

# Business Plan for: The Celtics

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**Market Analysis-** Our competition includes groups from: Power's Paper Company who are in charge of recycling paper left over from the company; Meade County Recycling center who are in charge of recycling plastic bottles, cans, and other waste; the school group who are in charge of energy audits which help to save the schools money. These other groups are considered our competition because they are also helping Meade County to go green and save money, and therefore are also competing for the prize.

**Company description-** Our team name is the Celtics. We picked the Celtics for our team name because the Celtics are a basketball team with green uniforms with shamrocks and we felt that that would be a good name for going green and saving the environment. Our purpose is to recycle cans and plastic bottles and set up an informational booth at the Meade County fair to

educate people about going green and saving money in the process.

## Organization and management-

Kayla Greenwell is the team leader who is in charge of making sure everything gets done correctly and in a timely manner. She is also in charge of the flash drive that holds all the group information such as the brochures. She edits all materials to be presented as a team such as presentations, etc.

Micah Tucker was the spokesperson for the first commercial. He has been designated to work at the fair and designed fliers to post to make sure everyone recycles at the fair.

Joey Bishop worked at city hall to help prepare for the Meade County fair and designed our group's presentation.

Robin Mucker is the spokesperson for the second video, and she also designed the business plan.

**Marketing and Sales-** Assets that will be utilized for our project include flyers, brochures, recycling bins, and an informational booth at the Fair.

**Executive summary-** For our project we recycled at the fair. In doing so, we saved the county about \$\_\_\_\_\_, of which 100% went back to the fair. We also helped to educate the citizens of Meade County about how to recycle properly and easily to save money and make their home greener. We also educated them on how to be more energy efficient, also making our county greener and saving us all money.

## Appendix-

<http://www.greenerchoices.org/eco-labels/>

<http://www.ecologo.org/>

<http://www.rezhub.com/>

[www.goinggreenmatters.com](http://www.goinggreenmatters.com)