The Challenges of Running Social Enterprises:

Some personal Case Studies

Eco-resort and Rainforest

Eco-resort and organic plantation

Ethical fashion business
An eco-resort in the Australian rainforests

Aim

Offsetting the cost of maintaining a private rainforest by allowing select guests to stay in some beautiful treehouse accommodation

Constraint

Determined to maintain the fragile ecological balance of the property but this means we limit scale and therefore lower economics

Challenge

Not clear how to shift the enterprise into a growth enterprise given these constraints
Organic tea and coffee estate right next to a large national forest

Aim
Maintain an organic and sustainable business while finding a balance with the local wild-life by using eco-tourism to monetize the natural beauty of the place

Constraint
Market price for organic goods does not justify the cost. Wildlife reduce agriculture yield. Guests not fully aware of eco-friendly aspects

Challenge
Need to grow the market for eco-friendly accommodation and produce
Aim: Create an Indian brand of ethical and quirky fashion that promotes organic cotton, fair wages and local artisanship.

Constraint: Significant cost to being ethical but only small part of customer’s valuation.

Challenge: In a market that imposes no costs on pesticides, chemical dyes and sweatshop conditions, price remains an ongoing challenge for mass appeal.
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