

## **Executive Summary**

The entrepreneurship skills project focuses on several issues in the local furniture industry and its market. One related to the market demand and the other related to the industry social-environmental sustainability. These issues created the initial base for implementing the business idea of 'Grey to Green' Furniture.

'Grey to Green' new business ventures attempt is to provide better opportunities for the small scale skilled wood workers of the local community, opening new paths of market opportunity by using industry waste to create new collections of customized designer furniture that will target the emerging 'green consumer segment'. This will make the small wood work manufacturers 'trend setters' and the target market segment the 'innovators' of the local 'green furniture' industry. Through the business the author will enter a blue ocean untapped by the other competitors. Therefore a significant commercial impact could be generated through serving the needs of the un-served customers.

The business model of Grey to Green is designed to link commerce and impact/voluntary value in an interconnected way giving open opportunity to addressed the triple bottom line of the business. The key outcomes of the project can be broadly categorized as business profitably and social – environmental sustainably.

Through the implementation of project the author had been benefited in delivering her passion towards the environmental protection. It allowed the author to develop a variety of significant skills that would be useful in the career as an entrepreneur and as a successful manager. Such skills include the negotiation skills, planning and forecasting skills, Risk mitigation skills and most importantly the overall project management skills.

The Grey to Green furniture venture had being successful throughout the period and had the benefit of getting its 1<sup>st</sup> order within the time span. With the opportunity received by the entrepreneurship project the author thrive to lead grey to green venture to its success in achieving business sustainability in the future.