

Chapter 2

Activity 1



Case Study: Green Haven Eco-Living

Green Haven Eco-Living is a family-owned business based in the west of Ireland. Founded in 2020 by Sarah and James Donovan, the company specialises in eco-friendly home products, including sustainable furniture, organic textiles and zero-waste household goods.

Sarah and James saw an opportunity to cater to the increasing number of environmentally conscious consumers looking for sustainable alternatives in their area. With an initial investment from a private backer, they secured a bank loan and launched their business online. In 2021, they opened a physical store in Galway City, employing 25 staff members.

Green Haven prides itself on sourcing locally whenever possible. Their furniture is crafted by Irish carpenters and craftsmen using reclaimed wood, while their organic cotton textiles are supplied by an ethical manufacturer in Europe. They have built strong relationships with small, independent suppliers who share their sustainability values. They work closely with these suppliers to provide the best products for their consumers.

The business has also made a name for itself by supporting community initiatives, such as local clean-up events and sustainability workshops in schools and community centres. It regularly collaborates with environmental organisations and donates 5% of profits to conservation projects in its local area.

Green Haven's growing customer base includes homeowners, interior designers and businesses seeking eco-friendly office supplies. With increased demand, Sarah and James are now considering expanding the business by :

- 1 Opening a second store in Limerick; or
- 2 Expanding the business's online presence; or
- 3 Developing their own line of branded eco-friendly products.

As Green Haven continues to grow, it must carefully balance sustainability, profitability, and its relationships with stakeholders.

Student activity

1. List all the stakeholders involved with or affected by Green Haven's business operations.
2. (a) Explain the difference between a competitive relationship and a co-operative relationship in business.
(b) Outline how a competitive and a co-operative relationship could impact Green Haven.
3. The owners of Green Haven are considering expanding their business. Choose one of the three expansion options (new store, online growth or branded products) and create a stakeholder map identifying key stakeholders based on their levels of power and interest.