order to have a greater chance of being sustainable into the future
 10. To sell our business idea by November
- Environmental

Vinobright is using repurposed wine bottles to create its product. As these are made of glass they are completely recyclable, therefore making the main component of our product environmentally sustainable. The rest of our components may not be fully recyclable but they are sustainable in nature. This is illustrated by Vinobright's choice to use an LED light source inside the lamp over conventional (filament or gas) lighting. LEDs are sustainable due to their excellent life span and lumens to size ratio (very bright yet very small). The business's main environmental goals are:

 4. Minimise waste produced by Vinobright throughout production, packaging and sale of the product
 5. Prevent landfill and unnecessary dumping of otherwise recyclable material (e.g. the wine bottle) by other parties by repurposing it (lamp)
 6. Promote awareness of how the product repurposes waste bottles
- Social

Vinobright is going to donate 25% of its profit to a charity called Solar Aid which provides access to solar lights in some of the most remote regions of the world and is building a movement to eradicate kerosene lamps. We have decided to donate profits to Solar Aid as they supply lights to people in Africa and we thought that this would be good as the main focus for our business is to provide lighting to customers. Every \$6.24 we donate will provide two solar lights for the people in Africa.
- Cultural

Vinobright's main cultural goal is to make customers aware of New Zealand's cultural heritage. To achieve this we will be incorporating Maori designs onto the sides of each wine bottle lamp and thus promote awareness of the Maori

culture. By giving customers a reminder of the Maori culture's significance and place in New Zealand society, Vinobright hopes to preserve the recognition of Maori culture for future generations.

LINKS BETWEEN INNOVATION AND SUSTAINABILITY AND ASPECTS OF PLANNING

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5. Competitor analysis – two similar products were seen at the XXX Market and YYY Night Market. One was almost identical to Vinobright product therefore the directors decided to apply the frosted adhesive containing the Maori design cut-out.
6. Suppliers – identified a local restaurant who would supply empty wine bottles, contributing to the goal of avoiding debt. Rob's father, a sign writer, agreed to donate the sheets of frosted acetate needed to apply the Maori designs to the bottles, again contributing to the goal of avoiding debt.
7. Promotion – the restaurant supplier of the empty bottles would use the Vinobright lamps on their restaurant tables, along with a business card promoting the business and raising awareness about the environmentally friendly nature of the lamp.
8. Quality control – operations section reveals that the final drafts of the Maori designs on the acetate sheets were approved by the kaumatua prior to the production run, to ensure cultural sensitivity.

EXTRACTS FROM STUDENT 6's REVIEW

Innovation

Our putake was to recycle wine bottles into lamps and we achieved this goal. We produced and sold repurposed wine bottles that had LED fairy lights inside them and Maori designs cut from frosted acetate applied to the bottles. We got very good feedback about our product with many people at markets saying they had never seen anything like it before. This made us think that it really was innovative.

Sustainability

- Economic outcomes
We managed to break even as soon as possible.
We did not sell the 230 units we hoped to but instead sold 170.
This meant that the profit made was \$250 less than we had planned. I believe this profit was made because we had a good work ethic and respected each other. We were organised and didn't have too many disagreements.
We were pleased to achieve the goal of not incurring any debt.
We did not manage to sell our business idea but hope to remain a sustainable business by continuing to sell our product to restaurants and consumers.
- Environmental outcomes
Our business proved that it is possible to take something that is just going to be thrown away and by spending just a little money on some fairy lights, produce a really good looking lamp that customers want to buy. By selling 170 lamps that was 170 bottles that didn't go into landfill. We didn't had to use fancy packaging either. Customers were quite happy to get their lamps wrapped in newspaper.
- Social outcomes
We donated 15% of the profit we have made to Solar Aid so we achieved our social goal.
- Cultural and ethical outcomes
We met our cultural goal by including Maori designs on our lamps. These were approved by our kaumatua therefore we acted in an ethical way.