

Student 3: Low Merit
<small>NZQA Intended for teacher use only</small>

Company Name	Chookdoos
Product	Organic liquid fertilizer
Business plan contents	Executive summary (mission plan, vision statement, business goals, business plan highlights), company innovation, company sustainability, directors, internal communication, external stakeholders, marketing, competitor analysis, marketing mix, SWOT analysis, timeline of marketing activities, monthly sales forecast, financial analysis, internal controls, production, quality management, health and safety, production timeline
Consultation	Mr SF as mentor who checked lab results of product to ensure it was organic and of a high standard

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

What makes our product unique is the fact that there is no other organic chicken fertilizer available in our suburban area. People wanting it would need to go out to the country. Because our product is organic it is better for the environment than other chemically made liquid fertilizers. Through research we found that chicken manure is the best natural fertilizer in the market today.

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Sustainability

- Economic
 - Because our product is inexpensive to produce this enables us to provide a high quality effective product at fair prices. The supplier of our fertilizer is a farmer who would normally sell bagged chicken manure at the farm gate but, as he is an uncle of one of our members, is willing to donate the manure to us. We found from our market research that a price of \$15 is best for our product as this is cheaper than other fertilizers and fits into an already niche market.
 - Our goal is to make a profit of \$950 during the 2015 year.
- Environmental
 - Our product is environmentally friendly in a number of ways. This includes packaging being recyclable, and as our product is 100% organic, there are no negative effects on the environment during production or use of the fertilizer.
 - Our environmental goal is to sell 140 units of our organic fertilizer in its recyclable packaging in order to reduce impact on the environment.
- Social
 - Our product encourages people to pick organically made products. Also, it encourages people to grow their own veggie patch to reduce the cost of groceries and promote healthy living.
 - Our social goal is to give 10% of our products to the ABC Foundation who support garden in schools programme in order to promote healthy diets in New Zealand kids.
- Cultural/Ethical
 - We intend to maintain a healthy work culture where we treat each other with respect.
 - We will assess the success of this cultural sustainability goal through surveys at the end of term three.

EXTRACTS FROM STUDENT 3'S REVIEW

Innovation

During the life of our business we did not see any other suppliers of organic chicken fertilizer in our local or neighbouring area so we still believe that our product was unique and therefore innovative.

Sustainability

- Economic goal and outcome

Our economic goal was to make a profit of \$950 during the year. We did not achieve this goal. When we sell the remainder of our stock we will have made a profit of \$750. As selling of bags slowed down, we chose not to do another production run of 1L concentrate, and instead introduced a new product, bagged chicken manure. We sold 10kg bags of chicken manure for \$10 while our bottles sold at \$15. So if we'd done another production run of bottles we might have met our profit goal.

We also did not expect all of the costs we encountered. For example, the production costs of the bagged manure was unexpected and lowered the profit outcome.

A positive though is that we expected to be charged full price to sell at the XXX Market, however they were more than happy to support our school so only charged us \$5 rather than \$20.

- Environmental goal and outcome

Our goal was to sell 140 bottles of organic fertilizer in recyclable bottles. We did not meet this goal because we only produced and sold 70 bottles (one production run). The reason we didn't do two production runs for bottles was that we decided to introduce bagged manure. We used supermarket bags, giving them a new use. However these supermarket bags were not recyclable because if they were they would have decomposed, making the shelf life of the product very brief. This would be bad for our stock and bad for the customer if they did not use the manure straightaway. The 70 bottles we sold were able to be recycled in a home recycle bin when empty and rinsed.

- Social goal and outcome

We intended to give 10% of profits to the ABC Foundation who support the garden in schools programme. We did not reach this goal because, despite several attempts, the ABC Foundation did not get back to us. We also tried reaching out to other groups who did respond but were not interested. We didn't expect to be turned down. We found out that it was a lot more difficult to support these organisations than we thought. We also expected the organisations to reply to our contact attempts. In the end though, to meet a social goal of giving back to the community, we donated two unsold bags of fertilizer each to two local schools that run a garden in schools programme.

- Cultural and ethical goal and outcome

Our goal was to have a healthy work culture. We met this goal through good leadership from our CEO and good communication between team members. The CEO put out a survey to assess the work culture and all the team members agreed the work culture was really good. Directors were asked two questions: were you happy with how team members worked with each other, and how do you think we could have improved team management? The results of the survey were collated by the CEO then discussed at our final meeting. Throughout the year the CEO communicated really well with the other directors, helping to build a good culture.

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