

WOODY-WALK

Esraa Abdelaziz 2019/11407

Dina Khaled 2019/06030

Recycling for a living

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★ Executive Summary

We all now are familiar with waste and its different types which is one of the greatest issues that is threatening our planet.



Figure 1_Construction Waste (City Line Recycling, n.d.)

Woody-Walk is an environmental-social enterprise that focuses on wood waste which may come from two sources construction waste or old wooden furniture.

We upcycle wood waste into unique and colorful walking aids for all ages.

We sell valuable low-priced products, as well as raising awareness of the importance of recycling to keep our planet protected.

★ *VÍSIÓN*

We aim to reach and help less privileged individuals and all people in need all over Egypt.

★ *MISIÓN*

We strive for spreading environmental awareness through creating affordable and rich in design ready or customized recycled products in order to offer the best quality of life to our customers.



Figure 2_Wood Recycling (Recycle Nation, n.d.)

★ Products

We produce three main products with different designs suitable for all genders and ages:

- *Walking Sticks for 49 LE.*
- *Folded Walking Sticks for 69 LE.*
- *Zimmer Frame (Walker) for 99 LE.*
- *Crutches (Underarm, Forearm) for 99 LE.*

Our customers are free to choose whether to buy ready products, or to design their own products.



Figure 6_Crutch (Pinterest, n.d.)



Figure 3_Zimmer Frame (Muscular Dystrophy Association, n.d.)



Figure 4_Stick 1 (Pinterest, n.d.)



Figure 5_Stick 2 (Pinterest, n.d.)

★ Target Customers

Our target audience is basically any person with a disability who has problems with his/her legs or back or needs support to walk with.

*Age: Any person of any age group.
We produce special products for kids and for adults.*

Income: We sell affordable products to serve mainly people of low income.



Figure 8_Kid (Pinterest, n.d.)



Figure 7_Adults (Shutter Stock, n.d.)

★ Marketing Advertising

Our customers can find our ads and awareness campaigns on our social media pages.

Also, we sell our products on our website and on different online platforms as Jumia and Souq, so our ads will appear on different websites for those who search for relatable stuff.

And for those who do not use internet, they can find our ads on different TV channels.

Promotion

We have an offer for our top 10 customers who will order from the website, they will get 20% off on their products with free delivery.

The Jumia logo, featuring the word "JUMIA" in a bold, black, sans-serif font, followed by a shopping cart icon with a yellow star above it.

Figure 9_Jumia

The Souq logo, featuring the word "SOUQ" in a bold, blue, sans-serif font, with the tagline "an amazon company" in a smaller, black, sans-serif font below it.

Figure 10_Souq

★ Finance

Expected Investment Cost

Investment costs are expected to be about 150,000LE.

Expected Net income

The expected net income is about 37,500LE which represents 25% of the total investment costs.

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