**QUESTIONS**:

Green product concept is part of the Corporate Social Responsibility (CSR) of an organization.

In this context, the firm’s goal is to determine the needs, wants and interests of its target

markets and to deliver the desired satisfactions more effectively and efficiently than competitors,

in a way that protects the environment or improves the consumers’ and the society’s interests.

Assume that you are an entrepreneur, leading an organization and keen in implementing the

green product concept in the near future. Using one product of your organization, prepare a

business plan that incorporates green product concept as part of the social responsibility activity

for your organization.

**INSTRUCTIONS**:

The business plan should include the following :

1. Executive Summary .
2. Business description – general description of the business, industry background, goal and potential of the business .
3. Marketing- target market, market size and trends, competition, estimated market share, description on marketing mix .
4. Operations - indentify location, specific operational procedures, personnel needs and uses, proximity to suppliers .
5. Management–key management team, legal structure, and board of Directors .
6. Financial forecast - cash flow statement, income statement and pro forma balance sheet .
7. Critical Risks – potential problems, obstacle and risks, alternatives courses of action .
8. Conclusion .
9. References .

The article Should contain about 3000 – 5000 words (15 – 20 pages)