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Eco Bags



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1 Introduction

Ecobags is a Palestinian-based business working to reduce the harmful effects and wastage of single-use plastic. By selling a diverse range of eco-friendly bags, consumers can replace their grocery bags with reusable materials. This business attempt to improve the state of our natural surroundings. By offering durable, high-quality products for an affordable price. Eco bags are forming the way of the future, one reusable material at a time.

2 Sketch and Set

2.1 Idea generation

Ecobag is working towards the conservation of our environment by producing quality bags made of eco-friendly material. Our business provides a wide range of different styles and designed bags that make them unique and crafted with a personal touch. Eco Bag is a startup business owned by four innovative and passionate students: Sameh salama , Afeef Moghaiar, Abdullah Bani Odeu , Raghad Abo Arqoub. Our customer will be university student, supermarkets and Those wanting to save money by purchasing reusable products instead of paying eachtime.

2.2 Driver

Environmental challenge problem :Ecobags not only recycle material that would be going to waste, they also eliminate the need for single-use plastic bags that have proven to harm the environment. Made from petroleum, plastic bags fuel extraction of fossil resources. They also present a serious disposal problem. It takes centuries for plastics bag to break down in nature, burning them releases poisonous chemicals, and in oceans, plastic trash harms a number of marine species. Non-toxic Ecobags, on the other hand, conserve the environment by harmlessly biodegrading after numerous uses.

Market or personal use: sustainable and eco-friendly multipurpose bag. Fully customizable to suit personal preferences and tastes, designs and prints are interchangeable.

2.3 context



2.4 Objectives

1-We seek to provide Reusable bags are made from strong materials which means any leaks or spills inside the bag and prevents it from making any mess.

2-We want to Make our beautiful country safe from non-biodegradable wastes, pollution should be checked and controlled.

3-We attempt to make funky design on your reusable bag then it can become a fashion accessory for customers.

4- To earn profit.

2.5 Mission

To offer sustainably sourced, durable-reusable bags that allow people to reduce, reuse, recycle and re-imagine the world we live in.

2.6 Vision

We believe that less can be more. We are passionate about living greener, simpler and more abundant lives.

3 Build

3.1 Stake holders

- 1-Customers : University student,super market and individuals.
- 2- Team.
- 3-Suppliers.
- 4-Super Markets owner.
- 5-Investors.
- 6-People who support using plastic bags.
- 7-Environmental Charities Support.
- 8-Staff/ Tech Support.
- 9-Bags seller.

3.2 Customer segment

	Generic Description	Function	Pains	Gains
University student	Nablus,students from 18 to 24	Carry books , notebooks and laptops	The heavy weight and large bags of the	Provide bags with cool designs,lightweight with different sizes
Super Markets	Nablus,super market owner from 20	carry items and products they sells	single use plastic bags ,Unable to bear heavy weight	reusable ,light weight and strong bags
normal customer	Nablus,various jobs from 18	carry items and products they sells single	use plastic bags ,Unable to bear heavy weight	reusable ,light weight and strong bags

3.3 Value Proposition

- 1-Sustainable and durable product.
- 2- Multipurpose, reusable and light weight product.
- 3- Environmentally friendly.
- 4- High Quality Eco-Bags.

3.4 Channels

3.4.1 before

Short video to introduce our product , sponsored ads on social media platform. visiting and calling to super markets, also give them free samples to try the product.

3.4.2 during

We will diverse customer service including a call line, email and direct messages on social media platforms(online payment).

3.4.3 After

Ask the Customer for feed back about the product. and answer them if there is question about using the product.

3.5 Key activities and Resources

3.5.1 Resources

Human resource: Our team and tailor.

Physical resources : eco-friendly bags are locally sewn using a sturdy dirty cotton material. This material is sustainable, renewable, and biodegradable, making it an excellent choice as an environmentally-friendly fiber. also machines to make the bags, Warehouse space .

financial resource : We estimate that the cost of the project approximately 1000\$.

3.5.2 Key Activities

1-Sourcing raw materials.

2-Manufacturing products.

3-Product planning.

4-Distribution & Packaging.

5-Marketing & Advertising.

6-Ordering & Billing.

4 Cost structure

4.0.1 Fixed cost

- 1-Rent.
- 2-salaries.
- 3-lighting.
- 4-Machines.
- 5-Phone invoice.

4.0.2 Variable cost

- 1-electricity.
- 2-Fabric cost.
- 3-Advertisement.
- 4-Fiber cost.

4.0.3 Revenue Streams

Asset Sale : By selling the product for university student, supermarkets owner and individuals.

