

ECACEE 2014 - Ecopreneurship

Case study business idea - NaturVention

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1. Team Fantastic 4

Members:

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Caroline Van Causenbroeck - Belgium

Bárbara Espada Formoso – Spain

Natalia Berezna - Poland

Special powers:

- We can get on fire at any time;
- We are fast;
- We are fearless;
- We have the power to succeed.



We are the only team who has special powers and that big imagination to be creative at all time. That is why we don't have enough time to present all our FANTASTIC ideas. Fantastic four is always happy to work together and we have the power to communicate without having problems. We are not only fantastic but we care also a lot about the nature and ecopreneurship.



2. Situational Analysis

2.1. Internal analysis

The company NaturVention

NaturVention Enclosed Ecosystem Technologies solves global problems by combining nature and technology. It is a fast growing technology company and they challenge themselves to find solutions to big problems worth solving by looking to nature from where they have been able to find solutions for thousands of years already.

Vision

The solutions of NaturVention will help people to understand nature's effect on their everyday life. In the future their solutions will make it possible for everyone to have the best fresh and natural indoor air around the globe. All this will be achieved naturally, saving space and as automatically and easy as breathing.

The company's goal is to bring people back to genuine engagement with nature by providing new solutions to healthy air in an innovative way. They want to be the pioneer in solving these world's biggest problems: healthy and fresh air and connection to nature should be available for everybody.

Mission

NaturVention wants to restore the balance between them and the nature. They do this by creating products that mimic nature and by providing solutions that create added value for the community who wishes to improve their health and productivity.

They have developed patented solutions by enhancing nature's own processes. They use newest technology to enhance those processes to create products that are easy to use and which help people feel better by providing clean and healthy air.

It's about more than selling active green products. It's about improving lives with every breath we take.

Positioning

The unique selling point of NaturVention is that they sell natural, fresh, healthy indoor air. They want to help people with their health problems, such as breathing problems, allergies and redness of the eyes. This is the company's first priority, not the profit that they can make. Furthermore their active green wall is fully automatic this makes it even more convenient for the customer. So the company wants to position themselves as whole solution for health problems and they want to provide not only fresh indoor air, but natural, healthy, fresh indoor air. Their positioning makes them different of all the other competitors in the market of green walls.

So NaturVention is eco-friendly and they focus on healthy living and working environments.

Their competitive advantage could be their knowledge and professional technology. They are the only company who combines technology and decoration to provide fresh and healthy air.

One of the company's benefits is also that they are willing to bring and install the green walls to their customers. The competition is not willing to do this.

Target group

The target group of NaturVention are people who want to take advantage of the natural health benefits. The main focus of NaturVention is on big companies and organisations. They are a business to business company; this means that they sell their products to other companies.

They also offer their products at schools. NaturVention has a massive market in the big cities, because there are many companies and big buildings. In those buildings and offices they often use air conditioning, but this gives dry and technically air, in comparison with the green walls that provide natural air. So NaturVention provides currently their products to companies who want to be eco-friendly and have a need for some fresh air in their offices. They mainly sell their walls in Finland, but now also in Russia.

Strategy

Their international strategy is not up to date yet, because the company just started up. NaturVention does not have a business plan at the moment. However one of their objectives for the future is to go abroad, to sell their products on an international base. The company is now already active in Finland and Russia. In the future they would like to sell their products in Germany, China and Singapore. Another direction that they have in mind is to search people/agents in other countries who want to sell their walls.

Marketingmix

Product

The current product of NaturVention is an active green wall or the FreshWall.

The functionality of the FreshWall is based on the results of extensive NASA research and the company's own product development.

Air purification ability lies in the root zone.

Millions of microbes live in the root zone of each plant where they break down impurities from air. Plant's air purification ability is improved by pulling air through the root area and the growing medium. That enhances the purification ability up to hundred times in comparison to other green walls or ordinary houseplants.

Naturally clean indoor air.

The problem behind many traditional air purifiers is that they try to make indoor air unnaturally clean, FreshWall produces naturally clean, safe and healthy air to breathe. FreshWall adapt itself to every space and removes harmful chemicals from indoor air. It doesn't simply purify, it naturalises the air up to the quality in lush green forests and parks.

Well-being from the humidity

When air is pulled through the root area and wet growing medium air binds moisture and is naturally cleaned. Naturalised air is easier to breath. It also decreases respiratory irritation in occupations where you need to speak a lot. Natural and healthy air increases well-being at work. Indoor plants and the healthy air produced by active green walls have significant psychological effects on humans. These lead to highly positive economical benefits.

The symptoms that can be eliminated or reduced with the active green wall:

- ✓ Redness of eyes
- ✓ Rash
- ✓ Dry skin or dry eyes
- ✓ Sore throat or throat irritation
- ✓ Fatigue
- ✓ Runny or itchy nose
- ✓ Headache
- ✓ Lack of concentration
- ✓ Sneezing
- ✓ Dyspnea (shortness of breath)

The following economical impacts can be reached by using the FreshWall:

- ✓ Less sick leaves
- ✓ Work efficiency and productivity increases
- ✓ More attractive working place
- ✓ Better acoustics, less noise for more peaceful working environment.

Allergy-friendliness

In the FreshWall plants are grown in inorganic growth medium on which mold doesn't grow and it doesn't release allergens. NaturVention only use allergy friendly plants. They are also not using soil or other allergy causing elements.

Easy to use

The FreshWall is a active green wall and is a natural and easy way for decreasing the symptoms caused by bad indoor air. Automation of the wall takes care of the plants and the plant takes care of the health of the customer. So the FreshWall is easy to care of with its smart automation and the company's maintenance service. They make sure the wall always look great and perform as it should.

The walls are remote controlled. The software on a computer or on a mobile phone can control the walls temperature, light, watering, but also watches the growth of the plants. The watering of the plants happens twice a day, automatically.

In the wall there is a ventilation system installed to blow out the fresh and pure air.

NaturVention has 50 to 60 species of plants in their assortment. These are special plants that are qualified for producing fresh and healthy air. To bring fresh air in one classroom, one green wall is enough, but it all depends on the ventilation of the wall.

The company goes controlling/checking the walls ever 4 to 8 weeks, this depends on the location of the customer. NaturVention has specialized employees for the maintenance of their Fresh Walls. The company is constantly monitoring their products, taking pictures and notes so they can learn more and improve their product.

The design of the wall is so developed that is easy to produce the product, it is scale able. So this is another advantage for NaturVention, that they can easy go abroad and produce their walls in the other countries, because they only need 1 mold to produce the pot of the plants.

So they thought about it during the developing of their product, to make it simple and easy to go international.

The company does only do the assembling of the walls. The back of the wall and the pots are especially made for them by other companies. These parts come from Austria and Germany. The plants are imported from Holland.

At the moment the company is also testing bio plastics to use in their products.

Some technical specifications:

- ✓ Dimensions: 220 x 105 x 45 cm
- ✓ 63 plants
- ✓ Optimum space size 50m² to 100m²
- ✓ Standalone product - no need to attach it to walls
- ✓ Water reservoir filling interval 2-8 weeks
- ✓ Integrated lamp

So the main goal for NaturVention with their product is to give their customers healthy air and not design. The company really wants to help people.

Price

The cost price for a green wall is € 3900 in Finland.

The price is so high that only companies and big cities can buy the green walls, but the price is not so high to make it an exclusive product. Making smaller walls for regular people wouldn't make a change in cost price, because the production costs remain the same. The production costs of one wall are €2000, all costs included. So they make a profit of €1900 for each wall they sell.

The maintenance of the wall costs about 60-100 Euros.

The expenses for one wall for the customer, is €1 per month for the electricity needed to let the wall work.

The price of 1 mold to make the pots for the plants from is € 30.000.

Place

This is how the company organizes the distribution of their products and services to their customers. The company must distribute the product to the consumer at the right place at the right time. Efficient and effective distribution is important. If an organization underestimates demand and customers cannot purchase products because of it, profitability will be affected.

If NaturVention wants to launch a new prototype on the market, they will first test it out in their own company. When the model is working, they are going to offered it somewhere to a company in Jyvaskyla. So was the first prototype of the active green wall installed in a school at Jyvaskyla, Finland. Afterwards if the wall is approved and it is operating well, they will sell it over whole Finland.

The company mainly produces on demand. Because the plants need to grow and adjust to the environment and that takes time.

NaturVention owns at the moment one truck. This truck has special functions that are required for the transportation of the green walls. So the truck contains a heating system, to keep the conditions inside it warm for the plants. Also is the truck extra high, especially for transporting the Fresh Walls in one piece. Before buying their own transport vehicle, NaturVention outsourced the transportation of their products to a local transport company. However the truck that the organization had used for the transport was not heated and all the plants died. So they decided to invest in their own transportation.

The only way that of buying the product 'Fresh Wall' is by contacting NaturVention itself. The customer can order the product and NaturVention will deliver and install the Fresh Wall at the chosen location.

The customer can contact NaturVention for purchasing a product in several ways:

- On the website: www.naturvention.com
- Mail: orders@naturvention.com
- By phone : +35814 459 1503

NaturVention is currently selling their products in Finland and Russia. In the future they will be active in other countries like Germany, Singapore and China.

Promotion

The promotional aspect contains all of the methods of communication that a marketer may use to provide information about the product and services. This refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty.

NaturVention promotes their Fresh Wall in two different ways.

The first way is by using *public relations*. Public relations are the systematic promotion of the mutual understanding between an organization and its public interest groups. All Public relations activities together are also called "reputation management", this is the strategy to avoid a negative image. NaturVention is very hard working on their image. They are working together with universities, professionals and government agencies. There are already several theses done on their technology and science behind it. They have also been lecturing on tens of seminars and workshops.

The second way that they use to promote their products is *personal selling*. Personal selling is face-to-face selling in which a seller attempts to persuade a buyer to make a purchase. The sales manager(s) are thus trying to convince the consumer (organizations) of the benefits of the product.

The online communication

NaturVention is also active online. They have their own website 'www.naturvention.com'. The company has also a Twitter account, a Facebook and LinkedIn profile, a Youtube channel and they are working with blogs. These blogs contain references from real persons with real stories and experiences about the Fresh Wall.

When we searched in Google with the terms 'green wall Finland', the results were positive for NaturVention. They appeared in the first five results.

For contacting their customers or new potential clients NaturVention uses a mail or the telephone.

The company has also been in the MTV news for Finnish innovative products. NaturVention has also brochures which give more information about their product the 'Fresh Wall'. On these brochures there is a QR-Code, when you scan this code you come directly on the company's website.

After analyzing the promotion aspect we can conclude that the communication of NaturVention should be improved.

Financial

In the first year the company made a turnover of € 150.000, in the second year a turnover of € 360.000 and this year they expect a turnover of € 1.000.000.

The company is looking for a million euro finance so they can expand, go abroad and grow further. Until now they were financed by local companies. They also have personal loans running.

2.2. External analysis

In this analysis you can find more information about the market where NaturVention is active on, like information about their suppliers and competitors. Furthermore there is analysis of the Finnish market about the demographic, economical, sociocultural, technology, ecological and political aspects.

Macro-environment analysis

The macro analysis consists of the demographic, economical, sociocultural, technology, ecological and political analysis.

Demographic

The population of Finland is still growing approximately 2 % per year.

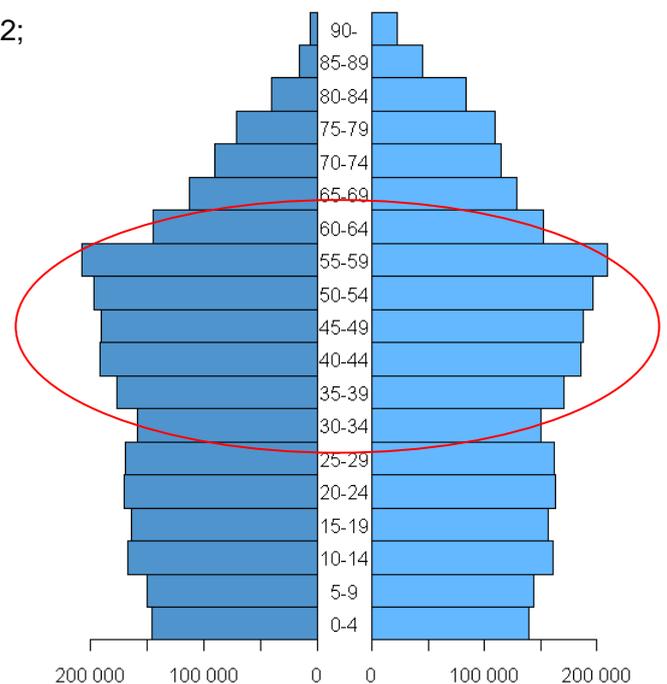
Now there are 5 541 270 inhabitants in Finland and the country has an average population density of 17 inhabitants per square kilometre. This makes it the third most sparsely populated country in Europe, after Iceland and Norway.

Population distribution is very uneven: the population is concentrated on the small southwestern coastal plain. About 64% live in towns and cities, with one million living in the Helsinki Metropolitan Area alone. In Arctic Lapland, on the other hand, there are only 2 people to every square kilometer.

In the end of 2011 the age structure was:

- 0–14 years: 16.5% = 888,982 (male 454,222; female 434,810)
- 15–64 years: 65.4% = 3,532,645 (male 1,786,688; female 1,745,957)
- 65 years and over: 18.1% = 979 640 (male 411,674; female 567,966)

As you can see in the chart the main age group in Finland consists of people from 35 to 60 years. So the greater part of the population exists of people from the working class. This part of the population with the age between 30 and 65 years is the main target group for NaturVention. The product 'Fresh Wall' could be attractive for this kind of people, because they work and in that way the chance is bigger that they can afford to buy the product. Also at their age the people are more involved with the environment and their health.

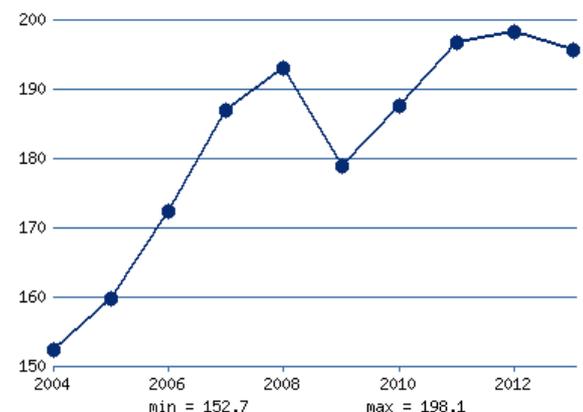


Economical

Finland is a highly industrialised country with a mixed economy. This highly industrialized economy is based on their big forestall resources, a high level of capital investment and a great technological development. Since the 80's, Finland has one of the highest rate of economic development of the industrialized countries. The largest sector of the economy is services with 65.7%, followed by manufacturing and refining with 31.4%, primary production (nature recourses) has only 2.9%.

Finland highly integrates in the global economy and international trade. The European Union makes out 60% of total trade in Finland. The largest trade flows are with Germany, Russia, Sweden, the United Kingdom, the United States of America, the Netherlands and China.

Their GNP in 2004 was 148 000 million euro (€ 28 340 per capita); and their GDP (PPP) in 2012 was 197 476 million euro (36 395 per capita). The purchasing power parity per capita in 2004 was € 29 000 and the average annual inflation is 1.2%. So the purchasing power of consumers in Finland is increasing since 2004. Now the country is ranked in the top ten of the European Union.



The unemployment rate in 2013 it's the 8'5% of the active population,

After all these figures we can conclude that Finland's economy is one of the strongest in the European Union which leads to one of the highest standards of living in the world.

Sociocultural

There are few changes in the lifestyles and trends since Finland is counted as one of the modern countries. Their culture is a mix of different heritages proceeds of Sweden, Russia and Norway. Finnish people are usually quiet when they are with unknown people. However in friendships the Finnish people are very close and confident. Like in the other Nordic countries, social equality is one of the most important values in the Finnish culture.

Regarding to the social issues, education is also one of the most important values for the Finnish people. Therefore, they invest a great amount of money to improve the education of their population. At moment more and more Finnish women are as well educated as their male counterparts. Private education doesn't exist in Finland, because the government thinks that there is nothing better than a public system. Finland also has a very high level of education, with the average school life expectancy of 17 years. It has one of the best education systems in the European Union, with a literacy of 100% for both males and females.

The corruption is almost nonexistent. Finland is considered the fifth country out of 179 in Transparency International's Corruption Perceptions Index for 2008.

Technology

In matters of information technology (ICT) Finland is the most computerized country in the world. This means that virtually all residents have access to internet, mobile phone or any other electronic device of this type. The country gave birth to cell phone leader Nokia and has emerged as a place where multinationals like to recruit and start up labs. The government and local entrepreneurs are now moving into clean technology.

Finland has also systematically focused on promoting innovation, by organizing different projects and initiatives, such as a national innovation strategy, technology programs, and a network of regional science and technology parks. It is among the leading countries globally in terms of Research & Development spending per capita. Nowadays Finland is also delivering a great job concerning social innovations.

Finnish businesses are pioneers in using new technologies. Finnish engineers and scientists have made an international mark in different fields and products. These include numerous products of forestry, engineering, and information and communications technology.

We can decide that Finland is one of the best countries concerning the technological aspect.

Ecological

In Finland, people are very aware about ecological issues. Finland is the sixth most eco-friendly country in Europe. Wilderness, remoteness, and purity - these three words perfectly describe Finland, the country of endless forest and the land of the thousand lakes. The country is consists out of 78% of trees and 10% is covered by lakes. Finland is inhabited by only 5.3 million people, so it is the most sparsely populated country in the European Union. Therefore there are not many potential contributors to the general pollution.

Despite thriving wood industry, Finnish forests continue to grow thanks to decades of forestry research and environmental policies. Most of the country's paper pulp plants are equipped with filters reducing emissions. Also tap water in Finland is super clean, drinkable and tasty.

The people are environmentally friendly, and support eco efficiency; it comes as no surprise that Finland is the country with the least pollution, and one of the most competitive countries in the world. The good development of the country and its willingness to invest into culture comes from the high levels of the education system and the efficient and innovative environment.

Political and legal

The political system in Finland is characterized as a republic with a representative democracy governed accordingly to the principles of a parliamentary. Legislative power is established in the Parliament of Finland. The executive power is exercised by the Cabinet, officially termed Council of State which is led by the Prime Minister, the Head of the Government.

As to legal framework, the most important laws in Finland are European laws, although they have national laws too. In this country, protection of environment is too important. Therefore they have a lot of laws which regulate the activity of the companies. The main laws that companies have to carry out are:

- **Environmental Protection Act.** Governs prevention and control of pollution and prevention of generation of waste by certain activities. It also governs soil and groundwater conservation.
- **Waste Act.** Governs general prevention of generation of waste and prevention of hazards and harm to human health and the environment.
- **Water Act.** Governs water resource management and control.
- **Nature Protection Act.** Governs nature and landscape conservation.
- **Act on Compensation for Environmental Damage.** Governs liability for environmental damage.
- **Act on Remediation of Certain Environmental Damage.** Governs remediation of damages to biodiversity and certain water systems.
- **Act on Environmental Impact Assessment Procedure.** Governs environmental impact assessment (EIA).
- **Act on Environmental Impact Assessment of Plans and Programmes of the Authorities.** Governs EIA concerning certain plans and programmes.
- **Land Use and Building Act.** Governs land use and planning.
- **Emission Trading Act.** Governs emissions trading.
- **Act on the Use of the Kyoto Mechanisms.** Governs emissions trading.
- **Land Extraction Act.** Governs the use and control of certain natural resources.
- **Mining Act.** Governs the use and control of mining resources.
- **Forest Act.** Governs the use and control of forest resources.
- **Chemical Act.** Governs hazardous substances control.
- **Gene Technology Act.** Governs genetic engineering.
- **Nuclear Energy Act.** Governs nuclear power.
- **Act on Operating Aid for Power Generation from Renewable Energy Sources.** Governs renewable energy/feed-in tariffs.

- **Radiation Act.** Governs radiation control.

Meso-environment analysis

Suppliers

NaturVention does only do the assembling of the Fresh Walls. So they need suppliers to provide them the different parts of the wall.

The supplier of the plants is the most important provider for NaturVention, because the company itself doesn't cultivate plants. NaturVention buys and imports the plants to Finland. The plants for the Fresh Wall are bought from a company in Holland.

The back of the green wall and the pots are especially made for NaturVention by other companies. These parts are imported from Austria and Germany.

The plastic containers of the plants are from Poland. However the company is now investigating in a new kind of material for the containers, because the plastic is too contaminant for the environment. For this reason, they are in contact with one institution in Finland which is testing the quality of the new material (biological plastic).

Finally, the software was developed in their own company so they don't have to contact other companies to provide it.

Another kind of supplier of NaturVention is the legal supplier. He has earned a lot from NaturVention, because the company has paid € 50.000 for their patents.

Competitors

NaturVention has some competitors. These are companies that produce green walls or air purifying systems, but not green walls that also purify the air. NaturVention has a globally patent for its system, this count forever, but probably when they go to china, there they will copy the system, even with the patent.

In Finland we have found several companies, which are working with green walls. These companies can be seen as the main competitors. Yet they do not focus on delivering fresh air, but more on the design aspect.

The first one is Green Fortune.

This company provides green walls to big companies and supermarkets in Finland, Russia, Japan, Sweden, the Netherlands, China and Germany. Green Fortune was founded in 2005. Due to this fact, they have a stable position in the market and this not only in Finland. They install green walls on the roof-tops, between buildings and at the underground. You can find more information about the company, their plans and innovations at their website: <http://www.greenfortune.com/>

The second company is the Green House Effect. They design interior green walls relying on innovative solutions. Green House Effect designs, manufactures and services walls from real plants. They work directly with their customers. Their walls are customer made.

The client can choose the design and architecture, relying on their needs. This company is active in the domestic market in Finland. They don't sell their products abroad. You can find all the information about Green House effect on their website: <http://ghe.fi/projektit/>

The last one is Bin Fen Green Wall System. Their wall consists of 5 single plant containers with a mini water reservoir with a self watering system. More information you can find on their website: <http://www.binfengreenwallsystem.com/>

Distribution

The distribution of the suppliers to NaturVention is arranged by the suppliers themselves.

The distribution of the company to their customers:

NaturVention owns at the moment one truck. This truck has special functions that are required for the transportation of the green walls. So the truck contains a heating system, to keep the conditions inside it warm for the plants. Also is the truck extra high, especially for transporting the Fresh Walls in one piece.

Before buying their own transport vehicle, NaturVention outsourced the transportation of their products to a local transport company. However the truck that the organization had used for the transport was not heated and all the plants died. So they decided to invest in their own transportation.

3. SWOT analysis

3.1. Strengths

- The company has a patent for the system of the Fresh Wall and they have also the technology to produce the walls.
- The employees of NaturVention have a lot of professional knowledge. Their employees know a lot about technological things and fauna and flora.
- One of their strengths is that they are constantly innovating and trying to make the product better and better.
- Their product is innovative, unique and new and has a lot of potential. It could be a great success in the future. Besides, NaturVention green walls are very inexpensive to keep, electricity cost only one euro per month. Green walls can be controlled through app in customer's telephone, which improves usability.
- The company is green, ecological and environmentally friendly.

3.2. Weaknesses

- It is a small company with not a lot of budget. So they cannot spend a lot of money to research and development to improve their products or to create new ones.
- The active green wall is high priced, so it is not for everyone possible to buy it. Because of this high price, they have a small and specific target group. At the moment they are only selling to companies, which is not good for the awareness of the company and the product.

- The product is not well known yet, because they don't have enough promotion and communication with the consumers. This is the result of their low marketing budget.
- NaturVention doesn't have any medical confirmation that their product improves people health. People may wonder if it is really true what they are promising.

3.3. Opportunities

- Nowadays, there are a lot of people who care about the environment and ecological issues. People are getting more and more attached to the nature.
- Finland is a country with a lot of health of problems, concerning the bad air quality and people are aware of this situation.
- There are more people who suffer from for example allergies, who need things to improve their health.
- A healthy working and living space is getting more and more important to employees.
- There are other markets available for the product, such as the consumer market. So the company can expand their target group.
- There could be potential interest in other countries for the product of NaturVention, so new markets are worldwide available.
- If they expand to other countries it would be an opportunity for the company to install new factories in those countries, so the costs of distribution would be less.

3.4. Threats

- There are some competitors on the market and they could copy the system of NaturVention or their idea.
- Also an economical crises could be threat, because the product is high priced and therefore a big investment for customers. They can delay the purchase for one or two years or decide to not buy it at all.

4. Ansoff Matrix

Out of the SWOT analysis we can conclude that there are opportunities for the company in the consumer market. This opportunity can be combined with the strength of the company, the strength that it has the specific technology to make a system that provides natural, fresh, healthy indoor air. With this technology, NaturVention can develop a new product that is more convenient for the little consumer and not especially for big companies. The new product provides the same advantages than the active green wall, but is more appropriate for all people who have a need for natural, fresh, healthy indoor air. So NaturVention can develop a new product for a new market. This strategy is diversification.



5. Objectives & Strategy

So we decide to use a diversification method for NaturVention. We would like to develop a new product for the consumer market. We also want to stay focused on the business market with the current product the 'Fresh Wall', because there is still a lot of potential in this market. However we are going to keep improving the Fresh Wall and make it even better and more ecological. By selling to both the consumer as the business market, we reach more target groups and are able to expand our customer base. So our objectives for the coming four years are to double the turnover and to increase the market share.

Besides these actions, we want to enlarge the awareness of our company and products by investing more in promotion and marketing.

In the long-term, if the product is profitable and if there are a lot of consumers who are interested in the product, we want to go abroad. We want to export our product to several countries in Europe and also to Asia. Perhaps in the future even to the United States of America. But that is something for the future, now we are going to focus us mainly on the business and customer market in Finland and surrounding countries.

Furthermore we will improve the ecological aspects of the company, concerning the production process, the parts of the products and all the other features of the company itself, with keeping the sustainability in mind.

6. Marketingmix

6.1. Product

To reach the consumer market we have developed a new product inspired by the Fresh Wall of NaturVention. We wanted to create something more modern and smaller than the wall. However we desired to keep the functions and the advantages of the Fresh Wall, because that is what NaturVention stands for: 'Fresh, natural, healthy, indoor air'. Our new product is more accessible for the normal consumer, not only because of the lower price, but also because it doesn't take much space in the room. It is the perfect solution for consumers who want fresh, natural indoor air and also a healthy living space. The product is a small design box with three plants in it. It is decorative, but at the same time very useful.

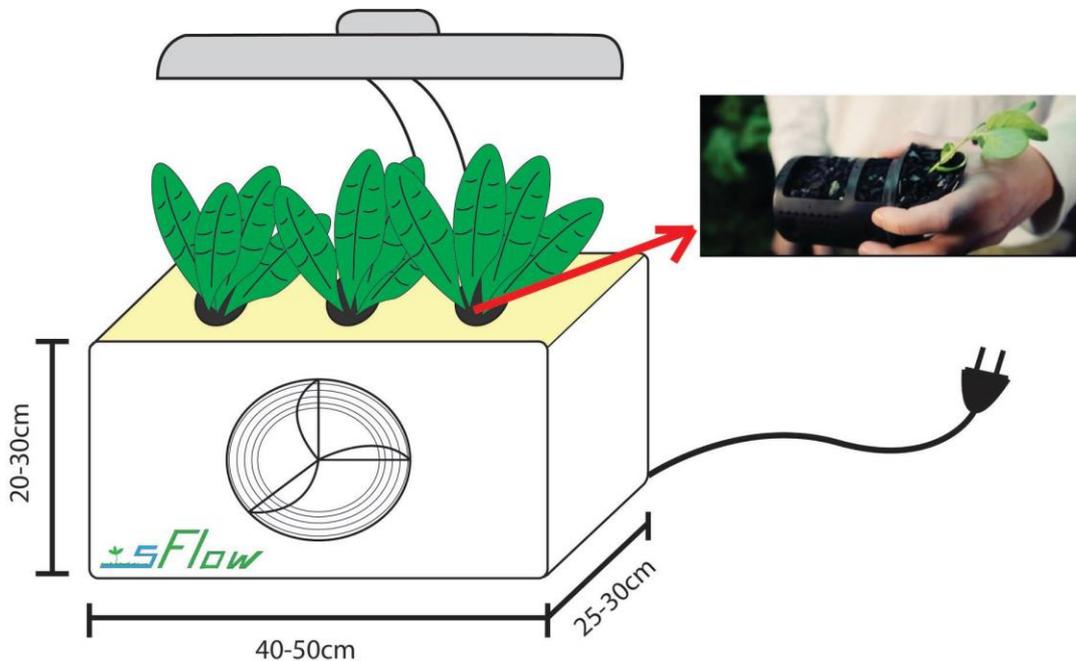
The new product that we developed is the sFlow, it stands for 'Smart Flower'. We have chosen this name because a flower is a plant and that is the main part of our product. But also the abbreviation 'flow' can indicate to the air flow of our product. Smart stands for the automatic function of the product, like the self-watering system. It is a smart product.

So the sFlow has the same functions as the Fresh Wall. The microbes in the root zone of each plant are purifying the air. The sFlow does not only provide purified air, but also naturally clean, safe and healthy air to breathe. This air is easier to breathe, so perfect for rooms where you need to speak a lot. The sFlow increases wellbeing and work efficiency in every room.

The plants we used for the sFlow are the least allergenic plants available and we are also not using soil or other allergic elements. Thus our product is allergy-friendliness.

The sFlow is a smart product, so it is easy to use. The automation of the product takes care of the plants, while the plants are taking care of the customer's health. Just like the Fresh Wall our new product eliminates or reduces several symptoms like: fatigue, dry skin, throat irritation, sneezing, headache, redness of eyes, etc.

Below you can find a picture of the sFlow.



Technical specifications of the sFlow:

- The product has a self-watering system; this system gives the plants twice a day enough water. The water is stored in a little reservoir in the box. So this automatic function allows the customer to feel free to forget watering the plant. Yet the reservoir has to be filled every 2 to 3 weeks.
- The sFlow contains also a lamp, this especially for the plants, so that they grow better. The customer can place the sFlow everywhere he wants. On a table, on the ground, in the sun, it doesn't matter. The lamp will shine itself when it's needed. This also automatically.
- A ventilator is placed in the sFlow to blow out the fresh, natural and healthy air. It makes the air flow through the space, so it doesn't matter where the customer puts the product, oxygen will reach every corner of the room.
- The plants that are used for the sFlow are special chosen. They provide more oxygen than usual ones. The sFlow offers enough oxygen for one room, living space, classroom or for a small office.
- The box of the product is made from plastic. This is to reduce the price, but also to give it modern design. The standard sFlow comes in a white box, but the customer can order other colours of their choice, such as yellow, green, blue, red, etc. So the product is adaptable for every consumer's taste. The measurements of the sFlow box are 20-30 cm high, 40-50 cm wide and 25-30 cm depth. So the measurements of the box are also adjustable.

NaturVention will be selling also just the cups with new plants for customers who have a need to replace the cups of their product, because one of the plants for example died.

The sFlow will have a guarantee of 3 years. There is no extra service needed for the sFlow. This is one of the differences with the Fresh Wall. The sFlow is so developed that the customer can take care of it by his one. All the information about the sFlow and how you have to use it can be found online on the website of NaturVention.

6.2. Price

Our product is for every customer, using it at home, at the office, in the classroom or anywhere else. That is why we keep the price as low as possible. The cost price will be around € 300, including delivery costs.

sFlow is made from plastic, it has a beautiful design and the small box can easily fit in any room. It makes not only look the room better (decoration) but it also provides fresh, healthy, natural indoor air, just like you are in a forest. With sFlow the customer will breathe fresh, natural air for a low price. So our target group is every person who is interested in a product that provides fresh, natural air and offers a solution for health and breathing problems. The target group exists of people who can afford the sFlow, so the middle and upper class.

The box of the sFlow is made from plastic so the monthly taxes will be just €5. There are just three cups necessary for the plants what lowers the costs of our product. The lightning will be an energy saving lamp, what also is ecological and cost saving.

The production costs of the sFlow will be around €220, so we don't need to collect a big amount of money to invest in the development and the production of our new product. The transport of the product depends on the location of the customer. This cost is calculated in the profitmarge. This calculating of the price is based on the cost-plus-method.

6.3. Place

We want to sell the sFlow online; because nowadays the internet becomes more and more important. Everyone is buying everything online. So it is necessary for the success of a business to have an online store. So when customers are surfing on the internet to gather information about fresh and healthy air and they come to the website of NaturVention it is critical to have an online store. Because then they can buy immediately the product. It is a trend the 'online shopping', so NaturVention will sell their products in an online shop at their website [www. NaturVention.com](http://www.NaturVention.com). The logic behind bringing your business to the Internet is simple: indefinite hours of operation, lower costs, and international availability. This all results in higher profits for the company.

If in the future sFlow is a success, there is interested in the product and it is profitable, NaturVention will consider to sell the product in specific shops such as interior design shops, because it is an exclusive product and a bit expensive. NaturVention will also try to offer the product in garden centres if there is an interest for it.

For the transport of the sFlow, NaturVention is going to use their specific truck. This truck is heated which is necessary for the plants in the product. The company will only use this truck and is not going to buy another one; this action is to lower the CO² emissions.

The delivery time depends on the location of the customer. It would take maximum one month to deliver the product to the customer. NaturVention will always try to deliver as soon as possible, because nowadays consumers are characterized by wanting their products as quickly as possible. Less than one week is not possible for this product, because we only have one truck. If the sFlow becomes more wanted, we can think about buying a second truck.

6.4. Promotion

The promotion consists of all marketing communication tools, it is a specific mix of advertising, personal selling, sales promotion, public relations and direct marketing a company uses to pursue its advertising and marketing objectives.

NaturVention will use different kinds of promotion, but we will not use mass media tools, because we don't have the budget for that communication. Maybe in the future when the product is a success and the company has more turnover, they can increase the budget for the promotion. We want to boost the purchases and awareness of our product and company.

We will take following actions concerning the promotion of the sFlow.

Before and during the launch of our new product on the market, we will try to advertise a lot as possible. Because it is a new product and potential consumers has to be informed about it. We will make brochures with information about the product and all its advantages.

We will create an introduction movie for the sFlow and put it on Youtube and on the Facebook page of NaturVention. We will send an email around to our existing customers with the presentation of our new product and perhaps to new potential customers.

NaturVention will also announce the launch of the sFlow on Twitter and Facebook. We will also advertise the sFlow in different design and ecological magazines from Finland and if possible international magazines.

When NaturVention launch the sFlow we would like to invite the press, so we can tell them everything about our new ecological product and we will explain them what the company does concerning sustainability and corporate social responsibility. This is public relations. It is important to build good relationships with the company's various publics by obtaining favorable publicity, building up a good "corporate image", and handling or heading off unfavorable rumors, stories, and events.

NaturVention will make a blog for the customers where they can write their opinion and experiences with the sFlow. The company is going to use these stories from real people as references, but they will also use this feedback of the customers to improve their product. These testimonials are a powerful tool for convincing potential customers to buy the sFlow, because these stories are real and people are more likely to trust the opinions of others. Nowadays people search through the internet for more information and experiences of other consumers before they are convinced that is a good a product and that they will buy it.

NaturVention will also participate at specific exhibitions to promote the sFlow and to increase brand awareness. They will search for potential consumers and will try to sell their new product. On these exhibitions they will explain what the company stands for and why people should buy their products.

On the company's website there will be created a separate part especially dedicated to the new sFlow. There people can find more information about the product and his advantages. They can also read why it is ecological and sustainable. On this page they are also able to see a movie on how to use the sFlow. Furthermore there will be a list of frequent asked questions (FAQ), for the convenience of the consumer.

NaturVention is going to organize product demonstrations for the local community. They will demonstrate how the sFlow and the FreshWall work and explain what the advantages of these products are. In this way they want to teach the community the importance of sustainability, being eco-friendly and being healthy. With this action they hope to increase the brand awareness and the purchases. Because coming directly in contact with the customer and showing the products in real life can make it easier to win the trust of the consumer and to convince him to buy the product. This is real time experience for the customer.

We will also improve the Facebook page of NaturVention, by making it more attractive, with texts and pictures of ecological sustainability, health, plants, flowers and we will describe our new product, the sFlow and the advantages of it. Now they only have 200 likes on their page and we want to increase that amount a lot.

NaturVention is going to work with Google Adwords for the online advertising of the brand and it is products. Here the preference will go to specific websites relate to fresh air, health, breathing problems, ecological sustainability, plants, etc.

In the future when the sFlow is successful and profitable, NaturVention will invest in bigger media tools to reach more people, such as a television commercial and billboards. Who will emphasise the advantage of the sFlow, 'Fresh, natural, healthy indoor air!'

7. Action program

Below you can find a list of all action that NaturVention would like to take or to accomplish in the next coming years.

- In the next year we want to develop and design our new product 'sFlow' and launched it on the consumer market.
- In the next 4 years we would like to double the turnover and increase the market share.
- We hope to penetrate the markets in the countries surrounding Finland in the coming 2 years.
- In the future, when sFlow is a success and profitable we would like to go abroad, if the budget aloud it we will search for new potential markets in Europe, Asia and maybe even the United States of America.
- The coming two years we want to improve the marketing and promotion of NaturVention to raise the sales and the brand awareness. So in general improving the communication with the customers.

- NaturVention will also start up an online shop to sell the sFlow, this will be realised the coming year.
- If the sFlow is profitable and there is enough interest in it, we will try to sell it in specific shops; this is for after 4 years.
- NaturVention will participate at specific fairs/ exhibitions, where they will show their products, explain their idea and could meet potential customers. We would like to realise that in the coming 2 years.
- NaturVention will also give product demonstrations and workshops concerning sustainability.
- The company will keep concentrating on the FreshWall and keep improving it.
- NaturVention will invest in research and development to improve or create new products, to make their products more ecological and their company's business more sustainable on all aspects.
- NaturVention will also take actions concerning corporate social responsibility.

8. Corporate social responsibility - CSR

Corporate social responsibility is a corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare. The term generally applies to the company efforts that go beyond what may be required by regulators or environmental protection groups.

NaturVention is going take actions concerning CSR, because this subject is becoming more and more important.

Below you can find a list with the actions that NaturVention would like to take around CSR.

- We would like to make the community more interested in ecology and sustainability, which is why NaturVention will organize workshops with their products integrated, to explain the people more about these subjects.
- We want to employ people from the local community and the company will organize each year an outdoor activity for its personnel and their families. It is important that the employees feel as a member of the company so that they are really committed and motivated.
- We would like to make people aware to improve their health. So that is why would like to give a certain percentage of our profit to an organization for long cancer or maybe to start one up ourselves if there is none in the local community. NaturVention chooses this kind of organization, because their products provide fresh and healthy air.
- NaturVention will search for local suppliers instead of foreign suppliers; this is to support and to boost the local economy. We prefer suppliers who are ecological themselves, so that the whole production of NaturVention can be come environment friendly. It is also more eco-friendly to work with local products. For example we import now plants from Holland, but we have to transport them all the way to Finland, this is not eco-friendly. So it is better to find a local supplier for the plants or even to start growing ourselves. This would reduce our carbon footprint a lot.

- The company will also try to print as less as possible and to send all documents digital.
- NaturVention will start its own compost pile, with their pant waste.

9. Financial Management

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The production costs of the sFlow will be around €220, so we don't need to collect a big amount of money to invest in the development and the production of our new product. The transport of the product depends on the location of the customer. This cost is calculated in the profitmarge. The cost calculating is based on the cost-plus-method.

We will be using the website www.kickstarter.com to get the amount of money to invest in the production for the sFlow. We will try to collect € 22.000 to start with, we expect that this enough. We will make a movie to present our idea on the site of Kickstarter. If this doesn't work, we will contact local companies or potential investors in Finland to support our project.

10. Controls / Evaluation

After one year we will evaluate the purchases of our new product 'the sFlow', the awareness of the product and the company. We will ask our customers for their experiences and their opinions about the sFlow by sending an e-mail or a questionnaire. After receiving this feedback we will analyze it and improve our product. If the feedback is to negative we will adjust our strategy, marketing or promotion.

11. Conclusion

After these two intensive weeks in Jyvaskyla, Finland, we can conclude that we had a nice time here. We have learned a lot about sustainability and being green. The whole experience was a once in a lifetime opportunity. The assignment was inspiring and educational and we hope that we brought it to a good end. We are proud of our teamwork and we had a lot of fun making it and sharing our ideas.

Team Fantastic 4 would like to thank all the teachers and people who guide us through the project these two weeks. Of course also the students Pihla and Heidi for taking good care of us and organizing the activities.

Greetings,

