

**Product Chain Analysis Website:
Empowering the Youth to Track their Consumption Footprint**

GROUP 4

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I. ACTION-FORCING EVENT:

The prevailing irresponsible corporate culture and lack of transparency warrants action. This is coupled with the increasingly socially and environmentally conscious youth consumer creates the need for a venue in which the youth can access information to further their smart consumption practices and broaden their global impact.

II. ANALYSIS

Changing youth consumption patterns can have a great impact on social change. This is due to their large purchasing power and their socially conscious behavior. According to a survey conducted by USA Today, sixty-one percent of 13-25 year olds feel personally responsible for making a difference in the world (Jayson 1). Sixty-nine percent consider a company's social and environmental commitment when deciding where to shop. Eighty-three percent will trust a company more if it is socially and environmentally responsible.

Previous attempts at bringing awareness to the issue of corporate irresponsibly to youth have been individual advocacy groups lobbying against specific brands. To date, youth have been largely unable to trace their consumption foot print because the information is decentralized and fragmented, thus making largely ineffective.

I. BUSINESS MODEL

Solution: Inform young consumers on the product input, production and export process and the company's social responsibility.

Goal: Changing the youth's consumption patterns and consequently corporate strategy.

Objective: To capitalize on socially conscious consumers and change the consumer habits in a collaborative manner.

Features:

- Easily accessible on the web
- Interactive tools on the site that allows feedback from young people and finding out what the company footprint is.
- Web links to other sites for in-depth information

Our aim is to promote socially and environmentally conscious companies thus propelling their profits and encouraging them to continue their good businesses practices.

Partners: Socially responsible companies determined through a set of international standards; related websites that are linked to the main website; young people

Target Market: High School students in the US because of their spending habits and increased disposable income. However, because our model is web based it holds the potential to have an international impact.

Relevance to the Forum: Our model addresses capacity building in the youth and corporations and moreover promotes awareness on issues such as environment mismanagement, corruption and disregard for labor laws.

Why this will work? It will provide concise fact based information to the consumers

Profits: Generated through weblinks of companies that adhere to the set standards

Sustainability: The business will be collaborative with the youth so that the business is self perpetuating (ripple effect).

Competitive advantage: User friendly; available on a wide scale (open access) and targeting the trend setters.

Disadvantage: Marketing is a gamble and it is difficult to predict trends

Barriers to success/entry: One website out of many

IV. RECOMMENDATION:

Projection: Costs for setting up and running the business will include marketing costs, research costs, registering and branding the website as well as legal fees.

Start-up funds to be sought through grants and loans. Research will be an on-going cost funded by sponsors and advertisement campaigns. Ultimately the profits will come from sponsor companies.

V. GROUP'S ROLE/NICHE:

The whole group will be responsible for data collection, marketing, fundraising, web designing and branding.

Bibliography

Jayson, Sharon. "Generation Y Gets Involved." USA Today 26 Oct. 2006.

Kornblum, Janet. "Ideals Incubate on the Internet." USA Today 26 Oct. 2006.