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| Student 5: Low Achieved |
| NZQA Intended for teacher use only |

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| Company Name | Javascrub |
| Product | Coffee based body scrub using recycled coffee beans |
| Business plan contents | Executive summary, innovation and sustainability, marketing, human resources, finance, operations, health and safety, code of conduct |
| Consultation | Pitch to a Dragon's Den panel whose members gave general feedback |

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

Innovation

Recycled coffee beans will be our unique point of difference when we market our coffee-based body scrub. Since using regular coffee grinds would produce waste, the fact that we are using the waste to create a healthy product does two things. One is that it completely eradicates the waste problems that many other body scrub companies may have to face. Second, the use of recycled beans caters to people's sense of obligation to reduce, reuse and recycle. Customers will feel good about buying our product because they will know that they are helping the environment and minimising waste. ①

Sustainability

- Economic goals
We aim to sell 250 units by the end of term three, and to make an overall profit of at least \$2,340 by November. ②
- Social goals
We will be putting our customers first, providing them with a quality and affordable body scrub. Our packaging and promotion will raise awareness about recycling as well as cruelty-free cosmetics. We aim to give Fairtrade ANZ \$234 (10%) of our profit by November. ②
- Environmental goals
Our body scrub uses the waste that is produced by roasted coffee beans as its core ingredient. We will get our coffee grinds from Daily Grind Café so this will reduce the amount of waste that is produced by Daily Grind Café by a quarter. We will take 500 grams of the 2 kg of grinds they throw away each day. ②
Because our body scrub recycles used materials and does not involve any animal testing or contain any animal products, this means extreme animal lovers could be more attracted to it than other body scrubs that may be, or may just be perceived to be, harmful to the environment.
Our marketing methods will be digital, minimising our business's environmental impact as this will mean no paper or related resources will be used in marketing. We will also communicate with our key stakeholders digitally.
The labels on our body scrub containers will be professionally hand-printed using recycled paper.
- Cultural/Ethical goal
We have agreed on a code of conduct and set of values for our business. These include high standards of how we will work respectably towards our customers and each other.

EXTRACTS FROM STUDENT 4's REVIEW

- Economic goal and outcome
Our goal was to sell 25 units in June, 100 in July, 50 in August, 50 in September and 25 in October and to make a \$2340 profit.

We did not meet the profit goal or the targeted unit sales goals. This was mainly due to a lack of planning in some areas of our business plan. For example, we carried out our market research on students at our school but most of the customers we sold to at the series of farmers' and night markets were adults. We have brought in \$360 so far, however we are looking to achieve our goal next year through increased motivation.

We also aimed to minimise spending on advertising. We only spent a minimal amount on advertising so we achieved that part of our goal. A factor contributing to this was our application for sponsorship from NZ Sign Solutions, leading to free business cards in exchange for promoting their logo.

- Environmental goal and outcome

Our goal was to reduce the waste of Daily Grind Cafe by a quarter. Because we did not sell as much of our product as we expected, we made less of an impact on the waste of Daily Grind Café than we wanted. We have still made an impact on their waste but did not recycle a quarter of it. To increase the amount of waste we recycle we would need to create a far higher demand for our product.

We were initially planning to use recyclable packaging however this was extremely expensive and not economically sustainable for us. This did lower our environmentally-friendly approach to business.

- Social goal and outcome

Our goal was to give Fairtrade ANZ 10% of overall profit. Our company made a loss of \$1600. We are therefore unable to donate any money to Fairtrade ANZ meaning we did not achieve our goal.

- Cultural and ethical goal and outcome

We used different approaches when gaining feedback from employees and customers. We did an official written survey of employees and decided to gain customer feedback orally as a formal survey can make customers feel undervalued, as if they are one of many unimportant customers. Face-to-face feedback allows the customer to feel connected and valued by the company. We did meet our cultural goal as 100% of customer feedback was positive and over 95% of employee results were at the highest possible level.