

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:

  1. To break even as soon as possible
  2. To sell 230 units by the end of September
  3. To make a profit of at least \$900 by the end of September
  4. To avoid debt throughout the year in order to have a greater chance of being sustainable into the future
  5. 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:

  1. Minimise waste produced by Vinobright throughout production, packaging and sale of the product
  2. Prevent landfill and unnecessary dumping of otherwise recyclable material (e.g. the wine bottle) by other parties by repurposing it (lamp)
  3. 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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1. 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.
2. 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.
3. 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.
4. 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.

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#### EXTRACTS FROM STUDENT 1's REVIEW

##### Innovation

Our original plan was simply to consult our kaumatua, Matua Wiremu, about appropriate Maori designs to use, As Mr WT told us the story behind each of the designs we got the idea of creating decorative cards with these back stories. We tied these cards around the neck of the bottles. Doing this added to our point of difference and therefore our innovation.

##### Sustainability

- Economic outcomes

The economic outcomes that we met were: breaking even early on (goal 1) and avoiding debt (4). These goals were achieved by the two rostered directors selling 10 lamps during the first of our many market days. Vinobright completely avoided debt. This goal was set in place so that the business could remain sustainable throughout the year. Breaking even at an early stage meant that Vinobright could cover costs and keep its suppliers happy.

We have not yet met our goals of selling 230 units and making \$900 profit. We have sold 170 units to date and made \$650 profit. The goals were out of our reach because of a lack of cash to supply more products, due to the risk of getting into debt. We discovered that our costings for LED lights were too low. We had budgeted for them on a per metre basis but found we needed to buy set lengths with power packs. The light source was the only component of our lamps that we had to actually pay for and the error in costing really threw our projections out. We are, however, very pleased with our sales and profit to date.

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Throughout the life of the company we have had good feedback from the restaurant about the Vinobright lamps on their tables and we know of five definite sales that have come from restaurant customers. We will leave the lamps with the restaurant (at no charge). Our intention is to approach three other restaurants in the area to see if they would also buy some of our lamps, on the basis that we are local students who are reducing glass waste going into landfills. After NCEA exams we will produce a good quantity of lamps and try to sell them at pre-Christmas night markets. In this way our business will be sustainable beyond L3 Business Studies.

- Environmental outcomes

All three of our environmental goals were achieved. We have taken 230 used wine bottles from our restaurant supplier; while some of these haven't yet been used we feel confident that the remainder will be converted to lamps in the near future. When we sold at markets and night markets we wrapped our lamps in newspaper. Our 'back story' decorative cards were handwritten on recycled brown card, and tied with string that I got from home.

- Social outcomes

We were partly able to achieve our social goal. 15% of the profit we have made to date has been donated to Solar Aid charity for clean/eco-friendly energy. We regret not highlighting that we were going to donate to Solar Aid on our business and story cards as this could have further improved our brand image and possibly sales.

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- Cultural and ethical outcomes

Vinobright was successful in raising consumer awareness about New Zealand's cultural heritage. By using the Maori design we set our product apart, created a visually pleasing lamp, while at the same time being respectful of the Maori culture.

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