

Proposal for Global Enterprise Experience 2007 by Team 48:

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No native speakers in Team 48.

**The goal of life is living in agreement with nature.
Zeno (335 BC - 264 BC; hellenistic philosopher)**



ECOPROF Consulting: We help You to use ecological production technologies to improve your profits for the future.

1. Nature of the venture

As a result of contemporary climate discussions and the KYOTO-protocol it is obvious that enormous law restrictions for companies are invented and will be strictly tightened in the future. But these restrictions also offer opportunities to benefit from being an environmentally orientated company. For example: In the EU companies can sell their unused emission-rights to other companies and can therefore create extraordinary benefits. ECOPROF Consulting's interests are to help companies, especially multi-national corporations (MNCs), to implement ecological production methods and to reduce environmentally hazardous by-products by giving experienced advice escorted by showing possible ways for generating additional profits.

Our services:

- *Because of our intensive contact to future-orientated companies selling new ecologically improved technologies, ECOPROF can find individualized solutions to optimize the process of production from an ecological point of view.*
- *Already existing law restrictions and surely coming requirements will not only enforce companies to deal with more ecological ways of producing, but will also offer new ways of gaining profits. ECOPROF helps finding these ways.*
- *ECOPROF's work will help companies to enhance their processes and will assist to avert the collapse of our climate simultaneously.*

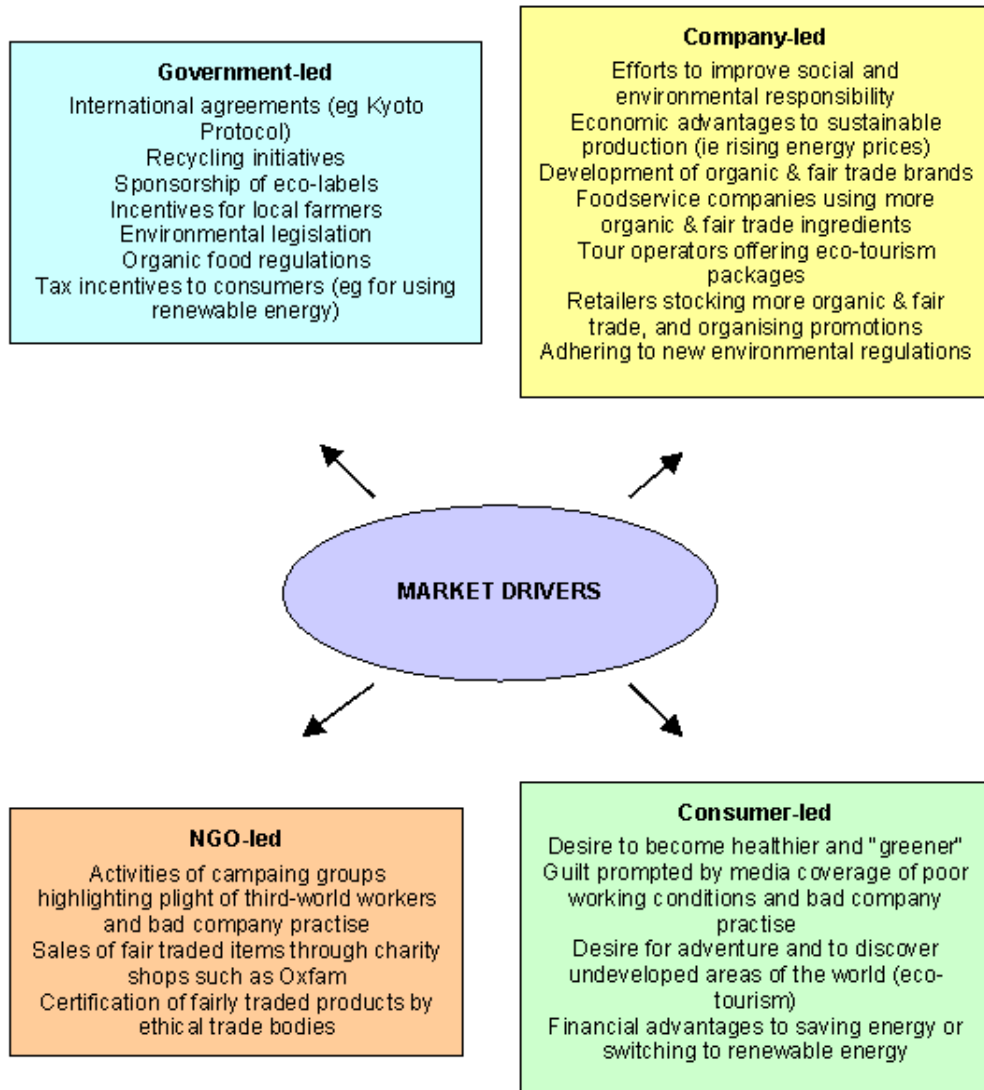
2. Description of the market

In recent years we have experienced an increasing concern about the need for sustainability from different spectrum of the society. Effectively, governments, companies, and consumers are now all aware about the need for preserving what we have, improving our current practices, and developing new mechanisms that would enable the sustainability of our environment. This new movement toward sustainability is mainly driven by four market drivers: governments, companies, non-governmental organizations (NGOs), and consumers, which all have influenced the market differently (see Chart 1). We believe that this movement proves there is a global need for consulting companies such as ECOPROF Consulting in order to help companies reach those goals. ECOPROF Consulting's main objective is to offer a service of consultation and advice aimed at improving business processes which would enable companies to meet restrictions, laws, and regulations concerning the environment.

In addition to offer advices, ECOPROF Consulting can help companies implement the modifications necessary to satisfy these requirements. The environmental consulting and engineering service constitute a sector of the industry of Global Environmental and Facilities Services. According to *Datamonitor*, the consulting and engineering sector generated revenues of \$48.5 billion in 2006, representing 23.2% of the industry's total value of \$208.5 billion (see Table 2 and Figure 2). The industry as a whole performed healthily in the past five year, growing at a compound annual growth rate of 3.6% between 2002 and 2006. Moreover, the industry is forecasted to continue to grow over the period between 2006 and 2011, although at a more moderate pace of 2.9% per year, letting us believe that there is an opportunity for ECOPROF Consulting to successfully enter the market.

Chart 1

Sustainability: Factors Affecting Demand for Sustainable Products 2005



Source: Euromonitor International

The United States is currently the largest regional market due to the relatively strict regulations in place (see Table 3 and Figure 3). However, while some of the growing economies of Asia-Pacific yet have to develop and implement effective environmental laws, they are expected to become a large market in the future. Therefore, it will be very important for ECOPROF Consulting to establish itself as a leader in this region. As stated earlier, ECOPROF Consulting would mainly cater to Multi-National Corporations (MNCs) which have to satisfy the environmental requirements of every country in which they do business.

These laws and regulations are expected to become stricter in the near future and offer a potential for great future returns for companies such as ECOPROF Consulting. On the other hand, ECOPROF Consulting doesn't have to limit itself to serving only the needs of MNCs and could also cater to any large corporations in need for environmental advices.

Table 2: Global Environmental & Facilities Services Market Segmentation I: % Share, by Value, 2006

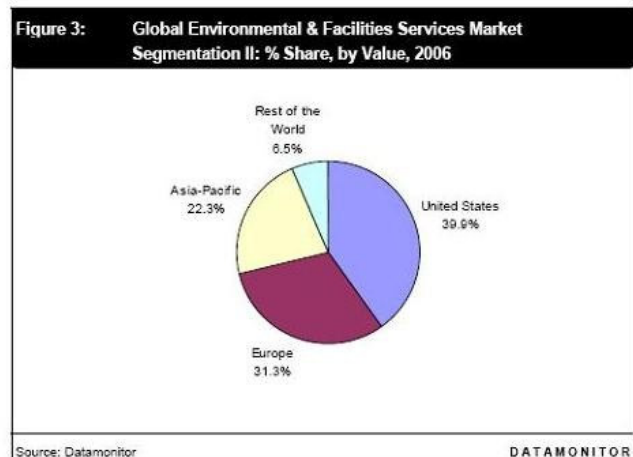
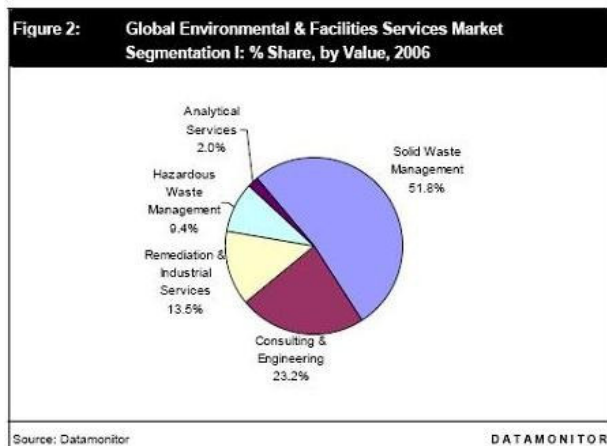
Category	% Share
Solid Waste Management	51.80%
Consulting & Engineering	23.20%
Remediation & Industrial Services	13.50%
Hazardous Waste Management	9.40%
Analytical Services	2.00%
Total	100.0%

Source: Datamonitor DATAMONITOR

Table 3: Global Environmental & Facilities Services Market Segmentation II: % Share, by Value, 2006

Geography	% Share
United States	39.90%
Europe	31.30%
Asia-Pacific	22.30%
Rest of the World	6.50%
Total	100.0%

Source: Datamonitor DATAMONITOR



3. ECOPROF's Strategy (HR, Location, Financial Idea and Promotion)

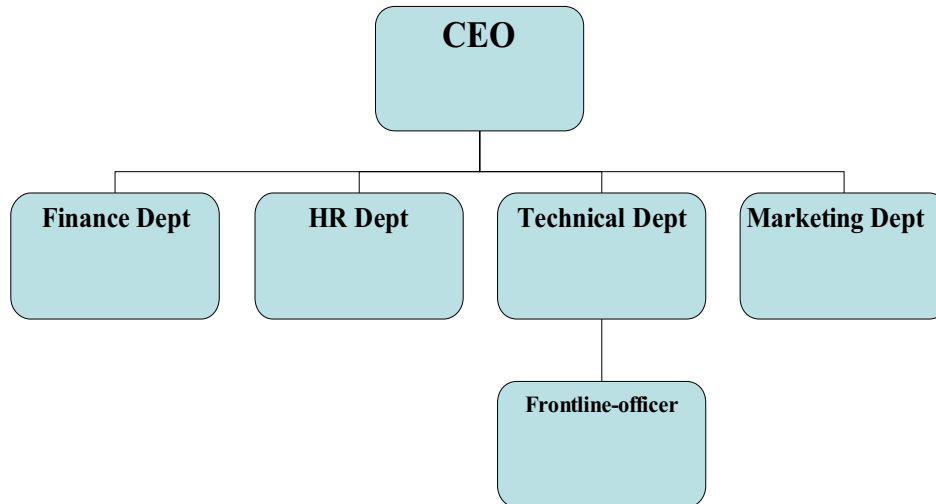
HR-plan and Location of ECOPROF

The organizational structure of ECOPROF will be in the form of hierarchy. This means that the management level should be descending from top to bottom. Every department will be under the control of the CEO but they will be interdependent with one another. Besides, there will be a supervisor for each of the department who is responsible to convey message between CEO, different departments and the staff under that department. Communication between different departments will be essential as they can perform their jobs well if they understand the operation of the whole company better.

The CEO will be responsible for the overall operation and coordination of the company. Finance department will be responsible for issues like accounting, budgeting, calculation for wages. HR department will be responsible for recruitment and affairs concerning with staff. For technical department, it mainly deals with the technological parts of our company and the equipment we offer to our customers. The subordinate under it will be the frontline-officers who are responsible to have direct contact with our clients. The Headquarter including the CEO with all four main departments will be located in New York, USA. It is also responsible for our

customers in North and South America. Our frontline-officers are located in offices throughout the world with representations in Berlin, Germany, responsible for our customers in Europe, in Abuja, Nigeria, responsible for our customers in Africa, and in Hongkong, China, responsible for customers in Asia and Australia.

ECOPROF's organizational chart:



Our frontline-officers have a throughout understanding of our company and have professional skills in sales and knowledge in environmental sustainability issues. Thus, all the staff in the company can interact with each other and contribute to the success of the company.

Financial Idea

As mentioned in the promotion plan ECOPROF is in contact to local governments and green organisations. Through these connections we're able to connect both networks, customers and financiers. In Europe there are lots of possibilities and different kinds of appropriation for new ideas and visions. Especially the BASEL II-progress is leading to new forms of support and is opening networks.

The marketing department stays in close contact to different MNCs to declare possible options of financing our company. The locations in Berlin, New York, Abuja and Hongkong are most suitable to build up relations to locals, governmental organizations or non-governmental organizations.

Promotional Plan

In order to promote ECOPROF to our target market, we need a comprehensive promotional plan. The plan comprises of the following:

Cooperation with local government and green organisations

Through the cooperation with local government and green organisations, ECOPROF can position itself as a consultancy with professional and trustworthy service. In addition, the local government and green organisations can provide a concrete network which is filled with our potential customers.

Display shop

A display shop will be set up showing models of the environmentally friendly systems and giving instructions on how to go green to achieve industrial sustainability. Stakeholders can visit the display shop to know more about the nature of ECOPROF and the importance of environmental concerns.

Familiarisation trips

Familiarisation trips for stakeholders can give them a practical overview of how our products and services operate. Visiting enterprises and factories which operate successfully under the guidance of ECOPROF can strengthen interested parties' confidence in buying our services.

Industrial fairs

ECOPROF will be proactive in joining different industrial fairs to promote itself by demonstrating our services with models, audio-visual, and print-outs. Besides, ECOPROF can broaden its eyesight by exchanging ideas and sharing trends with the other industrial enterprises so as to acquire up-to-date knowledge.

Internet promotion

Internet is a powerful tool in exposing ECOPROF to the world. It is a promotional tool that costs little but is very effective in reaching our potential markets. Therefore, a homepage will be set up for ECOPROF describing our goals and objectives, business scope and our contribution to industrial sustainability. Furthermore, email-marketing is also an effective promotional strategy which is cost-saving and quick.

4. Objectives/goals

ECOPROF aims at helping improved knowledge and decisions in the various industries about use of materials, reduction of waste, and prevention of pollution. It tries to build up comprehensive accounts of the flow of materials in the economy, descriptions of the environmental dimensions of industrial systems, means for analysis and design of environmentally efficient systems and products, and alternatives to disposal for wastes.

Therefore, ECOPROF will invest a lot of effort in continually exploring the market and ecological possibilities. These independent explorations are looking to developments in consumer needs and behaviors, technology and environment.

ECOPROF will provide a Resource and Ecosystem Management in which complex environmental problems are related to site management, restoration, and stewardship of natural resources. MNC's typically need and want to improve site contamination or address resource management issues from past, current, or future activities. Thus ECOPROF is able to offer services to create individualized cost-effective scientific and technological solutions to waste disposal, production and resource management problems.

ECOPROF can also give companies advice on how to structurally integrate environmental aspects into the product innovation process. To make ecological design an

integral part of corporate operations, its implementation is necessary throughout the organization, at the strategic, tactical and operational levels.

The resource and ecosystem management team will provide valuable ways to our clients through our ability to understand the problems based on our past involvement and experience, then assemble an integrated team of experts to solve the problems. We are able to bring custom-designed tools and technologies to handle the problem which offers our clients innovative and cost-effective solutions to their problems. The unique technologies, equipment and facilities would be helpful to solve difficult problems in a cost-effective and innovative method.

ECOPROF also offers technology-based consulting to help our clients solve environmental and resource management problems. The business is focused on restoring, protecting, and sustaining the environment, our natural resources and ecosystems. Moreover, ECOPROF provides a service like environmental assessment and monitoring, fate and transport modeling, natural resource management, and human health and ecological risk assessment. These are our objectives and goals to our ability to assemble multi-disciplinary teams of experts to solve complex environmental problems which differentiates us from our competitors.