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Green Monkeys

# **GEL-IN Division Business Plan**



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*Helping Businesses Go Green Effectively*



# GEL-IN Division Business Plan

*Helping Businesses Go Green Efficiently*

## **Purpose**

To efficiently convert a business into a green establishment, the first priority is a commitment to make a transition. A firm resolution must be made so that once the transformation is completed the client is satisfied with the changes.

## **Problem**

All businesses find that expenses are extremely high in running their company, which can be closely tied to undercapitalization. Due to the rising economy, vendors are choosing to increase their prices. In retrospect, businesses small to large are opting to buy the cheapest product from the vendors whether the product is of quality or not.

## **Solution**

Our customers already know that greening your business is a worthy cause, but with our help you can make the cause reasonable. Joining the green cause isn't just a phenomenon: it is the future. We will save our customers money as well as saving the environment.

The Green Monkey Panel will help you green your business step by step. We will even help you track your progress by looking at the numbers including profits, costs, and other quantifiable factors. As a green business you may also measure your success in the environment too; for example, by how many trees you save from using recycled paper and by how much money you get from recycling cans and bottles.

## Simple Measures Businesses Can Take

- Reduce waste output and input through effective planning
- Switch from incandescent lights to compact florescent lights (CFLs)
- Use biodegradable products such as cleaning supplies as well as business supplies
- Packaging reduction
- Turning off equipment
- Encourage communications by e-mail
- Produce double-sided documents, whenever possible
- Find a supply of paper with maximum available recycled content
- Instigate an ongoing search for "greener" products and services in the local community

## Why?

Conserving the environment is critical for the long-term success of your business. The availability of resources, the quality of your air and water, and population shifts all affect the way you do business. A healthy environment makes for a healthy economy.

## Participant Activities

The Green Monkeys consists of five members:

Shawnetta Cottrell  
Keyitta Dawsey  
Casey Hayes  
Deteshia Collins  
Tieisha Dawsey

All members of the Green Monkeys participate in every aspect of helping businesses "Go Green" efficiently. If we chose to work alone, we still inform the group of any changes or newfound ideas. Once

informed, all members come together to discuss if the changes are the best ways to get the idea proposed accomplished.

## **Business Profits**

In order to calculate how much businesses will save, the companies must gather their initial expenses so they can project. Businesses spend the most money on heating, cooling, and lighting; however using the energy star equipment and techniques businesses will save a substantial amount of working capital. Along with saving money, energy star equipment cause fewer greenhouse gas emissions.