Chapter 2

Business Plan

2.1 Executive Summary

Name of Business: ReTech

Legal Form: Partnership

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Type of Business: Service Provider

Brief Description of Business: E-waste is present in every household, whether it’s old phones, laptops or household appliances. Our Business aims to decrease this waste while effectively giving it a new life. ReTech allows users to upload pictures of their e-waste, receive an estimated price from us, and decide whether to sell it. If they agree, we arrange for a delivery agent to collect the waste and send it to a recycling company for proper handling. To encourage participation, users earn points for their contributions, which they can exchange for vouchers at partner stores. By making e-waste recycling easy and rewarding, we’re helping keep e-waste out of landfills and giving old electronics a second life.

Owner(s):

|  |  |
| --- | --- |
| Name | Position |
| Hana Hossam | Operational Manager |
| Alshimaa Sayed | Administrative Secretary |
| Shahd Amr | Financial Manager |
| Mohamed Khaled | Marketing Manager |
| Ahmed Abdel-Hadi | Customer Support Representative |
| Eyad Maged | Software Developer |

Number of Jobs to be Created: None

Start-up Capital: 1,600,000

Source of Capital: Partner’s investment and Family Loan

2.2 Vision and Mission

Vision:

We envision a future where our company not only acts as a middleman between individuals and recycling companies, but it’s responsible for recycling materials ourselves. We hope to expand geographically and be able to collect and recycle e-waste from all over Egypt. We are also aiming to partner with a lot of different markets and stores to further encourage individuals to recycle their e-waste with us. In the future after our company is stabilized, we hope to introduce a feature of buying and selling used electronics that are in good condition.

Mission:

Our mission is to revolutionize e-waste recycling by providing a seamless digital platform that connects individuals and businesses with responsible recycling solutions. We aim to reduce the environmental impact of discarded electronics by offering an easy-to-use service that evaluates, collects, and processes e-waste efficiently. Through our incentivized reward system, we empower users to take an active role in sustainability while making recycling a practical and rewarding choice. Our commitment extends beyond waste management—we strive to educate communities, promote eco-conscious habits, and drive a global shift toward a more sustainable, circular economy.

2.3 Business Idea & market

Description of business idea:

1-Identified needs: The e-waste recycling app addresses several pressing needs in both environmental sustainability and consumer convenience. Especially in a country like Egypt, where we have a consumerism mentality, the idea that increasing the consumption of goods and services is always a desirable goal. With the growing problem of e-waste, there is a strong demand for an easy and responsible way to dispose of old or broken electronics without contributing to the ever-growing pollution problem.

2- Target Users: Our primary target is households and small businesses without any access to safe means to recycle their waste.

3-Type of Service to satisfy identified needs: Our WebApp will act as a middleman between individuals and recycling facilities while also providing rewards to encourage people to participate, by making recycling accessible and rewarding.

Description of the market: The last time the Ministry of the Environment released figures was in 2014 and it was estimated that the e-waste recycling industry in Egypt was worth 2.2 billion dollars. Since Egypt is a consumption-oriented economy, the annual volume of e-waste in Egypt is approximately 90,000 tons, only 20% of it gets recycled. Of that 20 percent, 80 percent of it is collected by informal traders of Wekalet El Balah.

Competitors: Most recycling facilities work directly with big companies instead of individual households so with our business idea we are entering an unexplored market with many opportunities.

Swot Analysis

|  |  |
| --- | --- |
| Strengths:  Eco-friendly mission  Incentive system  Low cost | Weaknesses:  Dependance on partners  Not easy to build trust  Potential low profit margins |
| Opportunities:  Partnership with tech companies  Consumption-oriented economy  Opportunity for growth | Threats:  Deception from customers  Government regulations  Logistics cost |

2.4 Marketing Plan

**Product:**

We provide a service on a WebApp that helps people recycle their electronic waste in a safe way. We also provide a pickup service where delivery agents collect the e-waste from users. while also ensuring that there is a reward system for their efforts, while also providing recycling facilities with products in exchange for a small monetary reward.

**Price:**

There will be no charge for uploading pictures or scheduling pickups. There will be a reward-based system depending on the value of their e-waste. Partner recycling companies will give an estimation for the price of each device, but the final price will be determined after appraising the device. Recycling companies will buy the e-waste from us and we will give customers appropriate points depending on the value of the product.

**Place:**

Our service will be available for Cairo residents with the hopes of expansion to all of Egypt. Since Cairo’s population is 23,074,000 with the growth rate of 1.99%, we believe it’s the best place to start with to ensure we reach as many people as possible.

**Promotion:**

We plan to use social media as the main source of promotion, while also collaborating with various influencers that are known for being eco-conscious. Partnering with environmental organizations to raise awareness about the e-waste problem and how to solve it. More importantly collaborations with electronic brands to integrate the app into their sustainability initiatives. We will also have a Referral program where users get extra points for inviting friends. We also plan on making the first transaction for double points to encourage the customer to take the first step. We’re going to encourage point collecting by making a milestone system and giving rewards for each milestone (ex. A customer who reaches 1,000 points is then given 500 extra points as a reward).

2.5 Legal Form

The legal form of our services is a general partnership

Reasons:

In this form all partners are responsible for sharing profit and bearing the risk or losses that the company may be exposed to. This structure allows us to combine expertise, share responsibilities, and collectively drive the business toward its sustainability goals. By forming a partnership, we aim to leverage our collective skills and resources to make e-waste recycling accessible, rewarding, and environmentally impactful while maintaining a transparent and legally compliant business structure.

2.6 Start-up Capital and Sources of Start-up Capital

Start-up Capital

|  |  |
| --- | --- |
| Investment: | |
| Hardware | 150,000 |
| Software | 10,000 |
| Equipment | 20,000 |
| Furniture | 70,000 |
| Total | 250,000 |
| Working Capital | |
| Rent | 120,000 |
| Utilities | 30,000 |
| Marketing | 50,000 |
| Salaries | 1,068,756 |
| Total | 1,268,756 |
| Total Start-up capital | 1,518,756 |

Sources of Start-up Capital

|  |  |
| --- | --- |
| Partner Investment | Amount |
| Hana Hossam | 200,000 |
| Alshimaa Sayed | 200,000 |
| Shahd Amr | 200,000 |
| Mohamed Khaled | 200,000 |
| Ahmed Abdel-Hadi | 200,000 |
| Eyad Maged | 200,000 |
| Total | 1,200,000 |
| Family Loan (6-year installment) | 400,000 |
| Total Funding | 1,600,000 |

2.7 Financial Plan

Organization and Staff

|  |  |  |
| --- | --- | --- |
| Staff Organization | | |
| Position | Tasks and Responsibilities | Qualification |
| Operational Manager | Oversees logistics, partnerships, and daily operations |  |
| Administrative Secretary | Scheduling Logistics, Invoice and Payment Processing, Data Entry |  |
| Financial Manager | Budgeting, reporting, managing payments and invoices |  |
| Marketing Manager | Manage outreach, social media, campaigns |  |
| Customer Support Representative | Handles user inquiries, pickup coordination, feedback |  |
| Software Developer | Maintains website, user platform, backend systems |  |

Planned Organization Chart

Operational Manager

Financial Manager

Customer Service Representative

Marketing Manager

Software Developer

Administrative Assistant

Business Operation and Cost

|  |  |  |  |
| --- | --- | --- | --- |
| Staff Organization | | | |
| Staff Name | Position | Salary per month | Social Security |
| Hana Hossam El Deen | Operational Manager | 15,000 | 2,813 |
| Alshimaa Sayed Aly | Administrative Secretary | 12,000 | 2,250 |
| Shahd Amr | Financial Manager | 12,000 | 2,250 |
| Mohamed Khaled | Marketing Manager | 12,000 | 2,250 |
| Ahmed Abdel-Hadi | Customer Support Representative | 10,000 | 1,875 |
| Eyad Maged | Software Developer | 14,000 | 2,625 |
| Total |  | 75,000 | 14,063 |

Total Staff Cost per month: 89,063

Total Staff Cost per Year: 1,068,756

Expected Revenue

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Phone  (100 EGP) | Laptop  (120 EGP) | PCs  (150 EGP) | Phone and Laptop Accessories  (25 EGP) | TVs  (150 EGP) | Kitchen Appliances  (50 EGP) | Water Heater  (230 EGP) | Washing  Machine  (250 EGP) | Total |
| Jan | 17,250 | 16,240 | 16,200 | 16,600 | 17,000 | 16,175 | 16,340 | 16,600 | 132,405 |
| Feb | 17,350 | 16,000 | 16,100 | 16,760 | 17,100 | 16,140 | 16,170 | 16,800 | 132,420 |
| March | 17,750 | 16,480 | 16,400 | 16,840 | 16,900 | 16,245 | 16,340 | 17,200 | 134,155 |
| April | 17,950 | 16,000 | 16,600 | 16,800 | 17,000 | 16,280 | 16,680 | 17,800 | 135,110 |
| May | 18,700 | 16,720 | 17,000 | 16,860 | 17,200 | 16,210 | 17,190 | 17,400 | 137,280 |
| June | 19,500 | 16,800 | 16,200 | 16,920 | 17,700 | 16,245 | 16,850 | 18,000 | 138,215 |
| July | 19,550 | 16,960 | 16,500 | 16,780 | 17,500 | 16,315 | 17,020 | 18,800 | 139,425 |
| Aug | 19,300 | 17,520 | 17,300 | 16,700 | 17,300 | 16,315 | 17,190 | 19,000 | 140,625 |
| Sep | 19,750 | 17,200 | 17,700 | 17,000 | 17,200 | 16,280 | 17,360 | 18,600 | 141,090 |
| Oct | 19,900 | 17,200 | 17,500 | 17,080 | 17,300 | 16,385 | 17,700 | 19,400 | 142,465 |
| Nov | 20,650 | 17,120 | 18,000 | 17,040 | 17,500 | 16,490 | 17,530 | 19,800 | 144,130 |
| Dec | 21,600 | 17,760 | 18,300 | 17,140 | 17,800 | 16,525 | 18,040 | 20,400 | 147,565 |
| Total | 229,250 | 202,000 | 203,800 | 202,520 | 207,500 | 195,605 | 204,410 | 219,800 | 1,664,885 |

Expected Expenses

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Rent | Salaries | Loans | Internet | Voucher Fees | Delivery Fees | Marketing | Total |
| Jan | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| Feb | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| March | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| April | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| May | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| June | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| July | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| Aug | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| Sep | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| Oct | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| Nov | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| Dec | 10,000 | 89,063 | 5,555 | 1,000 | 15,000 | 4,000 | 11,000 | 135,618 |
| Total | 120,000 | 1,068,756 | 66,660 | 12,000 | 180,000 | 48,000 | 132,000 | 1,627,416 |

Profit Margin

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Jan | Feb | March | April | May | June | July | Aug | Sep | Oct | Nov | Dec |
| Revenue | 132,405 | 132,420 | 134,155 | 135,110 | 137,280 | 138,215 | 139,425 | 140,625 | 141,090 | 142,465 | 144,130 | 147,565 |
| Expenses | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 |
| Net Profit | (3213) | (3198) | (1463) | (508) | 1662 | 2597 | 3807 | 5007 | 5472 | 6847 | 8512 | 11947 |
| Profit Margin | -2.4% | -2.4% | -1.09% | -0.37% | 1.2% | 1.8% | 2.7% | 3.5% | 3.8% | 4.8% | 5.9% | 8.09% |

Cash Flow Plan

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Jan | Feb | March | April | May | June | July | Aug | Sep | Oct | Nov | Dec |
| Cash at the beginning of the month | 1,600,000 | 1,596,787 | 1,593,589 | 1,592,126 | 1,591,618 | 1,593,280 | 1,595,877 | 1,599,684 | 1,604,691 | 1,610,163 | 1,617,010 | 1,625,522 |
| **Cash Inflows** |  |  |  |  |  |  |  |  |  |  |  |  |
| Revenue | 132,405 | 132,420 | 134,155 | 135,110 | 137,280 | 138,215 | 139,425 | 140,625 | 141,090 | 142,465 | 144,130 | 147,565 |
| Total inflows | 132,405 | 132,420 | 134,155 | 135,110 | 137,280 | 138,215 | 139,425 | 140,625 | 141,090 | 142,465 | 144,130 | 147,565 |
| **Cash Outflows** |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Salaries | 89,063 | 89,063 | 89,063 | 89,063 | 89,063 | 89,063 | 89,063 | 89,063 | 89,063 | 89,063 | 89,063 | 89,063 |
| Loans | 5,555 | 5,555 | 5,555 | 5,555 | 5,555 | 5,555 | 5,555 | 5,555 | 5,555 | 5,555 | 5,555 | 5,555 |
| Internet | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| Voucher Fees | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 |
| Delivery Fees | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 |
| Marketing | 11,000 | 11,000 | 11,000 | 11,000 | 11,000 | 11,000 | 11,000 | 11,000 | 11,000 | 11,000 | 11,000 | 11,000 |
| Total Outflows | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 | 135,618 |
| Cash at the end of the month | 1,596,787 | 1,593,589 | 1,592,126 | 1,591,618 | 1,593,280 | 1,595,877 | 1,599,684 | 1,604,691 | 1,610,163 | 1,617,010 | 1,625,522 | 1,637,469 |

Opening Balance Sheet

|  |  |  |  |
| --- | --- | --- | --- |
| Assets | | Liabilities and Owner Equity | |
| Fixed assets |  | Liabilities | |
| Hardware | 150,000 | Family Loan | 400,000 |
| Software | 10,000 | Total Liabilities | 400,000 |
| Equipment | 20,000 | Owner’s Equity | |
| Furniture | 70,000 | 1,200,000 | |
| Total Fixed Assets | 250,000 |  | |
| Current Assets |  |  | |
| Cash | 1,637,469 |  | |
| Total Current Assets | 1,637,469 |  | |
| Total Assets | 1,887,469 | Total Liabilities and Owners Equity | 1,600,000 |