**Slide 1:**

Over 300 million tons of plastic produced each year gloablly

100 million plastic bags discarded in Jordan each year

Talk about awareness

Plastic Manufacturing Sector Focus on the sector

**Slide 2:**

# Environmental benefits

* Reducing Pollution:
* Conservation of resources

# Economic benefits

* Green jobs
* Innovation and investments:
* Cost saving

# Public health benefits

* Improved public health

**Slide 3:**

**Expected Challenges**

1. Governmental approvals:

* Objective: Ensure all eco-friendly packaging solutions meet the safety standards set by the Food and Drug administration (FDA) and other relevant authorities.

1. Cost Effective Solution

* Objective: Provide eco-friendly packaging options that are competitively priced compared to traditional plastic packaging to encourage manufacturer adoption.

1. Marketing strategy for eco-friendly packaging

* Objective: Develop a compelling marketing strategy to highlight the benefits of switching to eco-friendly packaging, targeting manufactures and end consumers.

Slide 4:

**PEST Analysis**

Define PEST Analysis and State the benefit

Pest Analysis on Plastic Use Problems in Jordan:

Political Factors:

* Regulatory Framework: Jordan struggles to establish and enforce strong regulations aimed specifically at reducing plastic usage, leading to significant plastic waste accumulation.
* Lack of Enforcement: The effectiveness of existing environmental laws is compromised by inadequate enforcement, contributing to poor plastic waste management.

Economic Factors:

* Cost of Mismanagement: The financial strain of managing plastic waste primarily affects municipal budgets, limiting the resources available for sustainable waste management solutions.
* Tourism at Risk: The visible impact of plastic pollution threatens Jordan’s valuable tourism industry, especially in ecologically sensitive and historic areas.
* Market for recyclables: The underdeveloped recycling industry in Jordan results in minimal economic incentives to reduce plastic usage, exacerbating the issue of plastic waste.

Social Factors:

* Health & Environmental Concerns: The accumulation of plastic waste poses significant health and environmental risks, leading to increased public concern.
* Community Action: Community-led initiatives show promise in addressing plastic pollution, yet face challenges in achieving broader impact without formal support or infrastructure.

Technological Factors:

* Limited Solutions for Plastic Reduction: Current technological solutions are insufficient to address the scale of plastic waste.
* Digital Engagement for Awareness: The potential of digital platforms to raise awareness and promote action against plastic pollution remains largely untapped, offering a pathway to mobilize wider societal participation.

Slide 5:

**SWOT Analysis**

Strength & weaknesses from self-evaluation

Opportunities & threats from PEST analysis

Slide 6:

**Porter’s 5 Forces Analysis**

WE have done this type of analysis so we can examine any external factor

**Competitive Rivalry:**

Since there are a lot of plastic manufacturers high-force competition

Competition factors: product quality, pricing, environmental advantages.

This competition might be more intense because plastic is affordable.

**Bargaining Power of Suppliers:**

Consider as a high-force

Since the limited sustainable resources increase supplier power.

Which might cause difficulty in maintaining profitability amid high supply costs.

**Bargaining Power of Buyers:**

Consider as a moderate to high force

All the power is between the customer’s hands which are the manufacturers

Always customers look for affordable prices.

**Threat of New Entrants:**

Consider as a moderate force

Entry barriers: affordable cost, regulations, FDA approval

So success is dependent on overcoming initial barriers.

**Threat of Substitute Products or Services:**

Consider as a high-force

Since the ongoing preference for plastic due to cost and utility.

This means alternatives must be more affordability than plastic.

Slide 7:

Evaluation of effectiveness of PEST:

To evaluate the PEST analysis tool, we can say it offers a broad view of the external environment that can influence strategies and solutions, its effectiveness focuses on environmental scan in our scenario the external factors that could impact efforts to combat plastic pollution in Jordan, by covering political, economic, social and technological. It helps in building strategic planning and increases the awareness of external influences as for plastic pollution will cause diseases if not solved. Also, it identifies the current level of each situation and the technological needs so the PEST analysis also points towards area where investment and innovation can significantly enhance efforts to reduce plastic waste.

Evaluation of effectiveness of SWOT:

To evaluate the SWOT as a tool, it would show us as a team the main advantages and disadvantages that would give us a clear vision on what we are capable to shine in as a team and what are some barriers we need to work on. Since our team show an excellent collaboration with a group of different majors and expertise this can be an opportunity to create an innovative plastic reduction idea. Also, the SWOT tools conducted can said to be comprehensive since it focuses on showing weaknesses and what are the main threats that might face us from the PEST analysis conducted.

Evaluation of effectiveness of Porter 5 Forces:

Porter's Five Forces analysis, which highlights important competitive dynamics, works well for evaluating Jordan's eco-friendly packaging market opportunity. It makes clear how fierce competition is and highlights how crucial innovation and uniqueness are to the success of businesses. Because sustainable resources are in short supply, the research shows that suppliers have significant bargaining power. This suggests that investing in alternative materials or developing strategic partnerships with suppliers may be necessary. The moderate bargaining power of buyers, influenced by the limited availability of sustainable alternatives, indicates potential for market growth with the introduction of competitive and innovative solutions. Additionally, the threat of new entrants and substitutes underscores the urgency for existing companies to continually enhance their offerings and maintain market leadership. Overall, Porter’s analysis provides crucial insights for navigating the challenges and seizing the opportunities within Jordan’s emerging eco-friendly packaging sector.

Porter's Five Forces offers a comprehensive framework for analyzing industry competition power but may overlook non-competitive factors. It simplifies the applications of any project though measuring the forces' impact can be complex.

Slide 8:

Strength Chosen:

1.Adaptability: This skill will help the team to stay updated with the newest technology

2.Leadership: Having a leadership mindset will help the team achieve their tasks fully

3.Teamwork: Collaboration in work would reduce the production time

4.Effective Communication: This skill would reduce any conflicts that might tackle

Weaknesses Chosen:

1.Comfortable with failure: It can be a drawback or way of giving up

2. Self-Motivation: Reminding yourself with positivity is crucial for work consistency

3.Long Term Focus: Each member might need long time to achieve a specific objective

As for the strengths and weaknesses of our team they were found , according to the activity 2 that we did in the class me and my teammates had several strengths such as : adaptability,leadership, teamwork ,Effective communication

On the other hand the weaknesses was : comfortable with failure,self motivation,long term focus

the most strength that we have seen in our team is the teamwork skills , this skill was improved and strongly used by us individuals from pst experiences but as for the most weakness that we saw in our team and effected us negatively is the long term focus

This strengths should be used for achieving our long term goals by working together hand by hand , but for our weaknesses this are the threats that effect us as a group for example long term focus made us get distracted in some tasks that have made sevjeral impacts on our time management

Finally strengths have opened our minds and gave us the strength to encounter new opportunities but unfortunately weakness is threats that we have to face in our group to work on and try on facing them together as team members

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