

**Business Plan for  
NAFSUZAK TRASH, the name is coined from  
persian language meaning pure and clean.**



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# **Business Plan for NAFSUZAK TRASH, the name is coined from persian language meaning pure and clean.**

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## **A. Personal Information**

**Name:** Mr. Muhammed Kabeer Ibrahim

**Marital Status:** Single

**Date of Birth:** 12/02/1992

**Telephone Number (s):** 07038626576

**Email Address:** ibrahim1992@gmail.com

**Educational Qualification:** Bsc

**Additional Training / Higher Qualification Description:** Msc Environmental Management

## B. Executive Summary

**Describe the most compelling statement of why you have a really big idea:**

To recover waste for its best use while eliminating the need for landfill in Kwara State

**Describe the problem that compelled you to come up with this solution:**

Absence of proper waste disposal arrangement and the environmental pollution problem associated with indiscriminate waste disposal in Kwara State

**Describe your solution and how it solves the problem:**

We provide a zero waste management service for municipal; the collected waste are recycled into compost (organic fertilizer) and other commercially viable products rather than land filling.

**Explain the opportunity for investment/Investors:**

Opportunity to invest in a solution towards solving environmental problems

**What is your competitive advantage?**

Elimination of disposal issues: Our service recycle the waste which save valuable land fill space  
Know how : we have an operational process that get things done in a faster, cheaper and better ways

**What is the main business concept that you will adopt as your business model?**

Providing a reliable, efficient and environmentally friendly waste management services.

**Describe your team and their achievements:**

Ibrahim Muhammed Kabeer (CEO): Msc Environmental Management, Luqman Abdullah (COO): Msc Microbiology, Shomade Habeeb (Marketing officer): 4 years Experience in Sales and Marketing

**What is the future promise of this business?:**

To contribute significantly towards a solution to environmental problems

**What are you requesting for to start/grow/expand this business?**

One million Naira

## C. The Business

**What is your business name and why the name?**

NAFSUZAK TRASH, the name is coined from persian language meaning pure and clean.

**What is your business about?**

Nafsuzak Trash offer a zero waste management service for municipal, that allow municipal to have access to a reliable, efficient and environmentally friendly waste management service, we ensure that non of the collected waste end in land fill by recycling the Biodegradables into compost and Non Biodegradables into commercially viable products.

**What are the products and/or services you will be offering?**

waste collection service, compost fertilizer, recycled plastic products

**With which agencies is your business registered?**

Value proposition for municipality: We offer a service that is cost effective, budget saving means to

addressing a growing waste disposal problem Value for end users of compost material: Compost is a valuable material that improve many soil properties

**What is your plan for customer relations services?**

Our plan is to have a customer relation representative within our organization structure.

**With which agencies is your business registered?:**

**What business category does your business fall into?**

Waste management and resource recovery

**What is your business industry?**

Waste management and recycling

**How does your business fit into this industry:**

We collect waste materials and get it recycled

## **D. Market Analysis and the Competition**

**Define your ideal customer:**

Residential and Restaurant units Income #150000-#300000/month Buying trends : Increasing Habits : Payment after service Location : Ilorin metropolis Vegetable Farmers Income #50000-100000/month Buying trends : Increasing Location: Ilorin Metropolis

**PHow do these customers see your products and services:**

Quality, Value for money and environmentally Friendly

**Complete a PEST analysis of your business:**

Compost mixing truck Hay shredder

**What is your market projection?**

100% annual growth rate

**Describe your competition:**

Other local waste management business, Government waste management agency

## **E. Sales and Marketing Plan**

**Describe the pricing model of your products/services:**

#1000/ month subscription Compost #3000/20kg of compost Waste plastic/metals #100/lb

**What is your unique selling proposition:**

Provision of reliable, effective and environmentally friendly waste management service.

**What are your market strategies?**

Direct marketing Word of mouth Social media

**What is your budget for sales and marketing?**

10% sales

**How do you intend to generate this budget?**

Revenue from sales

**What are your marketing goals?**

Drive more sales, 100% per year. Expand market share, 50% per year. Enter new market territories.

**How will you monitor your sales?**

Monthly recurring revenues percentage of sales team hitting quota Sales funnel leakage

## **F. Business Model**

**What is your Value Chain Structure for this business?**

Company provides waste collection bins for customer, Waste will then be collected, sorted and recycled into compost and commercially viable products

**What is your revenue generation model?**

Monthly subscription for waste collection service Payment for compost and other recyclables profit margin of about 40%

**What are the cost structures your business will incur?**

Fixed cost: salary, equipments, vehicle maintenance Variable cost: fuel

**How will you Position your business in your target market?**

Added value for a service Price point strategies

**Which partners in your value chain structure is most critical?**

Truck Leasing company

**How will you ensure customer satisfaction?**

Always deliver on promises And never to promise what cannot be delivered

## G. SWOT Analysis

**S**  
Limited  
start up  
risk and  
competition

**W**  
Limited  
flexibility  
in pricing

**O**  
Ability to  
develop  
and  
expand  
quickly

**T**  
Changes  
in  
regulation  
can impact  
the  
business

## H. Profit Analysis

**What quantity of products/services will you sell or exchange in:**

**One week** - N30000

**One Month** - N115000

**One Year** - N1380000

**How much is a unit of your product/service?**

1000

**List out the following month by month expenses: salaries, rent, equipment, generator, legal, tax, pension etc.:**

Salary:#20000 Rent:#5000/month Equipment:#10000 Fuel:#15000

**List the assets you have:**

Truck Compost recycling work space

**Define your break-even point:**

By 15000 waste collection service

**List all the assumptions that would ensure your projections are accurate:**

Fixed cost Variable cost Unit price

## I. Business Need

**Carefully list all the needs of your business that you cannot provide at this time:**

Plastic recycling equipments: Compression machine Extrusion Machine Plastic shredder Injection machine Compost mixing truck Hay shredder

**List all the needs of your business among the list above that can be gotten at a later time:**

Compost mixing truck Hay shredder

**What kind of equity are you willing to give an investor?**

10% equity stake

**How much cash are you seeking to be invested in your business?**

1 million Naira

**State how you intend to pay back and with what interest:**

Payment will be by equity



## **J. Conclusion**

### **Why do you think your business should be considered for investment:**

Our business is highly commercially viable and scalable; it also has the potential to create lots of employment opportunities along its value chain and also contribute towards solving environmental problem which we believe are in line with AYEEN core values

### **If your business does not receive investment at this time, what will you do?**

We will continue to improve on the business and always try again.

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