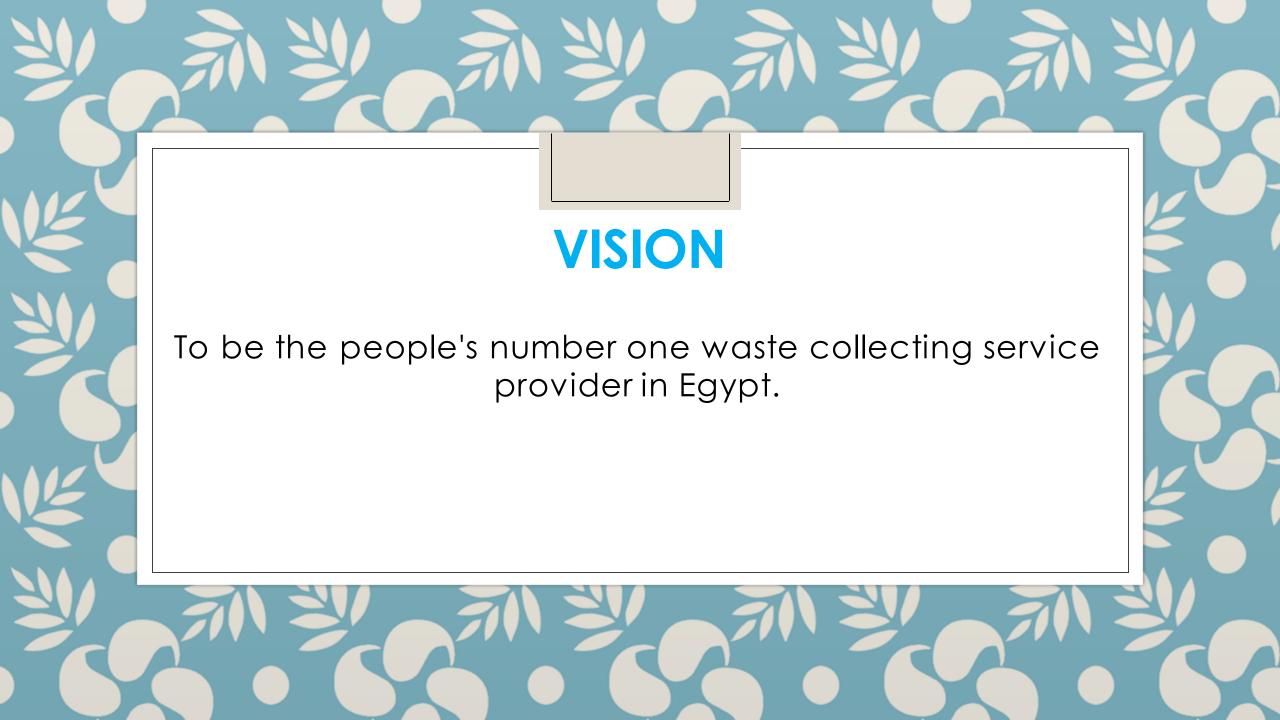


PROBLEM Garbage in Egypt is a problem that seems to be unsolvable. The garbage scene is becoming more and more visible as trash is thrown everywhere in streets. This helps to spread diseases in the environment.

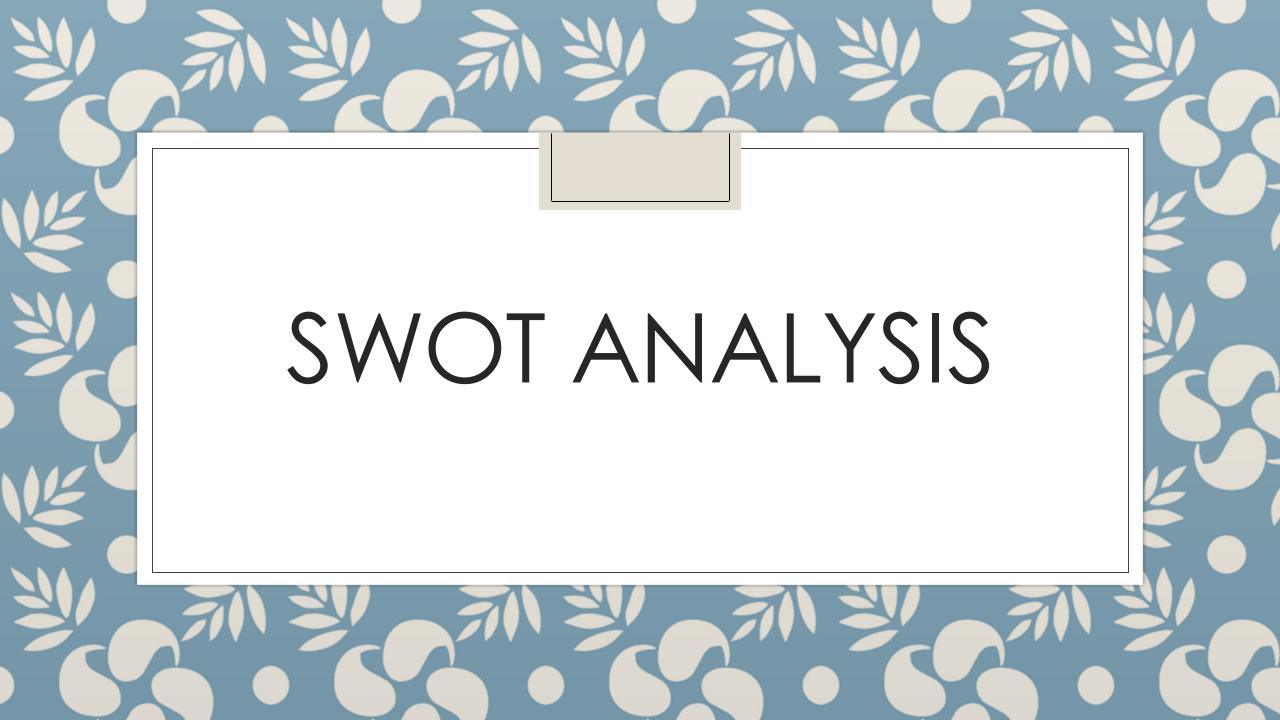


OUR SOLUTION

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







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 Appleter are many companies in this region that are

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.

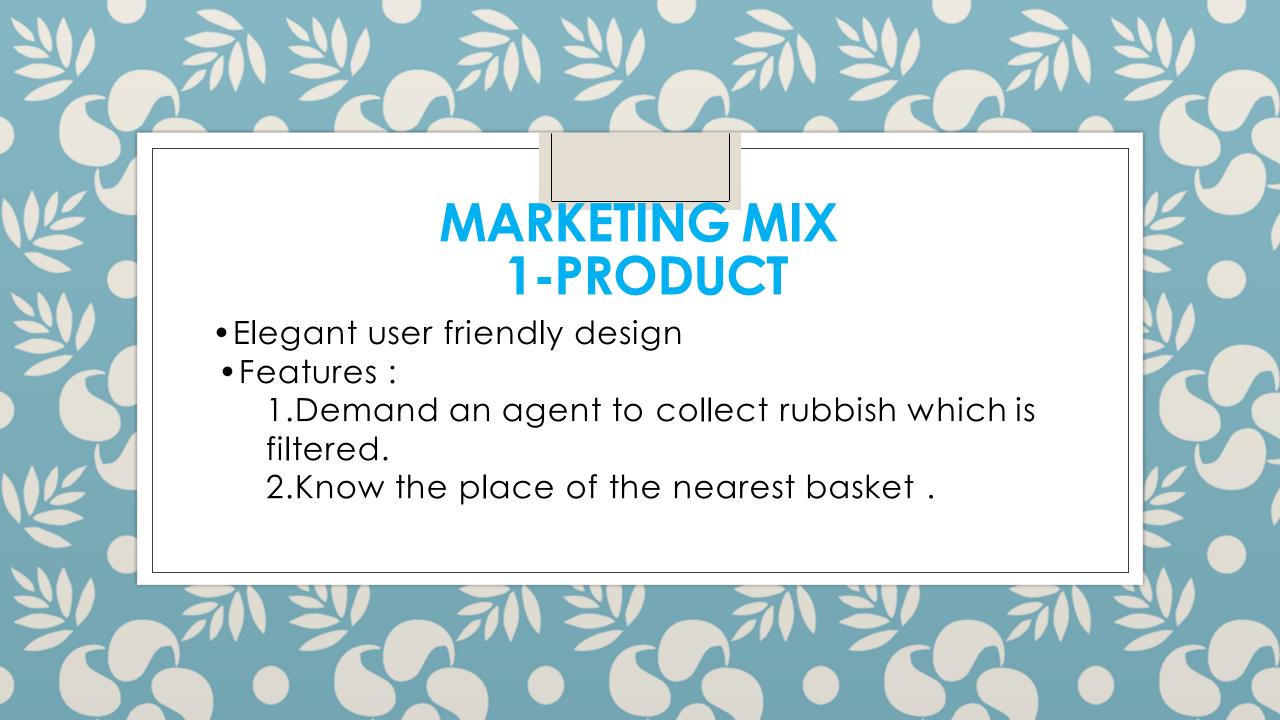
COMPETITIVE ANALYSIS So in case of business-to-business market they are our direct competitors. bee2a mobile app is specialized to Cairo citizens only but our App will be available for all citizens all over Egypt and also we have many features that not supported in bee2a mobile App such as:

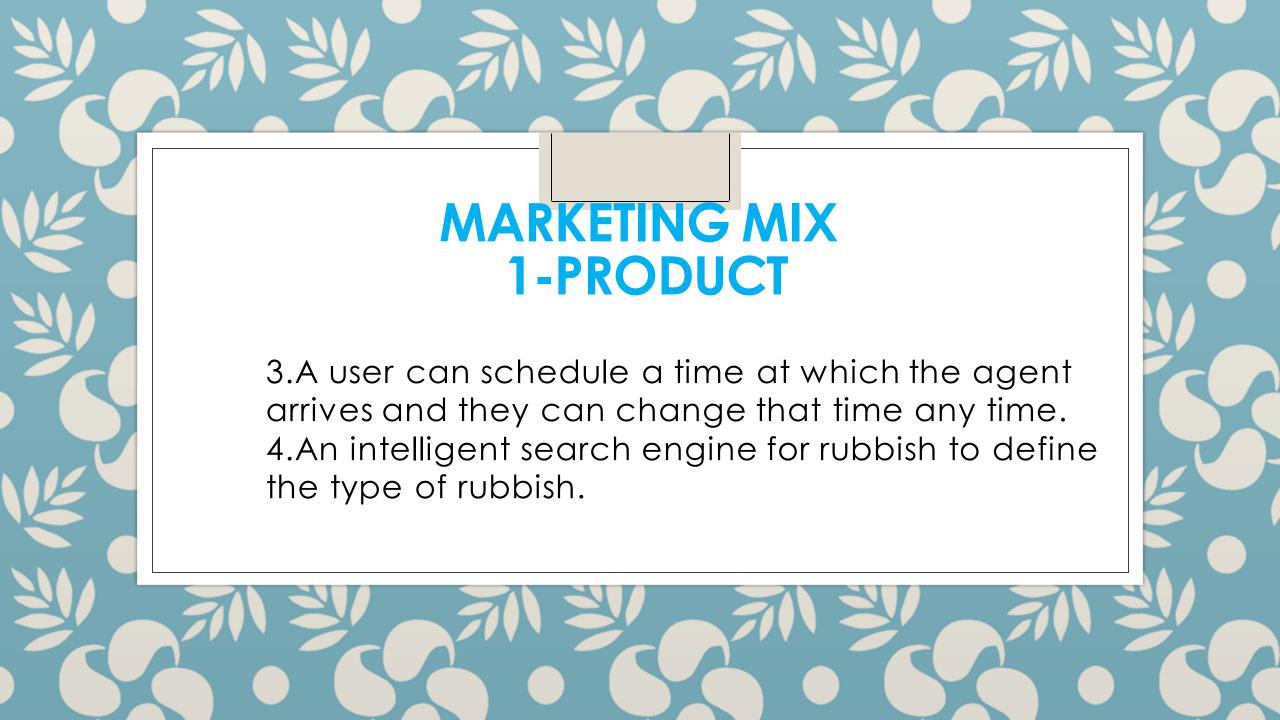
COMPETITIVE ANALYSIS user can search For the nearest basket to throw his/her waste when he/she outside user can search For certain things to know the category of waste which falls under it. User can collect points instead of financial return to enjoy with another offers.

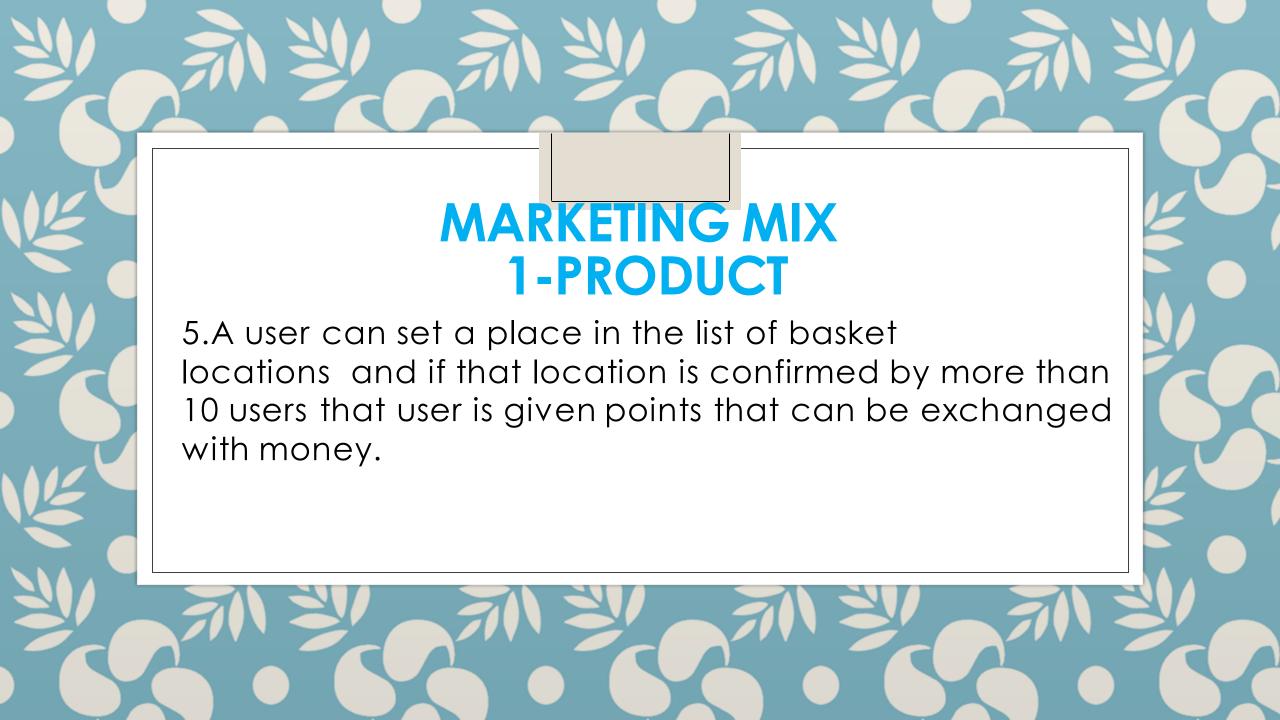
COMPETITIVE ANALYSIS User can allow the application to access his/her location instead of insert his/her address Application send a notification to the user to inform the time that an agent come and take the waste. Application also send tips to encourage users to keep their environment clean and positive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



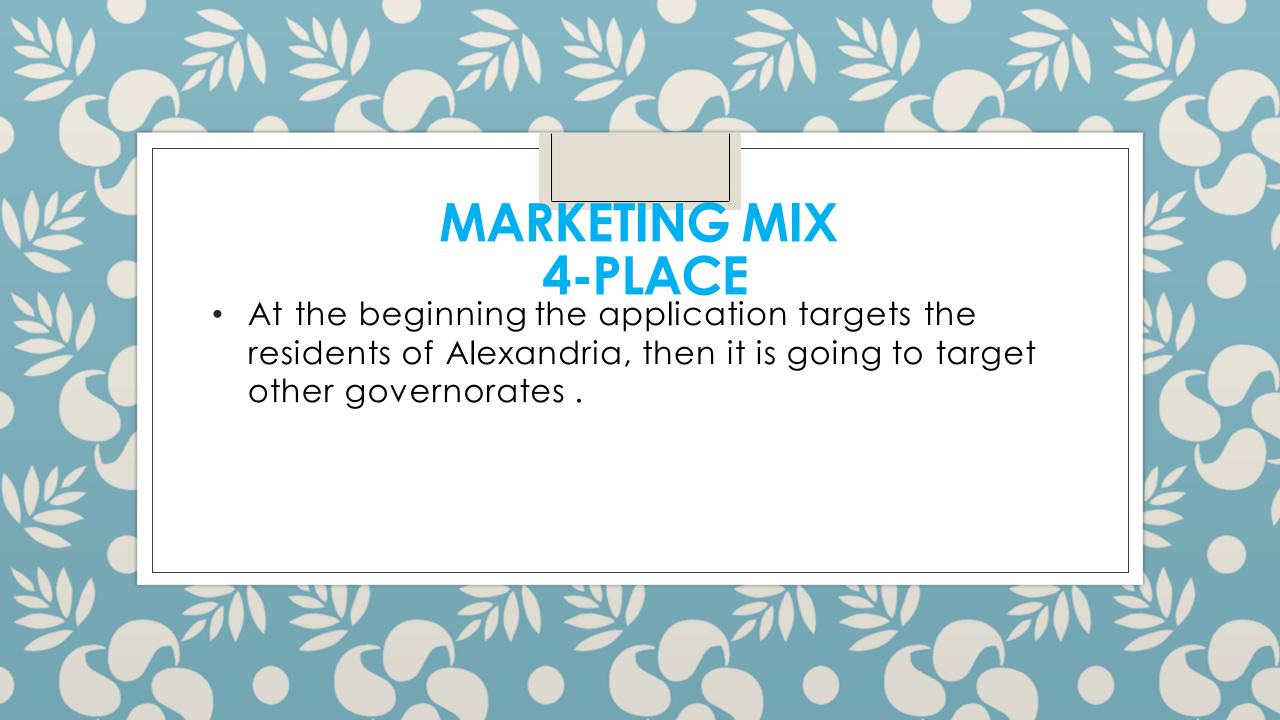












MARKET SEGMENTAION The market could be divided into 1. People aware of the importance of cleanliness and the harmful effects of rubbish in the streets 2. People who don't have awareness and they are often very poor 3. Recycling companies.

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 User can collect points instead of financial return to enjoy with another offers. 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.

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.





COMPETITIVE ADVANTAGE User can collect points instead of financial return to enjoy with another offers. 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.

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