Organisation Description

[Company name] are a startup gifting company, offering a wide variety of gifts for every occasion from birthdays and weddings to anniversaries and holidays! We specialise in sustainable and eco-friendly gifts – all our gift products are environmentally friendly alternatives to traditional products such as paper pens, bamboo pamper sets, zero-waste seed kits, beeswax gift wrapping and many more. Started in 2023, we are a small company with big ambitions to make a positive difference to the planet.

Visit our website to find out more: [company website]

Project Title

This will be used to advertise the project to students so should give a good indication of your project in one sentence

How can we enter the e-commerce space strategically and attract Generation Z and Alpha audiences?

Project Background & Context

What is the project about, where has the need for it come from, how does it contribute to your business?

As a recently established and online company, we would like to set out a business plan on how to best enter and position ourselves in the e-commerce space.

With Generation Z and Alpha as the emerging "sustainability generation", we would also like to work out how to strategically target these audiences in a very competitive and tough marketplace.

Below are some recent reports on the sustainability generation:

https://www.forbes.com/sites/gregpetro/2021/04/30/gen-z-is-emerging-as-the-sustainability-generation/

https://www.weforum.org/agenda/2022/03/generation-z-sustainability-lifestyle-buying-decisions/

https://www.ulster.ac.uk/faculties/ulster-university-business-school/updates/other/the-sustainability-generation-why-do-generation-z-care-about-this-planet

[Include any background reading on the sector or topic such as news, reports and statistics].

As a startup, it is a very exciting time to help us as this project will help kick-start and influence our entry into the marketplace!

Project Outline & Objectives

This will be reviewed by our academics for approval so give as much detail as possible:

- *Describe the nature/s of the project (e.g. market research, consultancy project, case study development, literature review, business plan development)*
- *Outline your key aims and objectives*
- *Outline your desired outcomes and deliverables (a business plan, a framework, recommended actions)*

We would like students to carry out a competitive review of successful e-commerce entry strategies as well as consumer research into the Generation Z and Alpha audiences.

Some questions we would like to answer are should we invest in developing our online website as our 'store-front'? Should we use and enter existing e-commerce platforms such as Amazon, Etsy and Shopify etc? How about social media platforms such as TikTok and Instagram?

In terms of consumer research, we are keen to find out Generation Z and Alpha shopping habits, and their perspectives and decision-making in relation to sustainability.

Based on this in addition to students' ideas, our deliverable aim is for students to help us develop a strategy on entering the e-commerce space targeting specifically the Generation Z and Alpha audiences.

Data Sources

What type of research will be required for this project, what data sources can you provide, facilitate and recommend, what data would the students need to retrieve?

We expect the project to include a mixture of desktop, academic and field research. We will be able to support students with relevant data on our company, products and recommend reading on the sustainability products and gifting sector. Students will need to retrieve consumer data from field research into Generation Z and Alpha audiences.

Ways of Working

How do you plan to work with and support our students (e.g., weekly, or monthly meetings, progress updates, virtually or in-person)?

- Introduction / kick-off meeting
- Fortnightly check-ins
- We can check-in with students as and when needed throughout the project
- As we are a fully online company, we do not have an office space for meetings but would be happy to come onto campus for the intro meeting or final presentation if that is an option