

Raising Awareness of a Green Business: Session 1

Raising Awarenessor-heldhat Is It?

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Overview

- Aims and Learning Outcomes
- Getting Started
- What Is It?
- Understanding the Business Environment and Customers
- What is Your Value Proposition?
- Understanding the Needs of Your Customers
- **♦**Summary







◆The overall aim of this workshop is to:

Introduce what is meant by raising awareness of a green business

◆In so doing, the workshop will enable you to: (i) reflect on how raising awareness of the business contributes to the delivery of the value proposition of the business and (ii) understand the needs and wants of your customers





Learning Outcomes

- ◆By the end of the workshop, you will:
- ◆ Understand what is meant by raising awareness in the context of starting and developing a green business
- ◆ Understand the impact of the business environment when developing a value proposition for a green business
- ◆ Be able to analyse markets and customer needs







The Learning Process

- Some taught input
- Group work
- ◆Individual reflection

... and learning and fun







Getting Started ...

- A quick question:
- **◆What does raising awareness mean to you in starting and managing a green business?**
- Share your thoughts with the rest of the group







What Is It?

The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler and Armstrong, 2015, p. 29)

The management process responsible for identifying, anticipating and satisfying customer requirements profitably (Chartered Institute of Marketing)







What Is It?

Marketing is all about getting more customers to buy more, more often and ideally at higher prices. However, hiding behind your broken CRM systems (does yours work, really?) sending your broken emails to improve your broken customer transactions is not the way (Craven, 2015)







- The activities undertaken to raise awareness of a business are commonly labelled as marketing
- Difference between marketing and selling
- Marketing as an interface vs. marketing as a function
- The importance of understanding the customer







◆Activity

- ◆Based on secondary sources of material (e.g. marketing material, websites, content on social media), compare and contrast the marketing activities of a small green business with a large green business
- Identify three similarities and differences between the two







Some Questions ...

- Key questions:
- •Why should people bother to buy from you when they can buy from the competition
- What makes your business different from the rest?
- What do customers think of you and your business?
- Are you giving your customers what they want today?
 And what about tomorrow?







In starting or developing a green business, you will have a network of stakeholder relationships to manage

This web of relationships is your business environment or 'task' environment (Rosenbusch et al., 2013)







- •Understanding of your task environment is important because:
- ◆There are greater levels of uncertainty and change in the business environment which generates both opportunities and challenges for new and existing green businesses
- ◆The trends we see will be shaping the needs and demands of customers
- ◆It is important to avoid any surprises, as they can be expensive





Push – examples of change which threaten the business	\iff	Pull – examples of change which offer opportunities
Your customers start thinking your product and service offerings are old-fashioned		You find new ways to do things better
Your 'star' products and services reach the end of their life cycle		New markets want your products
Competitors do what you do better or more cheaply		You find ways to do new things
Your customers' requirements change		New techniques change what you can do
New products and services make yours unnecessary		Government policy offers incentives and subsidies
Regulation increases your costs		







- There are various tools that can be used in order to gain an understanding of the business environment
- ◆The most commonly used tool is the PEST(LE) framework
- ◆PESTLE Political, Economic, Social, Technological, Legal, Environment







- **♦**Activity:
- ◆In groups of 3 to 4, complete a PESTLE analysis of the business environment for green businesses in the [country of the workshop]
- Based on your analysis, identify the implications for starting and developing a green business
- Summarise the key issues in an informal presentation





- ◆Different types of customer current, prospective, lost
- Difference between needs and wants
- Need can be defined as a state of felt deprivation (Maslow, 1943)
- •Wants are a form that a human needs takes, as shaped by local cultures and individual personalities





- Customers usually choose from a tremendous variety of products and services to satisfy a given need or want
- ◆It is these needs and wants that are fulfilled through a marketing offer
- ◆It is important to target products and services to groups of customers with the same needs or wants
- ◆If a business states that it is targeting everyone then they are targeting no one







- The process of identifying and dividing the market into segments of customers is called *market segmentation*
- The market can be defined or segmented on the basis of a number of criteria including:
- ◆Geography
- ◆Demographics
- **◆**Institutions
- **◆**Behaviours
- **◆**Lifestyles







- There are a number of available studies that have segmented the market for green businesses
- **♦**These include:
- ◆Green and Ethical Segmentation Call Credit
- Green Marketing Action Framework Yankelovich
- ◆Three Shades of Green Green America, Association for Enterprise Opportunity and EcoVentures International



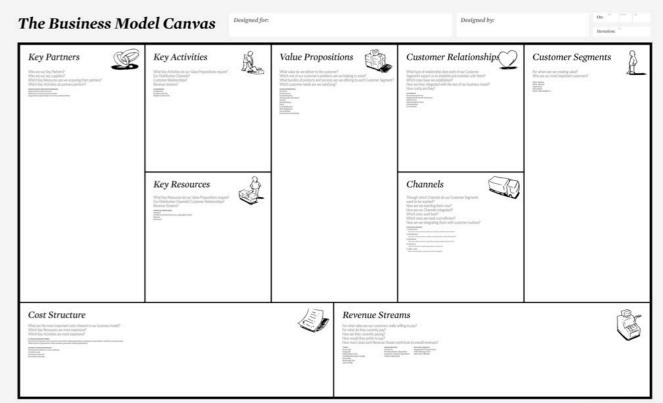




- **◆**Activity:
- Reflect on the potential or current customers of your business:
- ◆Identify groupings or segments of customers and their needs
- Assess the extent to which your (informal and formal) marketing activity will meet/meets the needs of these different groupings











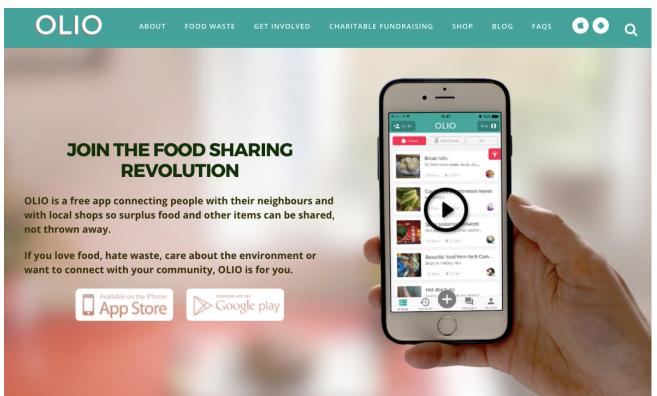


- A positioning statement is a short sentence or phrase that conveys the essence of the value delivered by the business
- ♦ Within the context of the development of the business model, this positioning statement is increasingly being referred to as the value proposition (Osterwalder and Pigneur, 2010)















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- **◆**Activity:
- ♦ How would you describe the value proposition of your green business to others?
- What value do you deliver to your customers?







Summary

- Marketing is commonly used a label to describe the activities involved in raising awareness of a business
- ♦Importance of understanding trends in the business environment
- The centrality of the customer
- The importance of developing a clear value proposition for your business which enables the value of the business to be linked to the needs of customers







Homework

◆Use one of the segmentation frameworks to understand the needs and experiences of your potential/current customers segments

Develop a summary which can be shared with others at the next workshop







For more information

Visit the website Green-entrepreneurship.online

