



Faculty: FBE	Dept: Business Studies	Assignment	Semester: Summer 2020
Course Title: Principles of Management	Course Code: MGT 101	Section: A	Course Teacher: Md. Ali Imran
Duration: N/R	Open Book Exam	Total Marks:	Submission: 13 August 2020

Introduction

There is a growing awareness around the world about the issue of climate change and the resultant threat to the environment. Many businesses are seeking to reduce their carbon footprint in order to counter the threats posed. Indeed, for some companies it is necessary to demonstrate their green credentials in order to secure contracts, as clients are increasingly asking prospective suppliers to demonstrate how environmentally aware they are.

You are an e-commerce consultant and have been approached by an entrepreneur who has an idea to set up an e-commerce website that specializes in selling environmentally friendly products to businesses. These will include the following:

- Recycled paper for printers and copiers
- Recycled printer cartridges
- Environmentally friendly adhesives
- Solar powered services
- Power saving devices
- Books providing guidance on how businesses can reduce their carbon footprint and recycle their waste more efficiently

He is aware that you have a great deal of expertise in developing e-commerce solutions and has suggested that you go into partnership with him in order to launch the *Green Office Online* e-commerce site. You are very interested in this business proposition and have, therefore, agreed to work with him on the venture.

In order to set up this site you will require funding from your local bank. You have arranged an initial meeting with your bank manager to outline your plans for *Green Office Online*, with the intention of convincing him that it is a sound business idea, which is the first stage in securing the necessary funding.

Aim

The bank manager has asked you to prepare the following in advance of your meeting with him:

1. A short presentation of no more than 10 minutes which will outline your initial ideas for *Green Office Online*.
2. A report indicating how you plan to market the services of *Green Office Online* to your target audience.
3. A briefing document that outlines your plans for the development and launch of the *Green Office Online* e-commerce site, and clearly demonstrates your understanding of the major phases of work to be undertaken.

Task 1

You need to do some research to familiarize yourself with the subject area and to gain some ideas about how you can carry out the rest of the project. There are a number of websites available specializing in the sale of environmentally friendly products to businesses. In addition to this, you should also undertake some research to identify the key elements that an effective security policy typically includes. Use a maximum of 2 hours to review these areas. Bookmark the relevant sites and make notes of information that you can use in your assignment.

Task 2

Produce a project plan for the way you intend to complete the rest of this assignment. For planning, use the timescale you have been allocated for this assignment i.e. from the date you start to the date you submit your assignment. Submit a copy of your plan to your tutor BEFORE you proceed further with the assignment.

Task 3

Using PowerPoint or a similar tool, prepare a maximum of twenty slides that could be used to form the basis of a presentation to the bank manager. The slides should outline your plans for *Green Office Online*, clearly indicating what range of products and services that the site will provide, why you believe there is a requirement for this type of e-commerce site, the target audience for the site and the potential benefits that *Green Office Online* could deliver to them. You should also include a general section on the increasing need to address environmental issues that will aim to convince the bank manager that this is a socially worthwhile venture as well as one that could be commercially successful.