

PROBLEMS IDENTIFICATION

An entrepreneurship based on a sustainable perspective is not synonymous with a viable business.



When developing a sustainable entrepreneurship model, it is necessary to provide it with a series of characteristics and fulfil specific conditions.

But, in addition, as in any other business that aspires to grow and be viable, it must also have a consolidation and development plan.

In this sense, we are going to study the case of an enterprise related to the textile sector.

It is a tailor-made clothes alteration and tailoring shop located in a middle-class urban neighbourhood. It has no employees and is assisted in the workshop by her daughter and her husband for administrative tasks during non-working hours.

As background information, we know that the entrepreneur was part of the staff of a large textile company with the responsibility of manager and has a great deal of work experience in tasks related to mending and altering garments.

However, her training and business experience are practically non-existent.

She is currently faced with the decision to continue with the business. The income from the operation of the business barely covers the amortisation of the first investment.

Factors that can influence failure

We will now analyse some factors related to sustainability that may be influencing this failure.

POTENCIAL CUSTOMERS

in our case, we must exploit the differentiating character that our perspective of sustainability provides us with. To do this, we should also look at our target audience and find out about their commitment to sustainability. In this research, a tour of the neighbourhood's establishments can help us by observing the number of establishments that may have a certain relationship with the objectives of sustainability and talking to their owners to find out their impressions and even propose commercial synergy policies.

LOCATION

Before deciding on the location of a venture, it is highly advisable to visit the target area. The number and location of businesses that may be either competitors or potential collaborators should be studied. In neighbourhoods with a high density of establishments dedicated to the same activity, it is essential to detect opportunities in the form of services that differentiate us from the competition.

SUSTAINABILITY

it is essential to maintain the character of a sustainable enterprise. It is highly advisable to have a manual of good practices that will allow us to guarantee our character as a sustainable enterprise, both in the management of the business and in our relations with our immediate ecosystem. We must not forget that correct sustainability must be directed towards the three related aspects: environmental, social and economic.



In the case in question, the following measures have been proposed to consolidate the venture:

"THE CORRECT SUSTAINABILITY SHOULD BE ADDRESSED TO THE ENVIRONMENT, SOCIETY AND THE ECONOMY"

Firstly, drafting a manual of good practices in sustainability, adapting the management of the business to these practices, disseminating its character as a sustainable textile business in the neighbourhood and managed by a person with extensive experience in the sector.

Establish collaborations and share experiences with a neighbourhood shop dedicated to the sale of sustainable food products.

Establish a possible commercial collaboration with a neighbourhood shop dedicated to the sale of second-hand textiles, in the sense of offering a repair and mending service associated with the sale.

In this way, the second-hand shop should benefit from a possible increase in its sales by offering the mending service and our shop will obtain a double benefit, on the one hand, an increase in the number of work orders and, on the other, a means of advertising the shop as a sustainable activity and business with a high quality service offer, thus attracting customers both for its character as a sustainable enterprise and for the quality of its services.

