



Green's Stores

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Although consumers enjoy purchasing everyday products in the retail market, most tangible products they buy are produced from unsustainable materials - which eventually goes to landfill along with environmental issues that affects consumer behaviour; also, many environmental concerns are spreading across government, pressure groups and other stakeholders. Consumers are increasingly becoming aware that existing retailers do not offer sustainable products, since they would feel much more positive about a retail company - or any other businesses - by reducing its carbon footprint and increasing its resource efficiency from its products, plus there is an increasing demand for greener products nationwide. Hence, the problem my idea will address is surplus sustainable materials being disposed in landfill.

My concept will be an 'eco-tailer' (rather than a retailer) business called "Green's Stores". This 'eco-tailer' concept will answer these issues by offering affordable eco products such as merchandise, accessories, homeware, kitchenware, fashion, garden, stationery, organic and natural products, office supplies, sustainable gadgets, solar products leisure and fair-trade goods, plus offering second-hand goods for flea markets in order to revalue their product life cycles. In summary, all categories of eco-friendly products, fair trade, flea market goods and energy saving products will effectively contribute to sustainability.

The market will target consumers who have concerns with environmental issues and are demanding for greener products. Consumers who care about the environment will therefore select environmentally friendly goods. Offering sustainable items that will enhance their lifestyle such as building a responsible identity, considering how their lifestyles can affect the environment and recognising sustainable implications.





To a certain extent, consumers can be charitable (essentially without funding charities) as customers by sustaining growth, providing significant benefits for the environment, health and reducing carbon footprint from my concept.

The competitors for this concept are Spark Etail (owns online retails: Ethical Superstore, The Bio-D Online Shop, Natural Collection, Spirit Of Nature, Wild Gardens and Frank & Faith) and ProtectThePlanet (not owned by Spark Etail). However, those websites are the only sales platform, whereas my innovative competitive advantage would come from offering customers multiple sales platforms via the app and website, mail order catalogues, social media, Shpock and networking with eBay and Etsy in order to attain more customers.

My proposed solution is that I will be starting my concept as a pop-up shop in my university and gradually establish my multi-channel retailing.

This also requires networking with as many ethical, fair trade and sustainable wholesalers and manufacturers as possible. Additionally, commencing a crowd funding scheme in the university would be involved if there is need for further capital.

Consequently, after the first quarter of selling my first batch of ethical goods from my start-up, I will progressively expand my network with numerous ethical, fair trade and sustainable suppliers countrywide with the intention of expanding my product range. In the long run, investments from retained profits shall proceed into expansion from the sales of my multi-channelling concept. Thus, my expansion shall attract greener purchasing behaviour and collective consciousness customers nationwide - and ambitiously worldwide!

Additionally, my concept idea will be an ambitious participant in significantly contributing to the circular economy - the model will contribute £29 billion to the UK's GDP and offer 175,000 new jobs which hopefully my concept and my other eco-friendly ventures (with interests of renewable energy and bio-ethanol) will gradually achieve those targets.

