



# HEMP BAG

## Business Plan





**KEEP**

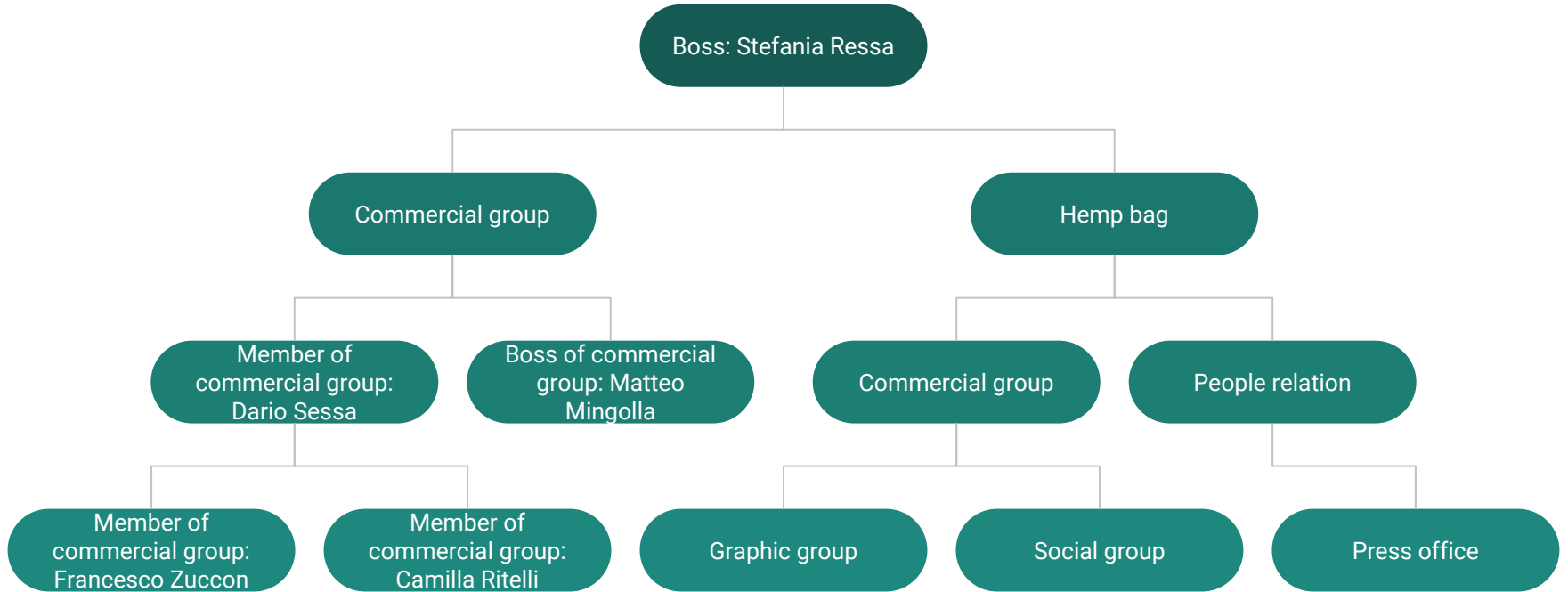
**BAG**

**AND**

**SAVE**

**THE EARTH**

# ORGANIZATION CHART



TEAM OF "RIVOGLIAMO TARANTO"



# THE TEAM AT WORK



# SUMMARIZE YOUR BUSINESS MODEL CANVAS

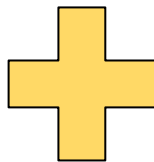
For our **business model Canvas**, we thought about an **hemp bag**.

- We can distribute them, in the **hotels, workshops of hemp and newsagents**, our key partnerships too.
- Taranto will be know using the bag, that is also a **souvenir** for the **tourists**.
- The hemp for the bag is a **good quality hemp made in Taranto**
- The channels are **website, social, newsagents and hotels**
- The cost are the **logo, the map and the bag**.
- We use a **sustainable material**

# IDEA



- Our big idea is make a **typical souvenir of Taranto**. We have thought about a bag made of **hemp's fibers**



IDEA



- We are creating a **sustainable product** that is **unique** in our land



HEMPBAG

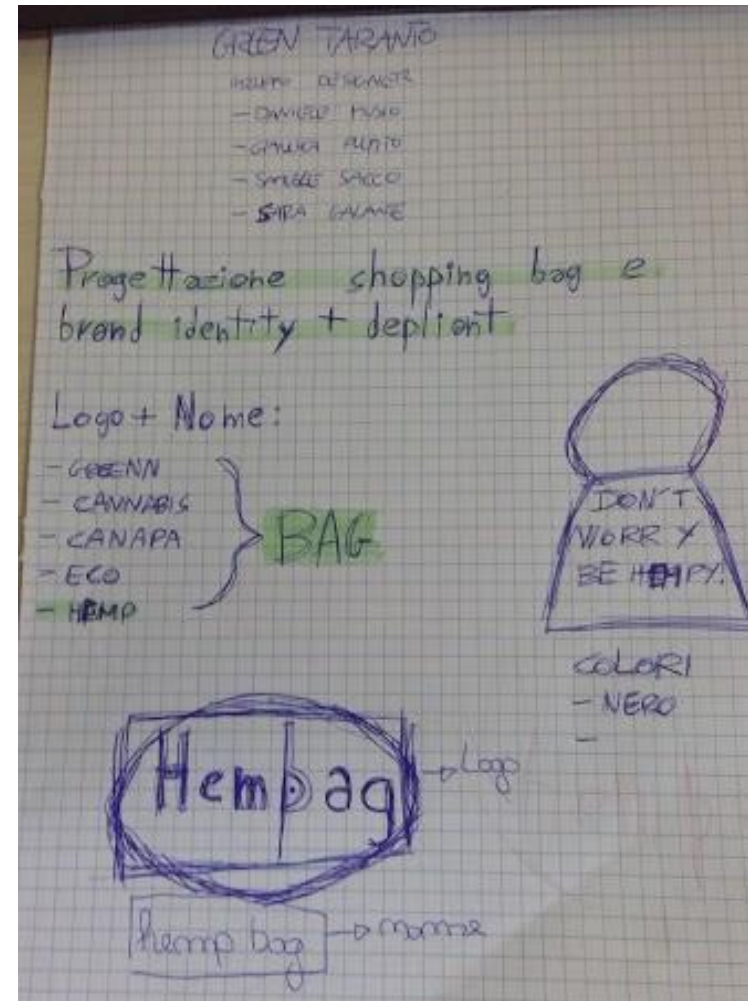
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# IDEA



- Our bags offer to tourists an original souvenir from Taranto with a **map** of it and you can also **put something in it**



IDEA



- People should buy them because they aren't usual shopping bags. Buying them you incite the **production of hemp**. This plant can remove a small part of dioxin from our **air** that will **become clean**

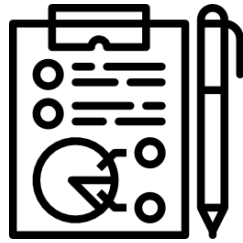
~~Dioxin~~

=





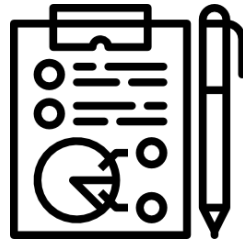
# MARKETING



- They can buy our Hemp Bag how many times they wants but probably they'll buy only 1 or 2 bags because it's a **reusable souvenir**



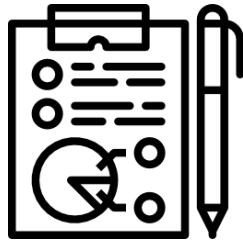
# MARKETING: CUSTOMERS



- Our target customer is a person who wants a souvenir of Taranto which remember him the city.
- The customers can be the **inhabitants** of Taranto or **tourist, kids or adults** because this is the first “official” souvenir of Taranto.



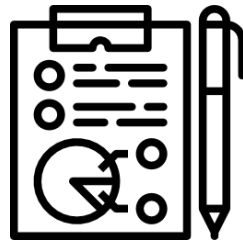
# MARKETING: CHANNELS



- We are going to sell our products to the **hotels** and the **newsagents**, because a lot of people (especially tourist) go there.
- We sell the bag to the seller (hotels newsagents, ecc.) they pay us and we send the bags to them that sells them to the customers.



# MARKETING: CHANNELS



- We have also a **website** and pages in a lot of social media where people can contact us for buy some of our bags (minimum 100) to sell it their activities.



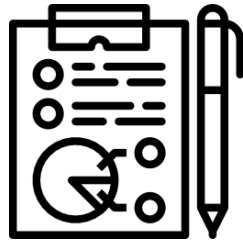
# hembag

**Hembag** è un progetto messo in atto dall'I.C. R.Moro che cerca di stimolare *l'interesse per l'ambiente* e per sviluppare **competenze imprenditoriali** utili per il nostro futuro.

Attraverso varie uscite che sono state finanziate dalla scuola abbiamo osservato tre tipi di StartUp pugliesi da dove dei ragazzi hanno creato o modernizzato le proprie attività seguendo i **147 punti ONU**.



# MARKETING



- Our product is called Hemp Bag
- The name of the product is easy to remember and pronounce because it's a simple name.
- The Design Group project the design of our product and the map in the bag.



Design Group



# OUR FIRST PRESS RELEASE OF PRODUCT PRESENTATION

The entrepreneurial project we are working on is about the creation of a shopping bag, that it will be a characteristic souvenir of Taranto and can make known our city in the world.

We think that our idea could be original and representative for the entrepreneurs who are going to invest in our project.

Our Business Plan sustainable it's important because has the goal to grow up the tourism in Taranto thanks to the popularity of the shopping bag on the market.

Our project it can be innovative because takes advantage of the apulian's resource that are not so valorized enough.

It can be an example of souvenir eco-friendly for the other city.

Taranto would be known more, and will have a source of income that will be better from the point of view of tourist and innovation.

The shopping bag can be considered the first sustainable souvenir that represents our city.

The product which we are going to make and then to launch can be endearing for the tourist through the receptive structures that will sold and make known our product.

The shopping bag it's a multipurpose bag and it's completely made by hemp, entirely eco-sustainable.

Into the bag there will be a map of Taranto with thematic tour.

One of the best characteristics is its material: the hemp, plants which is very cultivated in Apulia.



# Design Group

DON'T WORRY  
BE  
HEMPY

# DESIGN

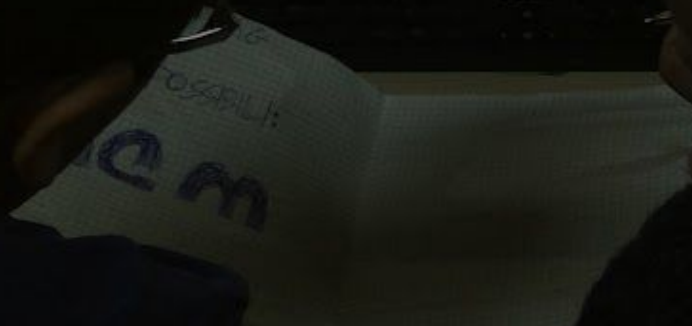
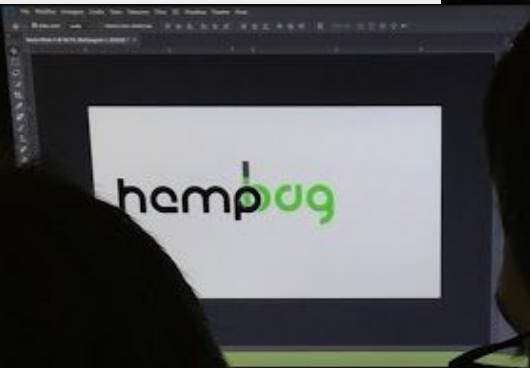


## Logo:

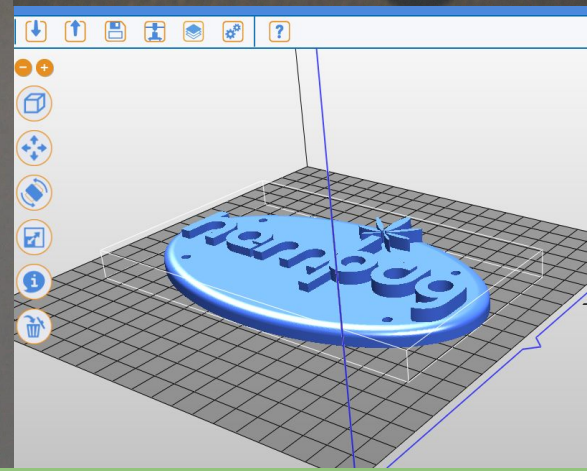
- Logo is a match of two words “hemp” and “bag”.
- the particularity of the logo is to match of the letters “P” and “B” in a single form.
- At the top of this letter there’s a hemp leaf leaf the material which our shopping bag is made by.



# MAKING THE LOGO



THE 3D LOGO



# SUSTAINABILITY: 17 ONU GOALS



- **3: Good health**

- The hemp bag incite the production of hemp, plant that clean the air that we breath

- **8: Economic growth**

- Finally Taranto will have its souvenir that tourists can buy

- **11: Sustainable cities**

- The shopping bag can be reused. The first step for a sustainable city

- **15: Life on land**

- A lot of animals died because of dioxin but the hemp can remove that

- **17: Partnership**

- Our team would like a sponsor to start this sustainable activity

# SUSTAINABILITY



- Our product is a Best Practice because it is made of **hemp**, a plant that **renew the air**. Moreover it **improves the economy** of Taranto and **you can reuse the bag** without throw it away
- The shopping bag is a **green practice at all**. So there aren't negative impact for the environment, the society and the economy



# SUSTAINABILITY: OUR GOALS (8,12,13,15)





COSTS



# STARTUP COSTS



- We need the products to start our activity. So, we need: the **bags**, at second the **map** (of Taranto) and finally we have to **print the logo** which we created. All these things will be put together and they'd be about **30.000** and they'll cost about **€120.000**

## Erasmus G.R.E.E.N. in Europe

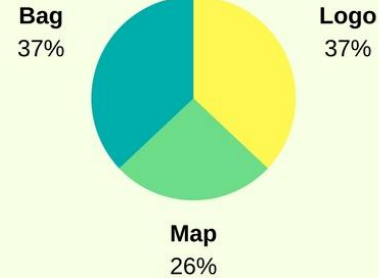


I.C. R.Moro plesso Leonida  
Taranto



## Costs

Bag	€45.000
Map	€30.000
Logo	€45.000
Number of bags	30.000



# STARTUP COSTS



- It is a large cost so we need **sponsors and financiers**. We think that hemp bag is a good idea and **we made a lot of advertisement**, so we hope to find sponsors quickly



# COST PER UNIT



- The cost for one bag is €4.00
- We have partnership with the producer of hemp, the most famous influencer of Taranto, printer, ecc.
- The cost for making one bag is €3,00



Commercial group



# BACKPAGE



If the countries work together, we can get better this world.  
The union of all our ideas, make a big and strong idea that changes the world



# CREDITS

School year 2017/2018

I.C. R. Moro – Taranto Italy

Names of students: Maria Basile, Silvio Brigante, Paola Consiglieri, Antonio Cosanti, Diego De Lauro, Francesca Sara Galante, Alessandra Gurrado, Matteo Mingolla, Daniele Musio, Lorenzo Raffaele Peluso, Gianluca Pulpito, Camilla Ritelli, Mattia Pio Rosato, Samuele Sacco, Enrica Salfi, Francesca Santese, Giorgia Santese, Dario Sessa, Andrea Simeone, Francesco Zuccon.

*This project was developed for the ERASMUS+ "G.R.E.E.N. in Europe" project within the educational program "Rivogliamo Taranto in Startup".*

*Coordination: Margherita Tagliente*

*Expert Teacher: Stefania Ressa*

*Tutors: Luca P. Battista, Lucia Reno*



## G.r.e.e.n. in EUROPE

Green Entrepreneurial Education Network in Europe

ERASMUS + KA2 Strategic Partnerships For Schools

I.C. Renato Moro di Taranto – Italy – School Leader

Legal Representative – Headmaster : Loredana Bucci

Coordinators: Luca Pellegrino Battista, Michela Leandro

Project Website :

<http://www.primocircolotaranto.gov.it/wordpress/erasmus>



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