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## PROBLEM

Garbage in Egypt is a problem that seems to be unsolvable. The garbage scene is becoming more and more visible as trash is thrown everywhere in streets. This helps to spread diseases in the environment.



# OUR SOLUTION

A mobile application acts as a service provide to connect between people have waste and waste recycling factories.



## VISION

To be the people's number one waste collecting service provider in Egypt.



## MISSION

Provide high quality waste collecting service for people, increasing the awareness of waste recycling and proudly contribute to the development of our community.



# SWOT ANALYSIS



## STRENGTHS

- **High quality service:** Starting from request processing *time* and including service *agents* quality of service.
- **Competitive pricing strategy:** The price of all household waste to recycling companies will be lower than the market price and will be lower than the price of our competitors.



## STRENGTHS

- **Wide network:** Providing service for in a very large scale using wide network of waste recycling factories.
- **Community involving:** Contributing in increasing the public awareness of waste recycling and improving people's lives.





## WEAKNESSES

- **Restricted conditions:** as a service agent that distribute separated waste for recycling factories, there is a need for collected waste to be separated and no other option for non-separated waste this may be a challenge and we must make extra plans for persuading people to separate their waste.



## OPPORTUNITIES

- The amount of recyclable materials that's being produced from the Egyptian society
- There 're many of collecting offices those works the old manual way and need to automate, manage and organize their work.



## THREATS

- **Lack of awareness:** among a wide range of people which may be a challenge for widening the activity of company.
- **Traffic jam:** this may be a cause for slow processing time for service request.
- **Government regulations:** there may be big efforts and a lot of money needed for licensing.



## **DISTRIBUTION STRATEGY**

We will have a distribution center in many cities that continuously maintains the supply of waste. So the household waste will be sold through small local shops from which the customers can get them easily. Apart from this we will hire street hawkers who will roam around the city to collect household waste .



## COMPETITIVE ANALYSIS

As we are also not alone as a supplier of household waste to the companies using website and mobile App ,there are many companies in this region that are collecting waste from residents through mobile App . Bee2a company is one of them who is currently has mobile app to collect waste from citizens against a financial return.



# COMPETITIVE ANALYSIS

So in case of business-to-business market they are our direct competitors. bee2a mobile app is specialized to Cairo citizens only but our App will be available for all citizens all over Egypt and also we have many features that not supported in bee2a mobile App such as :



## COMPETITIVE ANALYSIS

- user can search For the nearest basket to throw his/her waste when he/she outside
- user can search For certain things to know the category of waste which falls under it.
- User can collect points instead of financial return to enjoy with another offers.



# COMPETITIVE ANALYSIS

- User can allow the application to access his/her location instead of insert his/her address
- Application send a notification to the user to inform the time that an agent come and take the waste .
- Application also send tips to encourage users to keep their environment clean and positive tips to motivate them.





## CUSTOMER ANALYSIS

Our Customers consist of two groups :

- The first one is the citizens that wanted to keep their environment clean and get rid of their waste in a way that benefits their society .
- The second group are The customers of recycling industry that need the waste to recycle it .



## PRICING STRATEGY

The pricing strategy we will use is penetration pricing. The price of all household waste to recycling companies will be lower than the market price and will be lower than the price of our competitors . A lower price enables us to get contracts from various recycling companies.



# MARKETING MIX 1-PRODUCT

- Elegant user friendly design
- Features :
  - 1.Demand an agent to collect rubbish which is filtered.
  - 2.Know the place of the nearest basket .



# MARKETING MIX 1-PRODUCT

3.A user can schedule a time at which the agent arrives and they can change that time any time.

4.An intelligent search engine for rubbish to define the type of rubbish.



## MARKETING MIX 1-PRODUCT

5. A user can set a place in the list of basket locations and if that location is confirmed by more than 10 users that user is given points that can be exchanged with money.



## MARKETING MIX 2-PRICE

- The application uses penetration pricing strategy.
- The application is for a competitive affordable price.
- The agent pays money for the rubbish they collect.
- Recycling companies pays fees for the application monthly.



## MARKETING MIX 3-PROMOTION

- Social media is one of the best method of advertising for software applications.
- There is a Facebook page for the application that helps in advertisement and letting all public know about it.



## MARKETING MIX 3-PROMOTION

- People telling others about the site, or mentioning it in a positive way is a sure way to have a new future customer.
- The agent pays money to users for the rubbish they collect which is the sales promotion.
- Direct marketing by email for every new feature added.





## **MARKETING MIX 4-PLACE**

- At the beginning the application targets the residents of Alexandria, then it is going to target other governorates .



## MARKET SEGMENTAION

- The market could be divided into
  1. People aware of the importance of cleanliness and the harmful effects of rubbish in the streets
  2. People who don't have awareness and they are often very poor
  3. Recycling companies.



## MARKET TARGETING

- The application targets residents of Alexandria at the beginning, especially who have awareness of the importance of recycling and cleanliness of the streets, then it will target residents of Egypt after its success.
- From the other side it deals with the recycling companies.



## PRODUCT DIFFERENTIATION

- The application is differentiated from bi2a by :
- User can search For the nearest basket to throw his/her waste when he/she outside
- User can search For certain things to know the category of waste which falls under it.



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## PRODUCT DIFFERENTIATION

- A user can set a place in the list of basket locations and if that location is confirmed by more than 10 users that user is given points that can be exchanged with money.
- In performance : the application operates on web and mobile cross-platforms.
- Agents are highly available in all regions and arrive on time.



## MARKET POSITIONING

- The application for companies is positioned as low price ,necessity, high quality and simple.
- The application for normal users is positioned as source of income, simple, healthy and high quality.



## COMPETITIVE ADVANTAGE

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## COMPETITIVE ADVANTAGE

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## COMPETITIVE ADVANTAGE

- In performance : the application operates on web and mobile cross-platforms.
- Agents are highly available in all regions and arrive on time.
- Normal users sell their useless rubbish and get money or points