

# Drifting Green Business Plan

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# History

- Ancient time
  - How fossil fuels were formed
- Industrial Revolution
  - New inventions rapidly ramps up fossil fuel usage.
- Plastics and Fossil Fuels becoming a thing
  - Noticing Impacts



## Causes

- Ignorance for this problem
- Consumerism / Capitalism
- A necessity for these objects
- Not enough awareness



# The Effects and Worries

- Climate Change
  - Natural Disasters
  - Extreme Temperatures
- Plastics in the Environment
  - Dying animals
  - Food Shortages
- Pollution
  - Water Pollution
  - Air Pollution
- Health
  - Degrading overall health
  - Birth Defects
- Future
  - Longevity of Plastics & Plastic Fuels
  - Future Generations

■ What is our company

- What we do
- What's our mission
- Solving our problem



# Market Analysis

- Online Market
  - COVID-19
- Couponing Market
  - Incentive to save



# SWOT Analysis

## Strengths

- Analytics to business partners
- LLC

## Weaknesses

- First time doing business
- Not a lot of capital to begin with

## Opportunities

- Reward System
- Advertisement

## Threats

- Competitors like Rakuten
- Non-interested people in helping our cause
- Little to no local sustainable/eco-friendly businesses nearby

# Customer Target / Analysis

- Expected customer
  - Stance on environment
  - Age
  - Online usage
- How we meet business expectations
  - Creativity
  - Reliability
  - Taking on Risks





# Implementation Plan

- Make a website demo
- Pitch to retailers
- Launch actual website to the public
- Advertisement Campaign



# Future Plans for Drifting Green

- Short Term Goals
  - Successful Campaigns
  - Gathering audience
  - Be well known
- Long Term Goals
  - Provide a card
  - No debt and self sustaining
  - Physical Store
  - Give back to community



## Financials

- Revenue Streams
- Costs to startup
- Costs of ongoing operations
- Estimated Profits



# Revenue Streams

Set monthly fee of \$30

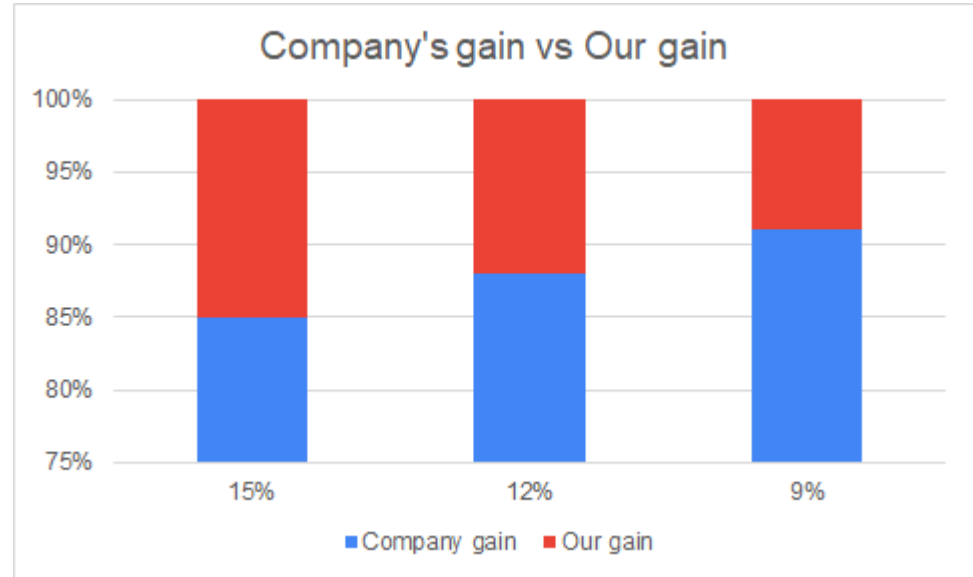
Royalties:

1-2500 products sold 15%

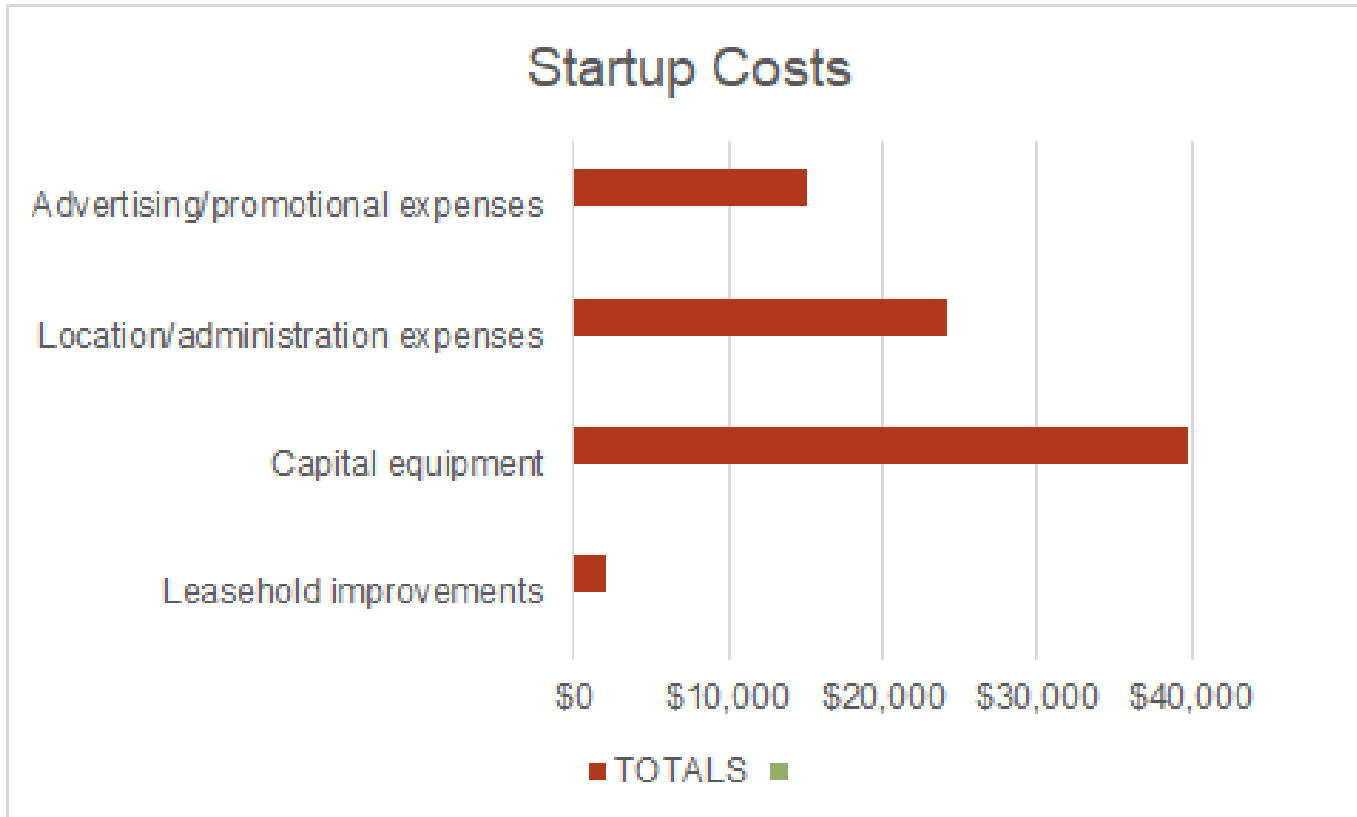
2501-7500 products sold 12%

7501-xxxx products sold 9%

Ex. 5000 products sold will market each product at 12%

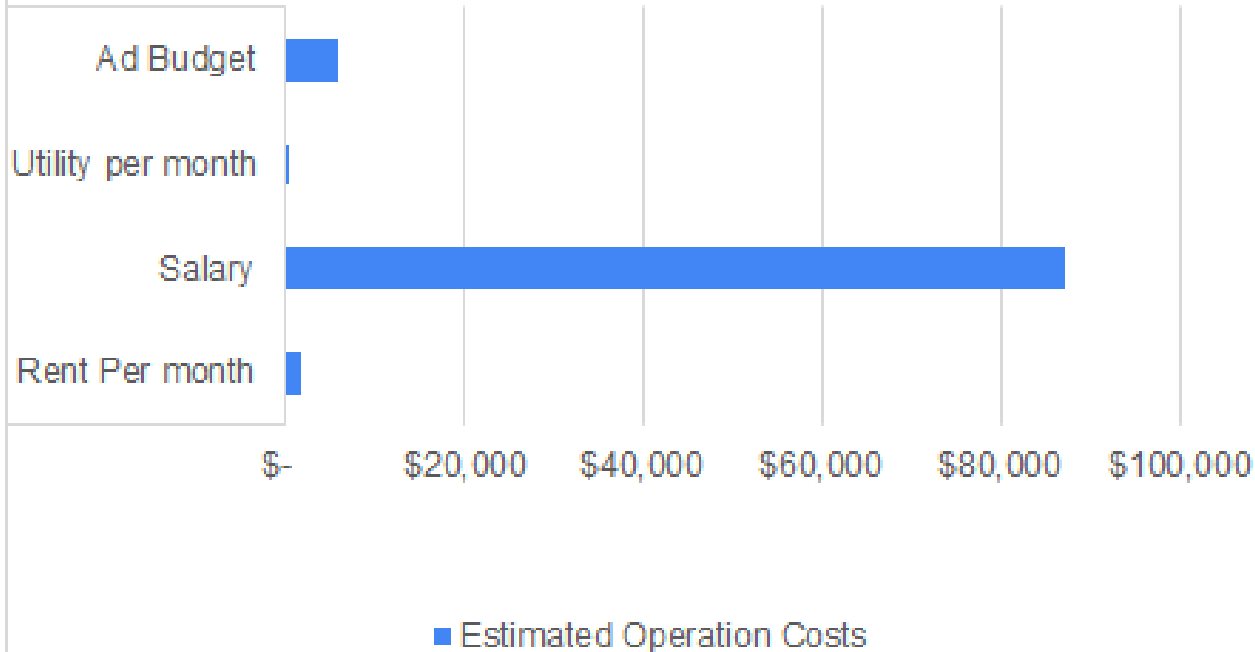


## Cost of Startup



## Costs of Ongoing Operations

Estimated Operation Costs



# Estimated Profits

Total Profits over 12 months

