

## **BUSINESS PLAN**

### **Project Centric Learning**

#### **Title of the Project**

**A STUDY ON SOLID WASTE MANAGEMENT AND RECYCLING BUSINESS IN INDIA**

**Bachelor of Business Administration Program (BBA)**

**Offered by Jain [Deemed to be University] during the year  
2022-2023 By**

<b>Reg No.</b>	<b>Semester</b>	<b>Name of student</b>	<b>Contribution part (pages)</b>	<b>PAGE NO</b>
20BBAR0965	4	PANKAJ RAY	FROM Starting to financial aspect of business plan.	1-19,33
20BBAR0952	4	CHIRAG BHOJANIA	Organizational and social aspect of business plan	20,21,30
20BBAR0838	4	DEEPALI TAPARIA	Production aspect of business plan and human resources aspect of business plan	22,23,24,25,26
20BBAR0883	4	SWATI KANODIA	Technical aspect of business plan	27,28,29
20BBAR0724	4	ANANYA PRAKASH	Assessment of risk	31,32

**Under the guidance of respected teacher**

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## GUIDE CERTIFICATE

### Certificate

This is to certify that this project titled **A STUDY ON SOLID WASTE MANAGEMENT AND RECYCLING BUSINESS IN INDIA** is a record of the original and independent work carried out by Team Members name:

**1.PANKAJRAY**

**2.SWATIKANODIA**

**3.CHIRAGBHOJANIA**

**4.DEEAPLITAPARIA**

**5.ANANYA PRAKASH**

Date: 29TH April 2022

Place: BANGALORE

Guide's Signature:

1

2.

### **DECLARATION**

We, hereby declare that the Project titled **A STUDY ON SOLID WASTE MANAGEMENT AND RECYCLING BUSINESS IN INDIA** is prepared by us during the academic year 2021 – 2022 under the guidance of **DR.BAISAKHI DEBNATH**

<b>Reg No.</b>	<b>Sem</b>	<b>Name of student</b>	<b>Signature of the students</b>
20BBAR0965	3	PANKAJ RAY	PANKAJ RAY
20BBAR0883	3	SWATI KANODIA	SWATI KANODIA
20BBAR0952	3	CHIRAG BHOJANIA	CHIRAG BHOJANIA
20BBAR0838	3	DEEPALI TAPARIA	DEEPALI TAPARIA
20BBAR0724	3	ANANYA PRAKASH	ANANYA PRAKASH

**Date:11TH**

**NOVEMBER 2021**

**Place: BANGALORE**

**Signature:**

### **LETTER OF TRANSMITTAL**

Jayanagar Bangalore, Karnataka

April 15, 2022

Center for Management Studies,  
Lal Bagh Main Road, Vinoba Nagar,  
Bengaluru, Karnataka-560027

Subject: Letter of Transmittal

Greetings,

This letter serves the purpose of our business plan is to do a startup where online facility is too available. Our company needs to level up and hence our purpose is to provide good facility and want to make customer life easier, healthy and clean timely, focus is to make them motivated, recycling product which will ultimately save a large amount of resources.

Regards

### **Fact sheet**

Name of company: A solid waste management and recycling business in India.

Address of company: Jayanagar Bangalore, Karnataka

Name of entrepreneurs:

Pankaj ray

Chirag bhojania

Swati kanodia

Deepali

Ananya

### **Current /projected market**

Protected market share will be 10% in the next 5 year

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## **1. Executive summary**

In India, respective urban local bodies (ULBs) provide solid waste management (SWM), which is a basic public necessity. SWM begins with solid waste collection and ends with disposal and/or beneficial use. Proper SWM necessitates the collection of different wastes separately, a process known as source separated waste collection. Solid waste management refers to the administrative system that oversees the activities of solid waste collection, source separation, storage, transportation, transfer, processing, treatment, and disposal.

Recycling in the sense reuse of things, typically it mean conservation of resources in used item by converting them into new product for example old newspaper can be recycled to make tissue paper, cardboard etc.

### **❖ Concept\_Description**

- ✓ Basically if we analyze about the most affecting people from solid waste, is the municipal worker and rag pickers because they are the one who play crucial role in managing the every kind of wastage in every country. As we know in our current society if we do enumeration of how many people are managing the varied kind of wastage properly by scientific way in our own society only then we will get a data as a 3-4% percentage, where these waste are a danger for human health it can give a birth of a several diseases, generally when people come in contact with such wastage then they may experience a blood infection, skin irritation etc. so recycling of solid waste is more important as it protect our other sources indirectly for example, glass is often pulverized and melted for use into new glass objects ,water bottle can be recycle easily ,as recycling cost will be less as compare to producing a new product. By consideration of all these things we came to heed to do a startup of solid waste management and recycling business.

## ❖ Opportunity

- ✓ The waste management sector in India is expected to be worth US\$13.62 billion by 2025, with a 7.17 percent annual growth rate. Much of India's waste ends up in landfills without proper processing or treatment; redirecting this untapped waste to proper treatment and processing facilities will open up new investment opportunities.
- ✓ According to the most recent Solid Waste Management Rules, 2016, both residential and commercial waste generators must pay a user fee for waste collection as well as a spot fine if caught littering or failing to segregate waste. The amount of both is determined by local governments.
- ✓ The Rules also encourage ULBs to collaborate with private businesses in the planning and implementation of waste management solutions.

## ❖ services

- ✓ Basically, our company will collect waste from every location in India by maintaining a many branch facilities in each region. Our waste collection process is simple because we have branches in various parts of the country, as well as transportation and a toll-free number for contacting us. Our people will go and collect the waste on one day of the week, and there will be an offer from the company side that when a random check comes in a place, the places that are well cleaned will receive rewards based on a well-cleaning parameter. The reward procedure is as follows: people must purchase a 19-rupee coupon, and the reward will be given on the same, reward like sports ball, dresses, notebooks, woman dresses, kitchen things etc. henceforth finally we will recycle the waste like aggregates, electronic, equipment ,glass, metals, organic waste, paper,plastic,textiles,tyres,wood.

### ❖ **Marketing strategy**

As new Indian government is launching swachh Bharat mission or clean India mission which aims to mobilize masses and seeks to create a clean India. Aim of this mission is to motivate Indian citizen to devote at least two hour every week to keep their home and neighborhood clean. Improvement of waste management scenario is urgent in India where public apathy toward proper waste disposal is major hindrance. As this circumstances offer for new player in the market as Indian government also looking for PPP to tackle waste problem. We will do marketing through advertisement on social media, partnership with government and accordingly the penalty will be charged if founded throughing wastage material anywhere except the bucket provided by branches in their home, by offering rewards for cleanliness etc.

### ❖ **Financial**

Starting a solid waste management and recycling business will cost at least Rs. 20 to 25 lakh depending on a size of a company, but setting up a waste-to-energy gasification plant will cost Rs. If a MW is sold for Rs.15-18 crores (cost of electricity). The cost of a kilowatt hour ranges between 12 and 14 cents. The plants are not economically viable in and of themselves because the cost of electricity from other sources ranges between Rs 2 and Rs 3 per unit. The cost of switching from coal to solar is between \$5 and \$10 per kWh. Revenue is based on waste collection, we will pick up solid waste and recyclables and transport them to a transfer station, or (MRF) material recovery facility.it is assume that the annual revenue of waste management companies is estimated to be close to \$100 billion. Even in our garbage, we can say that the cream rises to the top

### **2.Mission**

The main mission of our company is to create a safe, efficient and effective waste management, disposal, and recycling system that protects the natural environment .To reduce the quantity of solid waste disposed off on land by recovery of materials and energy from solid waste in a cost effective and environment friendly manner.



### **3. Objective**

As any kind of waste are dangerous for a environment in consideration of these we will do a recycling that will help to protect the environment ,where recycling reduces the need for extracting , refining and processing raw material all of which create a water pollution and substantial air.

### **4.industry analysis**

As we all know, as long as there are living beings on the planet, waste will be produced in proportion to the growing population. It is expected that by 2025, India's waste management sector will be worth US\$13.62 billion, with an annual growth rate of 7.17 percent. However, much of the waste produced in India simply ends up in landfills without proper processing or treatment. As a result, rising waste represents an opportunity for those seeking to enter this market and the demand for this type of company will continue to rise as waste levels rise.

### **5.marketing aspect of business plan**

#### ❖ Significant Elements

- Generation of the solid waste
- On-site handling and storage
- Collection
- Transfer and transport
- Material and resource recovery
- Disposal

- **Generation of the solid waste:** Solid waste is produced as a result of natural, human, and animal activities. Knowledge of solid waste generation is essential in the planning, design, and operation of solid waste management systems. The generation of solid waste has two components: the quality of solid waste and the quantity of solid waste. The quality of solid waste includes the sources, types, and typical composition of solid waste, as well as its properties, whereas the quantity represents the generation rates as well as total amounts and volumes of waste generated.
- **On-site handling and storage:** Handling refers to the activities involved in managing solid waste until it is placed in the containers used for storage prior to collection or return to drop-off and recycling centres. The specific activities associated with handling waste materials at the point of generation will differ depending on the types of waste materials separated for reuse and recycling, as well as the extent to which these materials are separated from the waste stream. Handling may be required depending on the type of collection service to move the loaded containers to the collection point and return the empty containers to the point where they are stored between collections.
- **Collection:** The term "collection" refers not only to the gathering or picking up of solid wastes from various sources, but also to the hauling and unloading of these wastes at the disposal site or transfer station. While most collection systems have similar hauling and unloading procedures, waste collection or pickup differs depending on the facility and location.
- **Transfer and transport:** Transfer and transport are the means, facilities, and appurtenances used to move waste from one location to another, usually a more distant location. Typically, waste from small collection vehicles is transferred to larger vehicles, which are then transported to distant locations.

- Material and resource recovery: Basically A partial solid waste disposal and reclamation process is resource recovery. It is expected to reduce waste in future landfill volume requirements. Resource recovery must take into account what is worth recovering as well as the environmental benefits.
- Disposal: After segregation, the majority of the organic content may be subjected to bacterial decomposition, producing humus or compost. "Composting" refers to the entire process of separation and bacterial conversion. Solid waste can be decomposed either aerobically or anaerobically.

#### ❖ **Marketing plan**

- This service is appropriate for industries, societies, and platforms that generate solid waste and require a convenient, cost-effective, and environmentally friendly method of disposing of these substances.
- Recycling service: This service is for waste residues that can be recycled into fertilizers and other soil enhancers.
- Recycling is the biological breakdown of organic materials. Bacteria, fungi, protozoa, insects, worms, and other organisms are commonly found in the decomposition process. Composting is nature's recycling method. It converts grass clippings, leaves, vegetables, fruit, and other organic materials into a highly beneficial soil amendment.

#### **The SWOT analysis of solid waste management is as follows:**

- **Strength**
- **Weakness**
- **Opportunity**
- **Threat**

- **Strength:** Waste Management, as one of the leading firms in its industry, possesses numerous strengths that enable it to thrive in the market. These advantages not only help it to maintain its market share in existing markets, but also to enter new ones.
  - A. Its Go to Market strategies for its products have been extremely successful.
  - B. Good return on capital expenditure- Waste Management has had a good track record of completing new projects and generating good returns on capital expenditure by creating new revenue streams.
  - C. Strong distribution network- Waste Management has built a dependable distribution network that can reach the majority of its potential market over the years.
  
- **Weakness:**
  - A. Integration of firms with different work cultures has not been particularly successful. As previously stated, while Waste Management has been successful in integrating small businesses, it has also failed to merge firms with different work cultures.
  - B. Waste Management's profitability ratio and Net Contribution percent are lower than the industry average.
  - C. There are gaps in the company's product line. This lack of options may allow a new competitor to gain a foothold in the market.
  
- **Opportunity:**
  - A. Waste Management can use the new technology to implement a differentiated pricing strategy in the new market. It will allow the company to retain its loyal customers by providing excellent service while also attracting new customers through other value-added offerings.
  - B. Opening of new markets as a result of government agreement – Waste Management has been given the opportunity to enter a new emerging market as a result of the adoption of new technology standards and a government free trade agreement.

- **Threat :**

A. In the medium to long term, new technologies developed by a competitor or market disruptor could pose a serious threat to the industry.

B. Growing local distributor strength poses a threat in some markets, as competition pays higher margins to local distributors.

- **Short term goal and how we can get that?**

The company's short-term goal could be in solid waste management, reducing and eliminating the negative effects of waste materials on human health and the environment in order to support economic development and a higher quality of life. This can only happen if good services are provided by a company, waste material is collected on time from society, and proper scientific methods are used to recycle recyclable waste.

## **6. steps in preparing the marketing plan for respective business**

### **❖ Opportunities and threats:**

- **Opportunity:**

A. Waste Management can use the new technology to implement a differentiated pricing strategy in the new market. It will allow the company to retain its loyal customers by providing excellent service while also attracting new customers through other value-added offerings.

B. Opening of new markets as a result of government agreement – Waste Management has been given the opportunity to enter a new emerging market as a result of the adoption of new technology standards and a government free trade agreement.

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A. In the medium to long term, new technologies developed by a competitor or market disruptor could pose a serious threat to the industry.

B. Growing local distributor strength poses a threat in some markets, as competition pays higher margins to local distributors.

### **❖ Considering strength and weakness:**

- **Strength:** Waste Management, as one of the leading firms in its industry, possesses numerous strengths that enable it to thrive in the market. These advantages not only help it to maintain its market share in existing markets, but also to enter new ones.

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- **Weakness:**

A. Integration of firms with different work cultures has not been particularly successful. As previously stated, while Waste Management has been successful in integrating small businesses, it has also failed to merge firms with different work cultures.

B. Waste Management's profitability ratio and Net Contribution percent are lower than the industry average.

C. There are gaps in the company's product line. This lack of options may allow a new competitor to gain a foothold in the market.

- ❖ **Objectives:**

As any kind of waste are dangerous for a environment in consideration of these we will do a recycling that will help to protect the environment ,where recycling reduces the need for extracting , refining and processing raw material all of which create a water pollution and substantial air.Our natural environment has a self-regulating cycle in which every natural resource naturally converts from one form to another.

- ❖ **Cooperation between waste management company and the customer is crucial:** The bins should be ready to dispose of waste at the specified time so that truck drivers do not have to waste their time. Bins with wheels would make it easier for the customer to move the bins to a serviceable area, as some work must be done during non-working hours. This may cause issues for truck drivers and, in some cases, the general public.

- ❖ **Transportation:** This step entails making available the waste transport vehicle from the areas where it was collected to the landfill or a location where it can be recycled. Waste transportation necessitates the development of a unique vehicle. Drivers should be trained to transport hazardous waste.

- ❖ **Processing and recycling:** The products that can be recycled are separated from the waste and processed. Processed materials are raw materials for the production of new materials; these materials, which are required for cyclable products, are purchased by companies that care about the environment and natural resources.

- ❖ **Monitoring:** Monitoring entails recognizing the need for waste management, determining how materials can be reused by recycling them, thereby reducing waste production, and determining how much progress has been made in waste reduction. We can work in harmony with the environment if we keep a close eye on the various waste streams.

## **7. Financial aspect of business plan**

### **✓ Sources of fund for these business in India (history):**

Historically, solid waste management was regarded as a routine function of the urban local government in order to protect public health. This activity is funded in India, as it is in many other countries, through local tax sources such as the property tax. It is becoming increasingly clear that solid waste management entails more than just cleaning the streets and transporting waste to a landfill. Households can play a significant role in waste segregation and reduction. Waste treatment and disposal can cost as much as or more than collection and transportation.



❖ **Income statement** (Note: bold one value is identified by formula )

<b>Years</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Revenue	1614942	1800000	2000000
Direct Costs	364500	544000	644000
<b>Gross Margin</b>	<b>1250442</b>	<b>1256000</b>	<b>1356000</b>
<b>Gross Margin %</b>	<b>77.42%</b>	<b>69.78%</b>	<b>67.8%</b>
<u>Operating Expenses</u>			
Salaries & Wages	76,800	78,336	79,902
Employee Related Expenses	153600	156678	157800
Sales and Marketing	120000	120000	130000
Insurance	180000	180000	190000
Rent	180000	180000	200000
Startup Expenses	378900	477890	582340
<b>Total operating expenses</b>	<b>9,09300</b>	<b>11,92904</b>	<b>13,40042</b>
<b>Operating Income(gross-toe)</b>	<b>341142</b>	<b>63096</b>	<b>15958</b>
<u>Interest Incurred</u>			
Depreciation and Amortization	456	456	456
<u>Gain or Loss from Sale of Assets</u>			
Income Taxes	833	14,785	38,566
<b>Total Expenses</b>	<b>1275089</b>	<b>1752145</b>	<b>2023064</b>
<b>Net Profit</b>	<b>339853</b>	<b>47855</b>	<b>23064</b>
<b>Net Profit/Sales</b>	<b>26.65%</b>	<b>2.73%</b>	<b>1.140%</b>

**Projected balance sheet**

<u>Years</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
<u>Cash</u>	<u>122229</u>	<u>222229</u>	<u>322229</u>
<u>Accounts Receivable</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Other Current Assets</u>			
<b><u>Total Current Assets</u></b>	<b><u>122229</u></b>	<b><u>222229</u></b>	<b><u>322229</u></b>
<u>Long-Term Assets</u>	<u>3560</u>	<u>3560</u>	<u>3560</u>
<u>Accumulated Depreciation</u>	<u>(456)</u>	<u>(912)</u>	<u>(1368)</u>
<b><u>Total Long-Term Assets</u></b>	<b><u>3104</u></b>	<b><u>2648</u></b>	<b><u>2192</u></b>
<b><u>Total Assets</u></b>	<b><u>125333</u></b>	<b><u>224877</u></b>	<b><u>324421</u></b>
<u>Years</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
<u>Account payable</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Income Taxes Payable</u>	<u>833 3</u>	<u>696 9</u>	<u>6641</u>
<u>Sales Taxes Payable</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Total Current Liabilities</u>	<u>833 3</u>	<u>696 9</u>	<u>7641</u>
<u>Long-Term Debt Long-Term Liabilities</u>			
<b><u>Total Liabilities</u></b>	<b><u>16666</u></b>	<b><u>13938</u></b>	<b><u>14282</u></b>
<u>Paid-In Capital</u>	<u>6167</u>	<u>8000</u>	<u>11000</u>
<u>Earning</u>	<u>2500</u>	<u>32939</u>	<u>100000</u>
<u>Retained Earnings</u>		<u>20000</u>	<u>70000</u>
<b><u>Total Owner's Equity</u></b>	<b><u>108667</u></b>	<b><u>210939</u></b>	<b><u>310139</u></b>
<b><u>Total Liabilities &amp; Equity</u></b>	<b><u>125333</u></b>	<b><u>224877</u></b>	<b><u>324421</u></b>
<b><u>(liabili+equity)</u></b>			

**Projected cash flow statement**

**Net Cash Flow from Operations**

<u>Years</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
<u>Net Profit</u>	<u>2500</u>	<u>32939</u>	<u>100000</u>
<u>Depreciation &amp; Amortization</u>	<u>456</u>	<u>456</u>	<u>456</u>
<u>Change in Accounts Receivable</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Change in Inventory</u>			
<u>Change in Accounts Payable</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Change in Income Tax Payable</u>	<u>1 833</u>	<u>3863</u>	<u>5945</u>
<u>Change in Sales Tax Payable</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Change in Prepaid Revenue</u>			
<b><u>Net Cash Flow from Operations</u></b>	<b><u>4789</u></b>	<b><u>37258</u></b>	<b><u>106401</u></b>
<u>Investing &amp; Financing</u>			
<u>Assets Purchased or Sold</u>	<u>(3560)</u>		
<b><u>Net cash from investing</u></b>	<b><u>(3560)</u></b>		
<u>Investment received</u>	<u>230000</u>		
<u>Dividend and distribution</u>		<u>(400000)</u>	<u>(530000)</u>
<u>Change in short term debt</u>			
<u>Change in long term debt</u>			
<b><u>Net cash from financing</u></b>	<b><u>230000</u></b>	<b><u>(400000)</u></b>	<b><u>(530000)</u></b>
<u>Cash at beginning of period</u>	<u>0</u>	<u>122229</u>	<u>222229</u>
<u>Net change in cash</u>	<u>122229</u>	<u>100000</u>	<u>100000</u>
<u>Cash at the end of period</u>	<u>122229</u>	<u>222229</u>	<u>322229</u>

### ❖ **Organizational aspect of business plan**

The company is Partnership Company.

The type of partnership of this company is.

Limited liability partnership

A limited liability partnership (LLP) operates like a general partnership, with all partners actively managing the business, but it limits their liability for one another's actions.

The partners still bear full responsibility for the debts and legal liabilities of the business, but they are not responsible for errors and omissions of their fellow partners.

LLPs are not permitted in all states and are often limited to certain professions such as doctors, lawyers, and accountants.

#### **Name of partners are as follows**

1. Pankaj Ray
2. Deepali taparia
3. Swati Kanodia
4. Chirag bhojania
5. Ananya Prakash

#### **Business Partnership Agreements**

A Partnership is defined by the Indian Partnership Act, 1932, as 'the relation between persons who have agreed to share profits of the business carried on by all or any of them acting for all'. Agreement is the essential part of partnership business. It secures the right of both parties.

Here are five clauses of partnership agreement:

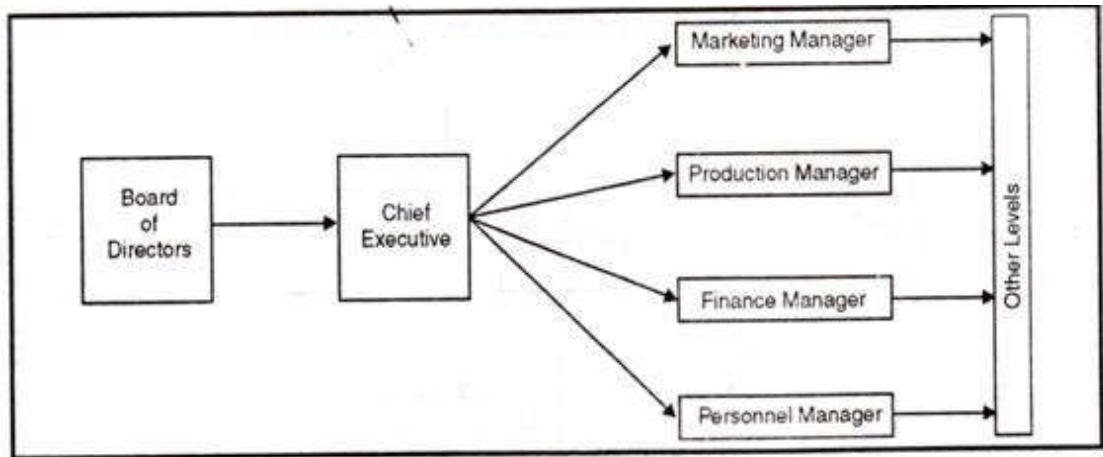
1. Capital contributions. ...
2. Duties as partners. ...
3. Sharing and assignment of profits and losses. ...
4. Acceptance of liabilities. ...
5. Dispute resolution.

There are total 8 members in management team

1. Chief Executive Officer (CEO) - annual average salary can be 23.1 lakhs per year.
2. Chief Operating Officer (COO) - annual average salary can be 10.05 lakhs per year.
3. Chief Financial Officer (CFO) or Controller – annual average salary can be 12.00 lakhs per year.
4. Chief Marketing Officer (CMO) – annual average salary can be 6.05 lakhs per year.
5. Chief Technology Officer (CTO) – annual average salary can be 12.05 lakhs per year.
6. President.
7. Vice President. Annual average salary can be 10.00 lakhs per year.
8. Executive Assistant – annual average salary can be 3 lakhs per day.

### **Horizontal or Left to Right:**

In this chart, highest positions are put on the left side and those with diminishing authority move towards the right. Vertical columns represent the organizational levels, the flow of authority from higher to lower levels being represented by movement from left to right. In other words, it presents scalar levels in a vertical position and functions horizontally.



- ❖ **Production aspect of business plan** Production Aspect of Business plan the marketing consultancy business is a service business. Therefore, our production plan basically refers to the services we offer to our clients. Marketing consulting is considered as professional services provided by experienced and qualified experts in the field of marketing. While marketing teams and agencies are usually focused on implementation and execution, the marketing consultants are specialized in strategy, auditing, and analytics. Fundamentally, the consulting model is interconnected with the business plan on several levels. Firstly, the market research is a key stage for understanding the marketplace and the consumer. Setting the right prospective and collecting useful insights is the corner stone in launching the brand and designing the business strategy. Contributions of marketing to the organizational structure and infrastructure are crucial in a digital-first world. Furthermore, the businesses are moving to customer-centric models which require building an effective customer analysis and connect the online journey of the customer with the customer relationship data. As a result, the consulting model has effective contributions to the business model. Using advanced consulting methods and marketing tactics is a cornerstone for building effective KPIs and a roadmap. In recent years, marketing consultants are becoming a highly reliable approach that can work with any business module, from startups to medium size and big brands. Marketing consulting as a service enables businesses to access highly advanced marketing knowledge on reliable terms. Businesses hire marketing consulting professionals usually based on urgent needs and short time notice.

It is drastically different than researching for an agency or marketing executive since the commitment here is considered a long-term one. The type of commitment with consultants allows a considerably easy process of shortlisting and selection due to the type of agreement and results-driven conditions. The top benefits of marketing consulting services can be summarized in the following key features. While hiring a marketing agency or marketing professional requires setting specific responsibilities and budget in advance, consultants are more like strategic partners and their key role is to investigate ongoing challenges. Traditionally, the marketing department requires new hires to catch up with new technologies and to fulfill different tasks. Consultants provide more capabilities in testing marketing technology and defining the accurate direction without the need for experiential journeys. As a result, marketing consulting allows a customizable approach without the need to sign a full commitment or spending budget on uncertain tracks. The customized scale is another major benefit of marketing consulting services for all types of companies. While medium size companies have an established brand and marketing approach, startups are looking for experts to help in setting up the strategy and the brand. Marketing consulting services can engage with different types of companies and brands based on their scale, budget, and market size. However, well-known consulting firms are more into big accounts but independent and freelancer marketing consultants are usually flexible and able to provide customized services. We use the following techniques in our business: SEO and Organic Traffic: The need for a higher rank in organic results brought SEO into one of the top priorities in marketing activities. Companies are always facing high competition in the organic rank and looking for experienced SEO consulting to achieve the most optimal results. Technical: Commonly, technical problems can vary from simple troubleshooting and installing a tracking pixel to complex marketing technology integrations. Technical consulting is not necessarily conducted by technology partners. In some cases, a marketing consultant is required for a massive audit or setting up a marketing automation plan. One of the major needs is conducting research of the marketing tech stack and providing effective recommendations of tools that fit with the marketing needs. Marketing Analytics: Collecting and analyzing marketing data is one of the

most critical problems for companies. Senior managers are always having issues with monitoring marketing performance and tracking data. As companies moving towards data-driven marketing, the main concern is not only in collecting reports but also to hire consulting services who can provide them with sleek and highly reliable dashboards. While it seems like a straightforward GA type of tracking but yet combining all channels and running sophisticated analysis requires a professional marketing consultant.

### ❖ **Human Resource Aspect of Business Plan**

Our range of comprehensive HR solutions addresses the specific needs of your organization with the single-minded goal of making it easier for you to create and manage a work environment that delivers results and sustainable commercial growth. Our highly experienced Human Resources Professionals supply advice and add significant value to companies on an as-needs basis. Responsibilities are assigned on the basis of skill and qualifications. Skills such as interpersonal skills, sales skills and expertise in in tools such as MS-Word and MS-Excel are highly appreciated and are very much required. Trade Unions are well respected and issues raised as such are addressed fairly and, in a manner, accepted by all parties involved. Our company observes policies and laws regarding the following:

1. Employment contract
2. Employee wages
3. Code of Conduct
4. Leave policy
5. Employee provident fund
6. Gratuity Policy
7. Paternity and maternity leave policy
8. Sexual harassment workplace policy
9. Adaptive work culture policy



10. Employment Termination policy

11. Developing relations

12. Looking after the employees Employees are hired on the basis of requirement of the firm and the appropriate match of the employee's skillset and the mentioned job description. Following are the steps involved in our selection process.

1. Receipt and Scrutiny of Application

2. Preliminary Interview

3. Application Blank

4. Selection Tests

5. Selection Interviews

6. Reference Checks

7. Approval of the Supervisor

8. Physical Examination

9. Final Selection and Job Offer

10. Offer Acceptance and Employment If the candidate clears all the necessary requirements; he is offered a Letter of Appointment (LOA). Our compensation Structure is of the following types:

1. Commissions,

2. Fee, Cost, and Incentive-Based

3. Percentage charges

4. Project-Based

Retainer The traditional method of compensation is through a commission system, where the firm receives a specified commission from the media on any advertising time or space it purchases for its client. This system provides a

simple method of determining payments. Since many believe the commission system is not equitable to all parties, many agencies and their clients have developed some type of fee arrangement or cost-plus agreement for agency compensation. Some are using incentive-based compensation, which is a combination of a commission and a fee system. Another way to compensate an agency is by adding a markup of percentage charges to various services the agency purchases from outside providers. These may include market research, artwork, printing, photography, and other services or materials. Markups usually range from 17.65 to 20 percent and are added to the client's overall bill. Since suppliers of these services do not allow the agency a commission, percentage charges cover administrative costs while allowing a reasonable profit for the agency's efforts. The Project-Based compensation model is for projects with a clear beginning, middle, and end. The agency and client agree on a fixed flat fee with defined expectations and scope based on estimated hours and rates. An example of a simple and straightforward Project-Based model is an agency designing five email templates for a brand or building a website. The benefit of the Project-Based model is that the client is informed about the project's cost and timeline and familiar with the agency team in charge of the process. The Retainer compensation model is generally a static, monthly fee for a "bucket of hours" of the agency's marketing service. Similar to the Project-Based model, the agency team working with the client is consistent and prioritizes the client's ongoing needs. In this model, agencies act as an extension of the internal marketing team. The client may change their ask or shift priorities, but if the needs outstrip the monthly retainer, then change orders can be added to the monthly retainer.

## ❖ **Technical aspect of business plan**

The Technical Aspects is the discussion of basic and operation flow of the project. The technical aspect is one of the essentials of this study because this factor responds to the technicalities and basic structure of the proposed study. This includes the equipment's, materials, structure plan and also the source of the supplies use in the proposed project and also Business plans, promotion strategies, utilities, facilities, layout design and location.

It also discusses how the products are to be produced, when these products are to be produced, how much it will cost to produce the products, where to produce products and what technology to be used. Technical aspects help the owner to determine the technical requirements of business.

### TECHNICAL REQUIREMENTS:

- The mission and vision of the business
- Logo and tag lines that will serve as the trademark of the business
- The equipment's needed for the operation
- Supplies needed in the business
- Ingredients for making the product
- The place where the business will be located.

With over 1,000 companies in the marketing consultancy business using technology in over 40 categories. Indeed, according to the research into 351 mid-market B2B companies, except for companies in software, the adoption rate of marketing technology is very low: companies in other industries are using a median of just 2 out of 9 major marketing technology programs.

These programs are essentially an online form of direct marketing. Traditionally the two most important factors in the success of direct marketing campaigns have been the list — getting the materials in front of the right audience — and the offer — offering them something that they will value and act on.

Our marketing strategy is an integrated set of marketing definitions, directions, approaches, and objectives used to achieve the sales and growth goals of the business.

The marketing strategy narrows the marketing focus by answering the question of what you do (message and value proposition), who cares (target marketing and ideal customer), and how you'll deliver the message to the audience (customer experience, content, channels, and calendar).

A marketing strategy for a Marketing consulting firm should provide a describe your firms' value in a clear message, who you would like to be your customers and the experience you will create to get the ideal customer to Know, Like, Trust, and Engage your firm.

These are some of the tools we use:

**Analytics:** Marketing is at an inflection point where the performance of channels, technologies, ads, offers – everything — are trackable like never before.

**Conversion Optimization:** Conversion optimization is the practice of getting people who come to your website (or wherever you are engaging with them) to do what you want them to do as much as possible, and usually that involves filling out a form so that at the very least you have their email address.

**Email Marketing:** Email marketing is the 800-pound gorilla of digital marketing.

**Remarketing:** You've experienced remarketing: it's when you go to a website and then, when you leave that site, their ads appear on other sites that you visit. It's really easy to set up and incredibly cost effective because you're only advertising to people who have already expressed enough interest in you to come to your site. This includes:

- Google AdWords remarketing
- Ad Roll
- Perfect Audience (from Marin Software)

**Marketing Automation:** Marketing automation brings it all together. It is a terrific technology that includes analytics, online forms, tracking what people do when

they come to your website, personalizing website content, managing email campaigns, facilitating the alignment of sales and marketing through lead scoring and automated alerts to sales people, informing these activities with data from your CRM and third-party sources, and more. Under which comes:

- Hub Spot
- Act-On
- Infusion soft
- Adobe Campaign
- Oracle Eloqua
- Pardot
- Exact Target (Salesforce)
- Silver pop (IBM)

These are in fact synergistic. Search ads by themselves don't do nearly as much as search ads with great website conversion forms, remarketing, automated email follow up, and all tracked in a marketing automation system and integrated with the firm's CRM.

### ❖ **Social aspect of business plan**

Social aspects of Business plan various social factors of consumer groups are important in business plans by increasing appeal of product to buyers. Some examples of CSR in action include

- Engaging in charity work
- Purchasing fair trade products
- Getting involved in volunteer work
- Improving labour policies To comply with the environment
- Adopt appropriate practices and suitable technologies to monitor , control and minimize the impact of its activities on environment
- Continually improve its performance by setting the objectives and target to prevent or reduce pollution and waste and minimize the use of resources
- All relevant legislative and regulatory environmental requirements
- Provide relevant information on environmental policy to the concerned authorities and interested parties and ensure that the policy is understood, implemented and explained by the employees at all levels of the organization
- Evaluate and modify environmental management practices keeping in view regulatory requirements community concerns and technological advancements.
- Develop and maintain a highly motivated workforce trained for effective management of environment and emergency situation When we manage a company as a network of projects we must be able to allocate the resources available in the most efficient way possible, always bearing in mind that we have to achieve the company's benefits.
- Manage and prioritize work requests and set appropriate expectations with key stakeholders
- Determine true resource availability
- Put the right resources on the right work at the right time

- Spot problems earlier in the process
- Provide objective methods to prioritizing work ensuring demand is balanced against capacity to deliver

### ❖ **Assesment of risk**

Assesment of Risk Running a business comes with many types of risk. Some of these potential hazards can destroy a business, while others can cause serious damage that is costly and time-consuming to repair. Risks in Business Come in a Variety of Forms The following are the various types of business risks: 1. Strategic danger Strategic risks can happen at any time. For example, a company producing anti-mosquito lotion may experience a sudden drop in sales because people's preferences have shifted and they now prefer a spray mosquito repellent rather than a lotion. To deal with such risks, businesses must implement a real-time feedback system to understand what their customers want. 2. The risk of noncompliance Companies face compliance risk when they must comply with new rules imposed by the government or a regulatory body. For example, there could be a new minimum wage that needs to be implemented right away. 3. Financial danger Financial risk refers to the company's financial health. Can the company afford to offer its customers instalment payments? How many customers can it serve with such a payment plan? Can it continue to operate when two or three of these customers fail to make their payments on time? 4. Operational danger Operational risk occurs within the system or processes of the business. For example, if the target output is still not met, one of its production machines may fail. What will the company do if one of its machine operators is injured on the job? Below are the main types of risks that companies face: Physical Risks Building risk are the most common type of physical risk. Think fires or explosions. To manage building risk, and the risk to employees, it is important that organizations do the following: • Make sure all employees know the exact street address of the building to give to a 911 operator in case of emergency.

- Make sure all employees know the location of all exits.
- Install fire alarms and smoke detectors.

- Install a sprinkler system to provide additional protection to the physical plant, equipment, documents and, of course, personnel.

- Inform all employees that in the event of emergency their personal safety takes priority over everything else. Employees should be instructed to leave the building and abandon all work-associated documents, equipment and/or products.

Hazardous material risk is present where spills or accidents are possible. The risk from hazardous materials can include:

- Acid
  - Gas
  - Toxic fumes
  - Toxic dust or filings
- Poisonous liquids or waste
- Location Risks** Among the location hazards facing a business are nearby fires, storm damage, floods, hurricanes or tornados, earthquakes, and other natural disasters. Employees should be familiar with the streets leading in and out of the neighborhood on all sides of the place of business.
- Human Risks** Alcohol and drug abuse are major risks to personnel in the workforce. Employees suffering from alcohol or drug abuse should be urged to seek treatment, counseling, and rehabilitation if necessary.
- Technology Risks** A power outage is perhaps the most common technology risk. Auxiliary gas-driven power generators are a reliable back-up system to provide electricity for lighting and other functions.
- Strategic Risks** Strategy risks are not altogether undesirable.
- Making a Risk Assessment** After the risks have been identified, they must be prioritized in accordance with an assessment of their probability. Scale for the purpose of risk assessment. For example, risks may:

- Be very likely to occur
- Have some chance of occurring
- Have a small chance of occurring
- Have very little chance of occurring



How to manage risks there are four ways of dealing with, or managing, each risk that you have identified. You can:

- accept it
- transfer it
- reduce it
- eliminate it

#### ❖ Appendix

- Transaction value in the solid waste management segment is projected reach to US\$47,936m in 2022
- Transaction value is expected to show an annual growth rate (CAGR 2022-2026) of 20.59% resulting in a projected total amount of US\$101,364m by 2026.
- The average transaction value in the solid waste management and recycling business in India amounts to US\$4,714.1 in 2022.
- User penetration will be 0.7% in 2022 and is expected to hit more than 1.2% by 2026.

**THANK YOU MAM**