

Sustainable Strategic Management (GES): Sustainability in small business

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The importance of sustainability for the development of society requires organizations to make complex efforts that allow them to continue with their endless struggle to maintain or create competitiveness and, at the same time, to responsibly take on their leading role in improving the social and environmental impacts of human activities. For small companies, the planning and operationalization of efforts required to turn them into sustainable organizations represent an even greater challenge, which adds to the lack of sustainable management models in the specialized literature. The objective of this research was to develop a management model called Sustainable Strategic Management - GES. Well-established conceptual bases such as Strategic Management, Triple Bottom Line, and Balanced Scorecard were used to build an integrated model that allows for small businesses to insert sustainability into their activities in a holistic, feasible, and controllable manner, resulting in competitive advantage. Also, the planning and implementation of GES were tested in a small Brazilian company. In conclusion, a theoretically validated tool was obtained, which will still require evidence to show, in the long run, the effectiveness of its purpose.

Experience in business administration with an emphasis on strategies focused on results, business plan, sustainable strategic planning using the GES tool, economic and financial analysis, analysis of performance indicators. It operates in segments such as commerce, restaurant, school with an emphasis on early childhood education, elementary I and fundamental II, distributor of veterinary products, veterinary specialty clinic, multidisciplinary medical clinic, carrier, among others. She has been a business consultant since 2009 for the company Analicon Business Clinic, she gives courses, training and lectures at universities, private companies and the review of manuscripts for journals.

Market Analysis: A Business plan is the blueprint for taking an idea for a product or service and turning it into a commercially viable reality. The market analysis section of your plan provides the evidence that there is a niche in the market that your company can exploit. This analysis provides the foundation on which your marketing and sales plan will rest.

The core components of the market analysis are:

- An industry analysis, which assesses the general industry environment in which you compete.
- A target market analysis, which identifies and quantifies the customers that you will be targeting for sales.
- A competitive analysis, which identifies your competitors and analyses their strengths and weaknesses.

The precise way in which you choose to organize this information is up to you. As long as you include all the basic facts, there are a number of outline forms that can work well. Just keep the purpose of your plan in mind, and highlight or expand the sections that have the greatest application to what you're trying to accomplish.

It's also important to realize that, as you go about planning a business start-up or expansion, you should be doing a lot of research and learning an enormous amount about its marketing environment. Your business plan is not intended to include everything you've learned. It will just summarize the highlights, in a way that shows the reader that you understand your industry, market and individual business

For any Business, the proper plan is much need for taking an idea and making it to the practicable reality. The market analysis of any Business Plan gives you the proof that there is a niche in the market which exploits the present Market World. There are so many components of the market analysis include an industry analysis, a target market analysis and a competitive analysis.

The Market Analysis gives you the clear and vivid view of the business plan that we execute. The basic facts and relevant information is included to perform the Market Analysis to get the outline forms and is organize in an accurate way so that we get to know the highlights to accomplish the targets which we have set. At the same time, we need to have good knowledge to understand the market environment.

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