



# **Business Plan**

**Team: Mind Benders**

## **Project: The Waste Collectors**

**(Your waste is not worthless)**

### **Members:**

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# Business Model Canvas

<b>Key Partners</b> <ul style="list-style-type: none"><li>Raw Material Broker</li><li>Recycling Companies</li></ul> <b>Key Suppliers:</b> <ul style="list-style-type: none"><li>Customers</li><li>Random Brokers</li><li>Street Hawkers</li></ul> <p>As we buy waste product. we sell it to recycling companies and as they buy from us they recycle it and make that waste materiable usable again.</p>	<b>Key Activities</b> <ul style="list-style-type: none"><li>Collection of Waste material</li><li>Seperation of waste material as per their type and conditions</li><li>Provide seperated waste material to companies as per their desires.</li></ul> <b>Key Resources</b> <ul style="list-style-type: none"><li>Transport</li><li>Waste Material</li><li>Labour</li></ul>	<b>Value Propositions</b> <p>Our volenteers will gather waste material from different areas including residencial home, industry and other resources.</p> <p>Customer do not need to go or waste their time, they only need to regester themselves on our online portal and pick a time slot our volenteers will be available to collect the stuff and pay them right at the time of collection.</p> <p>We will collect any kind of material in any condition and pay them as per the weight with our fixed prices.</p>	<b>Customer Relationships</b> <p><b>Easness for Customers:</b> We work for our customer’s satisfaction. We facilitate our customers while collecting the material from customer’s place and clean their places to keep them happy and satisfy.</p> <p><b>Punctuality:</b> We do not make our customers to wait for the whole day. We will give a specific time to our customer and our volenteer will exactly be there to collect the stuff.</p> <b>Channels</b> <ul style="list-style-type: none"><li>Mobile App</li><li>Website</li><li>Digital Marketing</li><li>Tv Adds</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>Business Man</li><li>Labours</li><li>Industries</li><li>Companies</li><li>Markets</li><li>Universities</li><li>Schools</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>Transport Rent</li><li>Labour Wages</li><li>Fuel</li><li>Marketing Cost</li><li>Website Hosting</li><li>Warehouse expanses</li><li>Office Expenses</li></ul>		<b>Revenue Streams</b> <p>We collect stuff from industries and customers after we separate as per their typesFor example: Wood, Metal, Paper, Plastic etc then we send it to recycling companies or to those companies who need it.</p>		

### **Key Activities:**

Customer visits our website and book a time slot for the waste collection. Customer provide the waste material details along with their addresses. We visit them and check out the waste material and buy it with the exact price we mentioned on our website along with the material weight which includes Plastics, Metals, Wood, Paper etc. As the customer agree to deal with us we provide a specific time slot with our feasibility and visit customer at the exact time. Collect the waste material, clean the place, after the collection at the end of the day we separate all the waste material according to their types and conditons like Plastics, Metals, Wood, Paper etc. After sorting all the waste material we Sell it to recycling companies.

### **Value Propositions:**

Our volenteers will gather waste material from different areas including residencial home, industry and other resources.

Customer do not need to go or waste their time, they only need to regester themselves on our online portal and pick a time slot our volenteers will be available to collect the stuff and pay them right at the time of collection.

We will collect any kind of material in any condition and pay them as per the weight with our fixed prices.

Customer visits our website and book a time slot for the waste collection. Customer provide the waste material details along with their addresses. We visit them and check out the waste material and buy it with the exact price we mentioned on our website along with the material weight which includes Plastics, Metals, Wood, Paper etc. As the customer agree to deal with us we provide a specific time slot with our feasibility and visit customer at the exact time. Collect the waste material, clean the place, after the collection at the end of the day we separate all the waste material according to their types and conditons like Plastics, Metals, Wood, Paper etc. After sorting all the waste material we Sell it to recycling companies.

## **Customer Relationships:**

### **Easness for Customers:**

We work for our customer's satisfaction. We facilitate our customers while collecting the material from customer's place and clean their places to keep them happy and satisfy.

### **Punctuality:**

We do not make our customers to wait for the whole day. We will give a specific time to our customer and our volenteer will exactly be there to collect the stuff.

## **Customer Segments:**

Here we deal with multiple people such as Business man. There must be the invlovement of industries because industries are running by business man's their waste material like plastic packaging and metals and lots of more stuff like paper etc to be wasted so we buy it in a very low prices.

In other hand we can buy stuffs through offices, universities, schools, like company supplies, old furniture, old desks and other wastage items.

## **Key Suppliers:**

### **Customers:**

We get our supplies or waste/recycling material from our customer their old goods such as table chair and any other item which are in their use but now are not in there use we pick it up and sell it to recyclers.

### **Street hawkers:**

We are also in touch with street hawkers they collect from different areas where we cant reach and then sell it to us

It become easy for us and it maximize our range that's how we cover the different areas and towns.

### **Companies:**

We also purchase from different companies as after they made there product a raw material is left we pick it on very reasonable price and its also very easy for us we gather a lot of raw material at a same place.

### **Key Resources:**

Our key resources are our transport our labour and waste material

#### **1. Transport:**

We don't have our own transport service. We have rented transport from different areas and local transporters on the day of collecting we rented them and after their service we pay them the rent. In future we are going to have our own transport service it will be cheap for us and will be easy for us we don't have to daily rent trucks and pickups.

#### **2. Labour:**

Our labour is our asset. After the timeslot is booked our volunteer go with the pickup and collect the waste after collecting, they clean the place that satisfy our customers and made them happy. Our labour is on monthly wages and we pay them fixed amount at the end of month.

#### **3. Waste Material:**

This waste material is our main resource we separate the waste according to there type then sell it to the recycling companies it become easy for the they don't have to meet local Wenders and street hawkers they only deal with us and we provide them the required material and quantity to them in reasonable price

## **Channels:**

We use different channels to do our marketing and capture the required market the main channel we use is digital market and TV commercials. It is a little costly but it's the best way and the response we get through this is great. A lot of people want this type of service at their door step but are unaware of these social media help them to be aware of these services and we get a great response through social media as we are doing online business have to market online. Everybody now a days is doing online work and customer want to be done there work online. Digital marketing is the basic need. These are some channels that help us to grow our business faster and larger

### **1. A Website**

Our product also contains a website which shows the all information about us our subscription plans and the other benefits that we are paying to our customer.

### **2. A Mobile App**

As our product is mainly a mobile based so all the features that we are promising to deliver and have mentioned above would be provided by this app.

### **3. Social Commerce**

We will also use social platforms and advertise our product because social media is one of the best way to convey our idea to its targeted option we will create our pages on Instagram and Facebook and boost our ads and our plans on these platforms accordingly.

### **Cost Structure:**

We have to pay for many things which includes labour wages transportation expense ,fuel, warehouse rent, office rent and our own salaries it cost us much these all are regular expense and is very important for company. We can control some of the things as we can have our own transport it will less our rent expense we can automate our all system so our workforce will reduce as we can have our own warehouse so we can have a property as an asset and less our house rent we can control our expenses and have more profit and work efficiently

### **Revenue Streams:**

We collect stuff from industries and customers after we separate as per their types For example: Wood, Metal, Paper, Plastic etc then we send it to recycling companies or to those companies who need it. We sell the waste material on the 7% profit of the cost including all the expenses applied of all the material.