



Ethical Trading Group

# Business Plan

## Vision, Mission & Values

The organisations **vision** is to advance ethical and fair trade products for the benefit of our local communities and to support the development of communities both locally and around the world.

Our **mission** is to provide ethically sourced and produced products to the Australian market.

Our **values** are:

- Taking **care** of our people;
- being **good neighbours**; and
- fostering **ethical** business relationships.

## Strategic directions

The strategic context in which Ethical Trading Group will achieve its mission and vision is through:








- engaging with customers using excellent customer service to increase sales volume;
- reducing expenditure and achieving financial control over expenses;
- supporting innovative thinking, customer service, management and leadership skills through training
- creating a high-performing organisation

## Finances

On start-up in 2010 (Profit and loss in \$000)

	FY5	FY4	FY3	FY2	FY1
<b>Sales Revenue</b>					
- Wholesale operations	10225	9362	8566	6288	3533
- Retail operations	9652	5933	5665	4599	3199
Total sales revenue	19877	15295	14231	10887	6732
<b>Depreciation and amortisation</b>					
- Wholesale operations	164	145	141	101	58
- Retail operations	154	92	93	74	53
Total depreciation and amortisation	318	237	234	175	111
<b>Earnings before interest and tax</b>					
- Wholesale operations	990	769	625	496	160
- Retail operations	895	589	493	352	160
Total depreciation and amortisation	1885	1358	1118	848	320
<b>Finance Costs</b>	99	92	71	60	44
<b>Income tax expense</b>	536	380	314	236	83
<b>Earnings after interest and tax</b>	1250	886	733	552	193

## Products & Services

Product/Service	Description	Price \$
Recycled Homewares		\$5-50
Hand made toys		\$10-20
Lavender Bags		\$5-10
Organic Coffee beans		\$60-70
Prickly Pear Seed Oil		\$20-40
Handbags from India		\$20-40
Christmas Hampers		\$10-40

# Marketing

Refer to the Ethical Trading Group Marketing Plan for details regarding:

- External Analysis
- Internal Analysis
- Competitor Analysis
- Current Performance Analysis
- Marketing Strategy
- Marketing Expenditure
- Contingency Plans