

Problem



E-waste and management

E-waste is electronic products that are unwanted, not working, and nearing or at the end of their “useful life.” Computers, televisions, VCRs, stereos, copiers, and fax machines are everyday electronic products.



Solution

- To come in with a team/company that can manage, or do maintenance of electronics basically for computers and laptops at lower price.
- Run campaign to enable people know positive causes of e-waste

Solution

- Come up with a company/members that can offer servicing tender for schools, institutions and the new education system (CBC) this services will like;
 - Computer hardware maintenance
 - Software maintenance
 - General laboratory network maintenance
 - Printer maintenance
 - A/cs and other electronic maintenance
- Creating web platform that will enable clients to communicate directly with servicing team or customer care in charge.

Products



Target Market

- The target market for this platform will be learning instructions that is;
 - Universities institutions
 - Collages
 - Secondary schools
 - Primary schools
 - Governments organizations
 - And private organizations/offices.

Market size

Audience

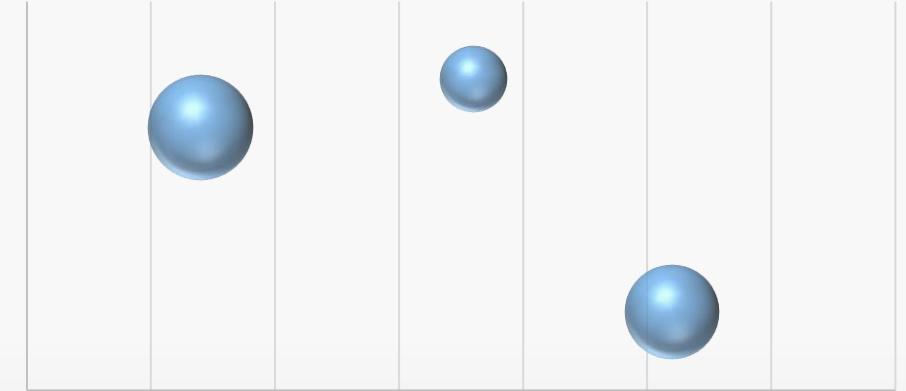
- My audience basically will match everyone and all platforms named above and with a condition that you. will be able to own electronic named above..

Market target

- To be the most e- waste management and servicing company in Kenya and in east Africa

Competitors

- Self employed technicians

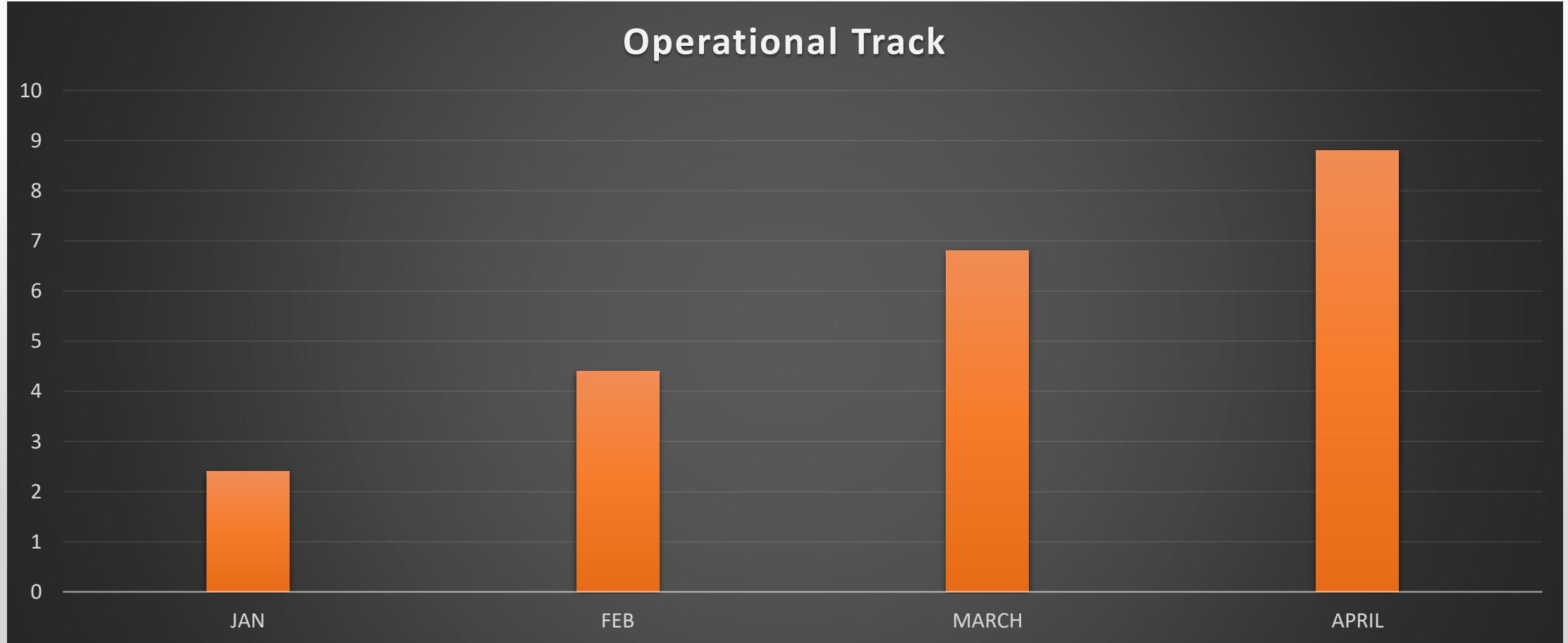


These are technicians that are self employed, they are sparsely populated and unable to reach most institutions simply because they are not registered/ not meeting the requirements to operate in wide range.

Competitive advantage

- SKILLED TECHNITIANS THAT UNDERSTAND BOTH SOFTWARE AND HARDWARE DESIGN
- Will accept all mode of payment after doing services or selling goods ; cheque, cash e-money e.t.c.
- Availability.
- Trustworthy
- Best customer relations.

Traction



January

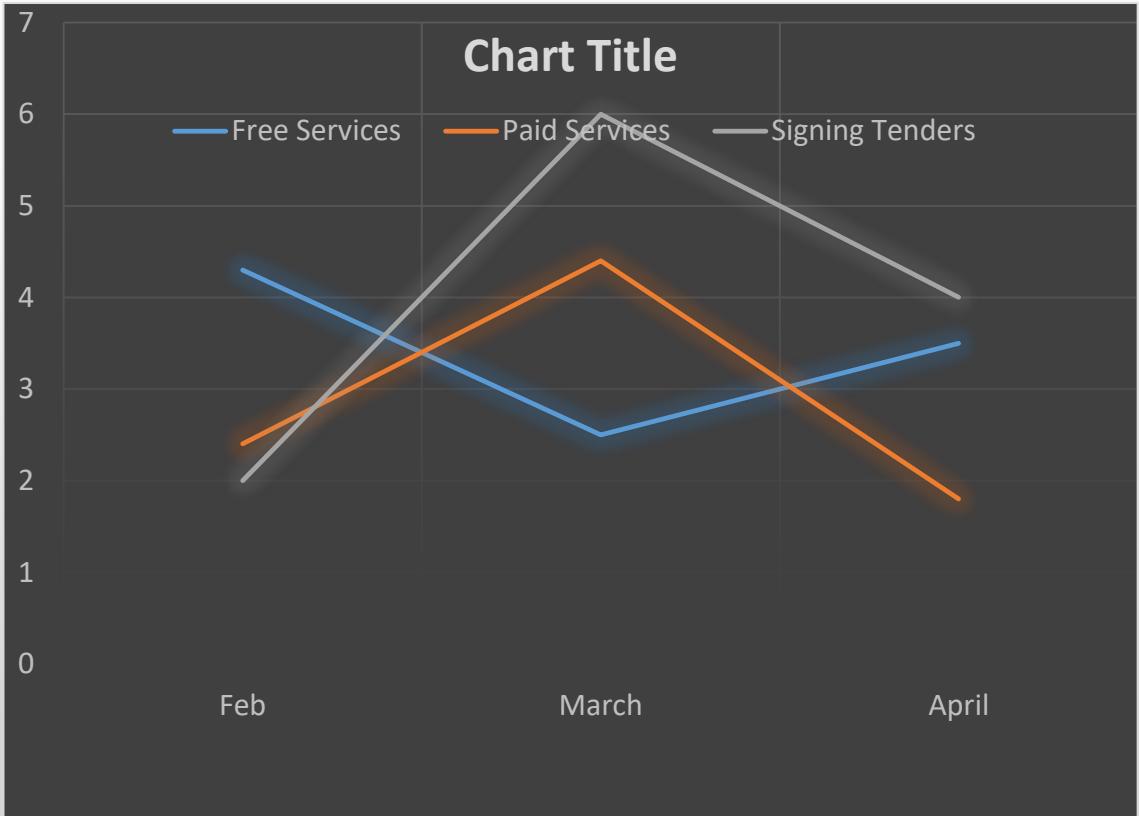
- This is the time the team of the organization will be campaigning for their services thus their will be no much profit, this month will much focus on voluntary jobs.

OBJECTIVES

- To alert organization that there is new upcoming e-waste management organization.
- To enable clients know that the new upcoming organization is ready to offer quality services
- To enable the clients drop their previous tender team because of the new exiting e-waste management company that are offering free service/ services at lower price.
- Running social media adverts allover and Campaigns

February - March - April

- In the mid Feb the company will be focusing on signing of new tenders
- Delivering services to their potential customers
- Competing with co-business rivals.
- Showing their competence and legibility of the services that they are offering across all platforms



Business Model

- THE BUSINESS WILL BASICALLY CONSIST OF;
- FIELD TECHNICIANS (MOBILE TECHNICIANS)
- CAMPAGNE TEAM
- MARKET RESEARCH TEAM
- STATIONERY TECHNICIANS

- Each and every sector will be capable of doing there work respectively;
- Field technicians (mobile technicians) – dealing with immediate repair.
- Champagne team
- Will be capable of running champagnes, creating awareness , - (the disadvantage of poor e-waste management and the importance of e-waste management)
- Market research team
- This team will mainly focus on market research both locally and nationally.
- Stationery technicians
- This team will be capable of doing maintenance of machinery's that require serious attention and thorough repair .

Profit Margins

- Servicing
- Selling Of Products (Laptops, Computers, A/cs)
- Public Campaign (Harmful Of E Waste)

Market Approach

Online

- This online approach will be done through running social media adverts to notify customers that their are new team who are out to manage, control, & to repair e-waste materials.

Offline

- - This will have the same agenda but the difference will come in while conducting physical meetings and meeting with the clients face to face in order to interact and to express their products and services.

Ask

- Financial support (operational expenses at the start)
 - This will consist company registration.
 - Searching of all legal operational documents
 - Campaigning finance.

The Team

- Denis Omondi

Hardware And Network Specialist

Pursued In Information Communication Technology At The Kisumu National Polytechnic

Currently Under Taking Web Development



- Scarlen Abongo

Hardware Engineer

Completed Computer Hardware Maintenance Course At The Kisumu National Polytechnic, Kenya

- Bonface Oluoch

Software Engineer

4th Year At Kirinyaga University Pursuing Computer Science.

- Laureen Atieno

Team Ambassador

Done Information Communication Technology At The Kisumu National Polytechnic, Kenya