**Business Proposal for Student**

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**Business Proposal for EcoClean:** An Environmentally Friendly Cleaning Solution

**Prepared by: Alex Johnson**

**Student at:** Green Valley University Course/Faculty

**Advisor:** Professor Linda Smith Date: October 16, 2024

### **Executive Summary**

* **Objective:** Develop and market EcoClean, a sustainable, non-toxic cleaning product designed for college campuses.
* **Mission Statement:** To provide a green cleaning solution that is both effective and environmentally responsible, reducing the ecological footprint of educational institutions.
* **Importance:** This project combines environmental science with business to create a product that addresses the growing need for sustainability in everyday products.

### **Project Description**

* **Background:** Inspired by a chemistry class discussion on the harmful effects of common cleaning chemicals.
* **Product/Service:** EcoClean, a biodegradable and plant-based cleaner packaged in recycled materials.
* **Educational Goals:** This project will allow me to apply my chemistry knowledge to a real-world environmental challenge, promoting sustainability.

### **Market Analysis**

* **Target Audience:** Educational institutions, particularly college dormitories and campus facilities.
* **Industry Context:** Growing demand for green products in the wake of increased environmental awareness.
* **Competitive Advantage:** Unlike conventional cleaners, EcoClean is designed specifically for high-density living environments like dorms, focusing on safety and environmental benefits.

### **Marketing Strategy**

* **Promotion Strategies:** Presentations at student assemblies, free sample distribution at campus events, and social media campaigns targeted at university students.
* **Engagement Tactics:** Organizing campus clean-up events using EcoClean, with interactive educational booths about sustainable living.
* **Success Metrics:** Feedback collected from users through online surveys, increase in campus engagement through social media analytics, and adoption rate by university facilities.

### **Operational Plan**

* **Timeline:** Project initiation in November 2024, with pilot testing in selected dorms by January 2025.
* **Resources Needed:** Chemistry lab access for product development, initial raw materials for sample production, and marketing materials.
* **Logistics:** Coordination with campus facilities for testing sites and event spaces for promotions.

### **Project Team and Roles**

* **Team Members:** Alex Johnson (Project Lead, Chemistry), Jamie Carter (Marketing), Sam Lee (Operations).
* **Advisor Support:** Guidance and oversight provided by Professor Linda Smith, an expert in sustainable chemistry.
* **Collaboration:** Partnership with the campus sustainability office and a local green products store for materials and distribution.

### **Financial Plan**

* **Budget:** Estimated initial budget of $2,000 for development and initial production, covered by a university innovation grant.
* **Funding Needs:** Seeking an additional $500 for expanded marketing activities.
* **Sustainability:** Potential for future funding through a university partnership or commercial sales to local businesses.

### **Conclusion**

* **Summary of Benefits:** EcoClean aims to significantly reduce the use of harmful chemicals on campus, aligning with the university’s sustainability goals while providing a practical learning experience for students.
* **Call to Action:** Requesting approval and seed funding from the university’s student innovation fund to kickstart the project.

### **Appendices**

* **Supporting Materials:** Project timeline chart, budget breakdown, preliminary product formula.
* **References:** Articles and studies on environmental impact of cleaning chemicals, sustainability in product design.