**University of Nairobi**

**Faculty of Business and Management Sciences**

**DIS 302, E- Business**

**Assignment**

**Group 33 Members:**

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3. Elvis E. Maina – D33/3353/2021
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**Urban Renewal Limited**

**General Description.**

Environmental sustainability being one of the emerging issues in the world, it pushes organizations as well as individuals towards innovating new deals on how to handle climate change. One of the ways that we can achieve a beautiful environment with fresh neighborhoods is through proper waste management.

Thus as Urban Renewal Limited we came up with a creative deal that is aimed at offering comprehensive waste management services. To make it a viable and accessible, we’ve created a website that allows users to know more about the company. We’ve also generated Excel projections showing charts and graphs predicting the position of our company in the next five years.

**Details of the idea.**

At Urban Renewal Limited, we collect waste based on different levels and prices; Basic, Standard, and Premium. All these packages come with various premium opportunities such as; recycling, sorting, composition and proper disposal.

**Value Proposition**

* Recycling of waste products; Instead of disposing everything, we offer recycling services where renewable products are converted to other useful items. This helps to prevent pollution.
* Creating spaces for businesses and residents to thrive especially in downtown areas.
* Breathing new life and mood in urban spaces where people can work, live and enjoy a satisfying environment.

**Revenue Proposition.**

Our revenue model will be

1. *Subscriptions.*

A member is supposed to pick any of the three packages; basic plan, standard or premium. The higher the amount, the more diverse the services. The prices for each package as well as the services available have been highlighted on the website. Through weekly, monthly or yearly subscriptions we will generate income to run activities in the organization. The income will carry us through day to day operations, pay salaries, and give back to the community through CSR activities.

1. *Offering advertising services in the website*

A small percentage of revenue will come from advertising services offered in the website individual and corporate will be allowed to place ads at a fee

**Importance of Comprehensive Waste Management**

Comprehensive waste management is essential for creating a sustainable future. It not only protects the environment and conserves resources but also offers economic advantages and improves public health and quality of life. Implementing effective waste management strategies requires a collaborative effort from governments, businesses, and individuals to reduce the overall impact of waste on our planet.

**Link to the website**