

Business Foundations  
Business Plan  
Weeks 1-4

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# Introduction

## Introduction

We are Eco-Collective, a collective of seven. We believe in creating graphic design and all the elements, sustainably. Design is all around us and it's not going away, we need to convert consumers to purchase sustainable materials over regular toxic materials, such as plastic. Certified to ISO 50001 Energy Management Standards, we ensure we follow strict protocol for environmentally friendly design. We work with clients, not for them and work closely with them throughout the design journey.

## Why we can help you

Eco-collective is unique. There are currently no environmentally conscious design collective studios that can provide 100% sustainable practice throughout the design process. This is why we excel and have a successful history of satisfied clientele.

As Eco-Collective work together independently from each of our locations, we have less overheads to pay. For example, we don't have to travel miles daily generating polluting CO2 emissions, and are solely responsible for what we individually consume. We rely heavily on solar, wind and hydro energy to power our resources. Another benefit is that we also don't have to travel far for consultations, as we will always have one member of the team closer to the client.

Eco-Collective aims to promote a positive lifestyle through changes that benefit the environment, and educate future generations. This is why we want to work with you for an upcoming exhibition regarding sustainability.

## Elevator pitch

We are saving the world through design. Whilst tackling the impact of consumption we accept that there is desire to consume. This means we are considering the lifecycle of our products, right through production to afterlife. Combining design with innovation, we strive to educate and raise awareness using ethical suppliers and biodegradable materials. Our green graphic design principles ensure clients receive the very best knowledge. We provide the foundations to generate an achievable, ethical design strategy. Branding? No greenwashing, just honesty. Packaging? No pollution, just compost. Carbon footprint? Minimal.





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# Services

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## Graphic Design

We're about combining creativity and technology to drive meaningful engagement, and a deep commitment to the quality of our work and our client's experience.

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## Web Development

We have the creativity, technical expertise and digital marketing experience you need to get your website firing on all cylinders - and we'll even help you save the planet while we're at it.

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## Communication

Our approach to projects is collaborative— we listen and work closely with our clients to create beautiful, crafted and timeless design solutions, which are unique to each project brief.

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## Sustainability

In our work we embed systemic sustainability with environmental and social integrity. We aim to create results that are beautiful, through eye-catching and memorable outcomes.





# Proposal

## — The brief:

To support London's sustainable city pledge, the Design Museum is seeking to encourage environmentally friendly behaviours through material design. The aim of the exhibition is to educate visitors on the importance of sustainable materials, and provide insight in to a future without pollution.

Targeted at all ages, the exhibit will combine scientific design with interactive elements. The exhibit will explore using biodegradable materials from various natural sources, alongside using sustainable materials in the exhibit itself.

**The Design Museum's budget: £75,000.**

## — Deliverables:

### **Leaflet**

10,000 x trifold leaflet

### **Merchandise**

2000 x t-shirt

2000 x tote bag

1000 x pens

1000 x pencils

### **Posters**

4 x 6 sheet billboard poster

### **Wayfinding**

3 x regulatory signs

6 x directional signs

6 x identification signs

5 x informational signs

### **Website**

1 x article

1 x banner



# Discover

## — Phase 1

**We will meet the client and establish the parameters of phase 1. Rates, budget and brief will be covered, alongside a written contract establishing our agreement.**

### **Consult**

Two members of our staff will welcome you to Eco-Collective. Budget will be established, alongside the clients ideal deliverables and timescales.

### **Challenge**

Based on the consultation discussions, our Creative Director will inform our Senior Designer and User Experience Designer of the deliverables. Three business concepts will be executed based on the specified requirements, factoring in budget, staff rates and timescales.

### **Brief**

You will select the brief that best suits your vision for your company. A written contract will be signed, and payments will be scheduled.

## — Team

## Costs

**Creative Director**

**7 hours x £125 p/h**

**Project Manager**

**10.5 hours x £95 p/h**

**Senior Designer**

**35 hours x £125 p/h**

**User Experience Designer**

**35 hours x £50 p/h**

**Phase 1 total cost: £7,997.50**



# Develop

## Phase 2

We now begin the design process, allocating team members to the deliverables. The theme is established, and samples of the final designs are quality checked.

### Conceptual thinking

We will begin allocating the deliverables to team members who specialise in those areas.

### Refinement

The theme is established and mock-ups are generated. Sustainable material swatches are developed for the final delivery.

### Design and test

This is where the team begin to print and produce full scale samples of the final deliverables to ensure they pass the quality testing stage.

## Team

## Costs

Senior Designer	143.5 hours x £125 p/h
User Experience Designer	73.5 hours x £50 p/h
Middleweight Designer	143.5 hours x £95 p/h
Creative Artworker	73.5 hours x £50 p/h
Web Developer	73.5 hours x £60 p/h
Project Manager	3.5 hours x £95 p/h

Phase 2 total cost: £43,662.50  
2 x feedback + revisions from client included in cost



# Delivery

## Phase 3

All staff meet their deadline for production stage. Deliverables are sent to be produced and final execution of the designs are delivered.\*

\*Specialists may be required for the delivery.

### Production

All staff will submit their work for the business deadline. Documents are sent off, and we receive final deliverables.

### Implementation

This is the final stage where deliverables are displayed. Specialists will be required to ensure our health and safety regulations are met.

### Evaluation

We have a written summary of our experience within the team, and always request a RFI/RFP from the client. This is to ensure the client is getting the best experience possible, and we're always looking to improve our processes.

## Team

## Costs

Project Manager	73.5 hours x £95 p/h
Sound Effect Specialist	35 hours x £50 p/h
Lighting Specialist	35 hours x £50 p/h
Installation Specialist	35 hours x £50 p/h
Printers	35 hours
Trifold leaflets	10,000 x £0.20
T-shirts	2000 x £2.50
Tote bags	2000 x £1.25
Pens	1000 x £0.50
Pencils	1000 x £0.30
(4 x 6) Billboard posters	4 x £30.00
Regulatory signs	3 x £15.00
Directional signs	6 x £15.00
Identification signs	6 x £15.00
Informational signs	5 x £15.00
Website article	1 x £250.00
Website banner	1 x £110.00

Phase 3 total cost: £23,312.50

Overall total cost: £74,972.50



Timeframe of the project and allocations

Phase 1

Phase 2

Phase 3

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Week 9

Week 10

Week 11

Creative Director

Project Manager

Senior Designer

User Experience Designer

Middleweight Designer

Creative Artworker

Web Developer

Printers

Sound Specialist

Lighting Specialist

Installation Specialist





# Marketing

## **Analytics (weekly reporting)**

The marketing analytics Eco-Collective generate weekly via reporting, measures, manages and analyses overall performance from our social media, email, website and networking events. The analytics report can offer profound insights into customer experiences at the exhibitions, highlighting successful campaigns and increasing revenue for The Design Museum.

## **Promotion and advertising**

Engaging in exhibition promotion through business social media platforms will produce statistics, ultimately identifying the trends and interests in content. Interaction with customers will be daily, sufficiently providing viewers with information in regards to sustainability and exhibition accessibility. Eco-Collective will suitably use their social media platforms, website and email newsletter to keep in contact with all relevant subscribers of content. During the exhibition, sales will be monitored through a customer requirements audit, and identification of the range of customers will be used to market the exhibit in targeted television/radio advertising.

## **Event press release**

Gaining press coverage can benefit your event an exhibition beyond your network and visitors, increasing ticket sales and maximising revenue. It will also help to build your growth within The Design Museum and increases traffic for future events within your organisation.

## **Contact us**

If you are interested in any or all of the above options available to you at an additional cost, please speak to a member of our team at Eco-Collective who will guide you to the correct point of contact.

Contact details:

**Telephone: 07800 821 921**

**Email: [business@ecocollective.co.uk](mailto:business@ecocollective.co.uk)**



## Marketing strategy to generate revenue

### Daily

<p>Twitter: post 1 x tweet sharing facts and figures relating to environmental awareness.</p> <p>The aim: educate 5 followers encouraging them to explore the issue of pollution at a deeper level.</p>
<p>Instagram: post 1 x image of a brand tackling sustainability and relating information.</p> <p>The aim: to present followers with environmentally friendly alternatives to their lifestyle choices, at an affordable cost.</p>
<p>Website blog: post 1 x article relating to sustainability topics i.e. the news.</p> <p>The aim: to raise awareness.</p>
<p>Engagement with followers/subscribers: respond to 100 queries a day across all three platforms.</p> <p>The aim: begin to get a larger understanding of the type of content that is preferred, and show the customer we are listening.</p>

### Weekly

<p>Twitter: 35 x people that realistically further research into sustainability, we want 15 of them to consider visiting The Design Museum's sustainable exhibition.</p> <p>The aim: more revenue and visitors to see the exhibition at The Design Museum.</p>
<p>Instagram: post 1 x tweet advertising The Design Museum and its ethical principles.</p> <p>The aim: people branch out to The Design Museum through our network.</p>
<p>Newsletter: post 1 x weekly update relating to sustainability topics that have been posted on the blog.</p> <p>The aim: to showcase the Eco-Collective platform and create a community.</p>
<p>Analytics: run reports 1 x a week identifying what percentage of visitors on social media/subscribers are generating revenue for the client.</p> <p>The aim: to ensure we attract visitors to the exhibits.</p>

### Monthly

<p>Team: 1 x 2 hour team meeting discussing reports, budgets/targets and any important information regarding clients.</p> <p>The aim: identifying and generating solutions to any areas of improvement.</p>
<p>Video: post 1 x project example of how we promoted sustainability with a historic/ongoing client and why it was effective.</p> <p>The aim: promotion for our clients, showcasing what we do best, and why.</p>
<p>Newsletter and blog: post 1 x feedback form for visitors/subscribers to complete.</p> <p>The aim: we are tracking areas of improvement and feedback enables us to monitor our business/competition.</p>
<p>Analytics: run 1 x summarised report every four weeks that we present to The Design Museum, showcasing evidence of revenue.</p> <p>The aim: The Design Museum are reassured the marketing strategy is successful.</p>





# Sustainability

## **Sustainable development goals**

In accordance with the sustainable development goals, Eco-Collective work with other local and eco businesses, particularly when sourcing products. All product decisions are made with the goal of protecting the environment. Eco-Collective seeks to challenge itself over all its uses of the world's resources. We aim to reduce and minimise our impact with policies that meet the needs of a changing and constantly evolving world situation. We will challenge and target ourselves in areas such as air transport, energy use, materials into landfill, recycling rates, pollution and waste outputs.

## **Our materials**

We believe as graphic designers that printing is important. Therefore we always supply our natural inks (plant derived) from certified sellers. Our products are packaged using mycelium (fungi) moulds which protect items. We also use potato starch wrappers for our mailers, and use shredded scrap paper to make moulded paper cartons and boxes for our products. We understand that packaging plays a vital role in the protection and delivery of our products, therefore we must make it sustainable and create biodegradable packaging. These products can be added to a compost heap where they will break down naturally. Even if customers were to dispose of the packaging through landfill, it would break down naturally therefore reducing the amount of pollution on the planet.

## **Our exhibitions**

The main approach we take through promoting sustainability to consumers is not to disregard plastic, wood, glass and encourage waste, but to responsibly re-use, recycle, and renew anything and everything one may consume. Once something has been manufactured it exists in the world, and will not begin to decompose for hundreds of years - and when it does, it becomes micro pollutants which endanger wildlife and enter our food chains unknowingly.

You may wonder why or how we can provide our exhibits through sustainable practice. We have ethical, reliable suppliers that work in association with FSC (Forests for all forever) that sources wood, paper and other forest products from well-managed forests and/or recycled sources. It is also guaranteed that all of the merchandise we provide is sustainably sourced through being recycled, biodegradable and made within an ethical trading environment. If you would like to enquire who we work with, please consult with Eco-Collective, who can present the official sustainably sourced trading verification handbook to you.





# Terms and conditions

## Cancellation clauses

Non-adherence to an arranged schedule by the Client may result in compromising final delivery deadlines. If this is likely to occur, Eco-Collective will advise the Client as soon as this is made evident and suggest an alternative solution where feasible. This may incur additional costs.

Either party can terminate said contract before \_\_\_\_\_ ("**Date of final output**"). Fifty percent (**50%**) of the final fee is due within **60 days** of notification for any reason the job is cancelled or postponed before the final stage. One hundred percent (**100%**) of the total fee is due despite the cancellation or postponement if all work has been completed.

In the event of cancellation, all work is copyrighted and ownership belongs to Eco-Collective.

## Confidentiality

Original art/design work remains at the property of Eco-Collective unless expressed in the contractual agreement. Client is responsible for return of original work in an undamaged condition within **60 days** of first reproduction. All rights not expressly granted are retained by Eco-Collective, including any electronic rights/usage, and including, but not limited to, all rights in sketches, compositions, or other preliminary materials. Any use additional to that expressly granted herein requires arrangement for payment of a separate fee.

## Responsibilities of the client

Once a client has agreed to the company's current terms and conditions on a credit account with the company, we shall invoice in project stages e.g. phase 1, phase 2, phase 3. Upon stage completion unless where exceptional terms have been agreed with the client. Payment for finished work is due upon acceptance, within **60 days**. The client's right to use the work is conditional upon receipt of payment within **60 days** of acceptance, and upon client's compliance with the terms of this agreement. A two percent (**2%**) monthly service charge will be billed against late payment.

If client does not provide a courier/shipping number, shipping charges will be added to the final invoice and client agrees to reimburse Eco-Collective.

## Revisions

Revisions may be made only by the designer/s at the proposal stage. Additional fees will be charged for revisions made after \_\_\_\_ ("**days**"). Sketches, reflecting a new direction to the assignment, or new conceptual input are all charged £100 per hour as additional revisions.



# Agreement

## Graphic Design Agreement

This Graphic Design Agreement (the “**Agreement**” is entered into \_\_\_\_\_  
(the “**Effective Date**”), by and between \_\_\_\_\_ with an  
address of \_\_\_\_\_ (the “**Client**”) and \_\_\_\_\_  
with an address of: \_\_\_\_\_

(the “**Designer**”), collectively “the **Parties**”.

**1. Project Description.** Client wishes to hire Designer to provide Graphic Design services. The specific documents requested and the requirements and details required in those documents as requested by Client are as follows (the “Deliverables”):

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**2. Schedule.** The Parties agree to the following schedule:

Preliminary Design: \_\_\_\_\_

Client Approval/Comment: \_\_\_\_\_

Final Design: \_\_\_\_\_

**3. Client Approval and Revisions.** Client must approve all materials before project finalisation. Client shall be entitled to \_\_\_\_\_ revisions. Any revisions beyond \_\_\_\_\_ shall be chargeable at the rate of £ \_\_\_\_\_ per hour.

**4. Payment.** The Parties agree to the following Payment and Payment Terms:

Total Fee for Services: \_\_\_\_\_

Percentage Due Upon Execution of Agreement: \_\_\_\_\_

Balance Due: \_\_\_\_\_

Exceptions/important additional information to disclose: \_\_\_\_\_

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**Person/s:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# Appendix

[Week 1: Planning, Strategy and Management](#)

[Week 2: Business Models, Studios, Estimating, Invoicing and Budget](#)

[Week 3: Legal and IP Frameworks](#)

[Week 4: Business/Project Plans and Communication](#)

# Critical Evaluation

I have learnt an incredible amount of information this week when creating the business plan. I have had insight to copyright principles, budgeting and marketing strategies which prior to this week, I had very little knowledge of. I now understand the importance of each category I have researched in my business plan and how to present this knowledge to appeal to clients.

Overall, I believe that there is a well executed business plan being presented to the client - The Design Museum. To look at it from a client perspective, I would want to know the basics behind the execution of the exhibition, such as costings and why my business should consider Eco-Collective for the project. Therefore I have highlighted areas which the collective business will excel over other potential suitors, such as offering a range of marketing services at an additional cost. This allows the client to have a customised experience as they can pick and choose elements in the exhibition journey. As Eco-Collective are an entirely sustainable company I have also included insights into sourcing materials, and how we generate an exhibit that can educate and change the perspective of a consumer.

To improve, I have used black ink throughout the business plan as I initially thought it would be the environmentally friendly option. However, from my research (and personal interest) I have now explored the use of natural inks and dyes and I now understand it is entirely possible to use coloured ink sustainably. Therefore, I would introduce that into my final business plan layout.