

# SUSTIRA

## Beginner Eco-Friendly Product Business Basics

*Step-by-Step Guide to Starting a Sustainable Startup Successfully*

### **Vision of SUSTIRA**

To empower aspiring entrepreneurs with practical knowledge, eco-friendly product ideas, and structured business planning to build sustainable businesses with confidence.

## **1. Identify the Eco-Friendly Business Idea**

- Choose products that solve environmental problems.
- Focus on locally available raw materials.
- Start with simple products like soaps, cloth bags, natural cleaners, candles, handmade décor, or recycled products.
- Validate demand in your local market before investing heavily.

## **2. Market Research & Customer Understanding**

- Study local customer needs and purchasing habits.
- Observe competitors and identify market gaps.
- Understand pricing, packaging, and preferred selling platforms.
- Create a basic survey using WhatsApp or Google Forms.

## **3. Product Development Process**

- Create a small prototype or sample batch.
- Test quality, durability, fragrance, usability, and safety.
- Improve the product based on customer feedback.
- Develop attractive and eco-friendly packaging.

## **4. Raw Material & Supplier Planning**

- List all required materials and equipment.
- Find reliable local suppliers to reduce transportation cost.
- Maintain backup suppliers for uninterrupted production.
- Negotiate bulk pricing for better margins.

## 5. Financial Planning Basics

- Estimate startup investment required.
- Separate fixed costs and variable costs.
- Prepare a monthly expense sheet.
- Maintain emergency funds for 3–6 months.
- Track profit margins and cash flow regularly.

## 6. Legal & Registration Essentials

- Choose a suitable business structure (sole proprietorship, partnership, etc.).
- Register your business name and GST if required.
- Understand local pollution and compliance norms.
- Maintain invoices and accounting records properly.

## 7. Branding & Packaging

- Create a memorable eco-friendly brand identity.
- Use sustainable packaging materials.
- Highlight environmental benefits clearly on labels.
- Develop simple brochures and social media pages.

## 8. Marketing & Sales Strategy

- Start with local exhibitions, WhatsApp marketing, and Instagram.
- Partner with eco-stores and local communities.
- Offer introductory pricing and samples.
- Collect customer reviews and testimonials.

## 9. Production & Operations Management

- Create daily production schedules.
- Maintain hygiene and safety standards.
- Monitor inventory regularly.
- Train workers on quality procedures.

## 10. Scaling the Business Sustainably

- Expand only after stabilizing the initial operations.
- Introduce new products gradually.
- Build partnerships with NGOs, schools, and eco-conscious communities.
- Invest profits back into innovation and quality improvement.

## Simple Financial Planning Framework

1. Initial Investment Planning
2. Monthly Operating Expenses
3. Break-even Analysis
4. Pricing Strategy
5. Profit Reinvestment Planning
6. Emergency Reserve Management
7. Marketing Budget Allocation

## **Success Tips for Beginners**

- Start small and focus on quality.
- Avoid unnecessary loans initially.
- Document every process clearly.
- Build trust through transparency and consistency.
- Continuously learn about sustainability trends.

**SUSTIRA encourages sustainable innovation, practical entrepreneurship, and eco-conscious product development for a greener future.**