

# SUSTAINABLE BUSINESS MODEL

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

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

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

In this sense, we will study the case of a venture related to the textile sector.

It consists of a business aimed at extending the useful life of garments, from seasonal remains of large commercial chains, offering the consumer a product with a sustainability orientation.

For this, both the management and the point of sale meet the appropriate requirements.

When analyzing the production cycle we can observe how one of the possible critical points in management is the profitability factor of the purchases made. It is necessary to make the most of the number of garments purchased.

Then it will be essential to establish an adequate quality control that guarantees, as far as possible, that the highest percentage of product purchased, after minimal manipulation and consequently a minimum use of resources, is in a position to be part of the offer at the point of sale.

Undoubtedly, this will require a strong dedication to the selection of the product to be acquired and given the nature of the venture, it is difficult in this operation to achieve an absolute level of success.

For this reason we have to consider that we are going to produce a series of discards in the different stages of our management.



# Discards in the stages of management

We understand by discards, those garments that do not meet the quality standard required to be marketed at our point of sale must be removed from our circuit, in addition to garments without demand by our customers. The reasons can be several: defective garments, non-repairable, special sizes without demand, etc.

To avoid that these discards suppose a decrease in the profitability of our business, it is necessary that we develop some strategy that allows us to obtain an economic return.

In this specific case we have established an alliance based on the synergy of objectives, with an entrepreneur from the garden furniture sector, an entrepreneur specialized in clothing and arrangements and a young designer.

The first is dedicated to the recovery of used wooden pallets and their transformation into garden furniture. The second has a small workshop for the making and arrangement of clothes. The third is in a situation of active job search.

Together, the opportunity has been raised to join forces and present a product to the market consisting of garden furniture, but also for the home and even decorative elements for businesses and offices, designed in an original way according to demand, adapted to the needs of the client and executed based on the use of pallets. of wood recovered and transformed, decorated with fabrics from our discards, cut and sewn, offering a 100% sustainable product with an important added value.

The ultimate goal is to establish an alliance between sustainable entrepreneurs that allows us to capitalize on our weaknesses.

