

# Business Proposal for Student

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

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**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.