

Marketing Plan: Treasure Bin

Product Line: Trash In Reward Out

Section C- Group Members

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1.Executive Summary

Pakistan is a highly polluted country in the globe. Our group has decided to reduce the issue of pollution through technology. Our aim is to develop an artificial intelligence-based trash bin which will make an exceptional QR code whenever someone throws any kind of trash either bottle, plastic, or polythene bags. The treasure bin will be designed in such a way that it will only collect required and limited trash as the type and quantity of trash is monitored through a sensor attached with the bin.

In a country like Pakistan due to lack of rules and regulations citizens are habitual to throw the trash on the road, on the clean area, and next to the bin except those areas where penalties are imposed on throwing the trash other than trash bin. These issues are more commonly observed in under-privileged areas.

Karachi is one of the largest cities of Pakistan and all the major industries including FMCG, textile, manufacturing are located in it.

As per the research the domestic trash production in Karachi is upto 16,000 M/tons whereas in landfill sites the disposal number is between 7000 to 8000. The remaining amount of trash is present in parks, around educational institutions and near hospitals. A huge amount of garbage has been thrown in residential areas that can increase the risks of diseases and infections. Lastly this project includes knowledge of Artificial Intelligence and development of app. Our objective is to advance cleanliness with Artificial Intelligence and IoT in Pakistan. Through this CSR project, Karachi can be converted from a highly polluted city to a tourist city and business and investment area.

2.Current Marketing Situation

The technological advancements are either boosting innovation or supporting productivity by the automation of various manual processes for the better. Consequently, the majority of people have not only become regular users of trending software and gadgets they have also become dependent on these gimmicks. Initially, our target market consists of Pakistanis, specifically citizens residing in Pakistan's top metropolitan city, Karachi. We are currently preparing to launch the Treasure Bin to take advantage of the digitized market trend and overcome the pollution and littering problem in Karachi. Treasure Bin, an AI-powered technology adopted by IoT (Internet of Things), is a state of the art product to be introduced in the market. The complete utilization of this product includes the use of the mobile application module of the Treasure Bin. Unlike ordinary trash bins, the Treasure Bin is a futuristic product. This product uses sensors and artificial intelligence to detect the trash thrown in, generate the appropriate

QR-Code, monitor the level of trash inside the bin, and by application of IoT, send notifications to desired recipients at the occasion of the overfilled bin. Even though there is a need for a cleaner city, the usage of Treasure Bin is an underlying need for the consumer. This is because in the current market, citizens are not aware of the benefits they will get by using the Treasure Bin instead of using a regular bin or not using one at all. The figure below, shows the important digital trends of our target market.

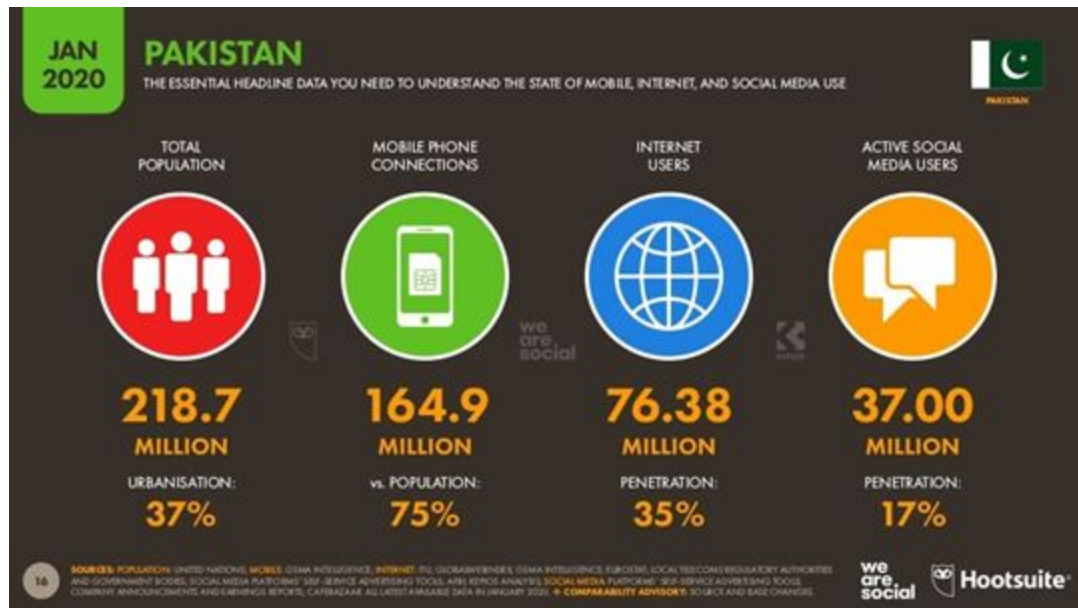


Fig. 1 Digital trends in Pakistan

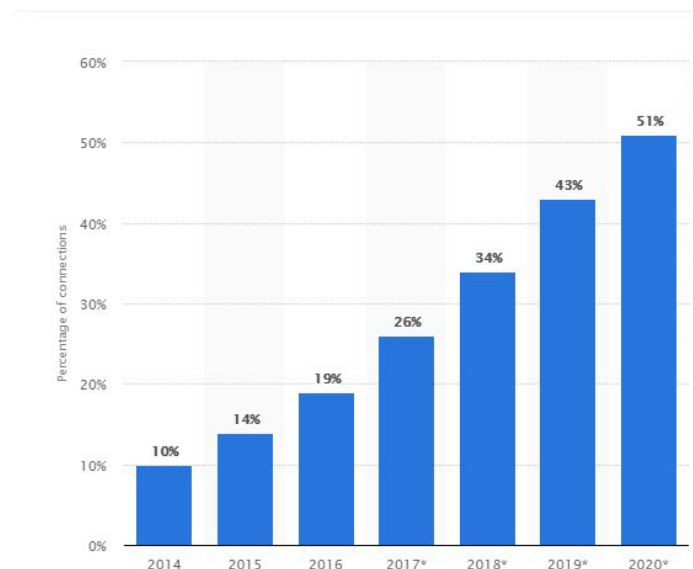


Fig. 2 Increasing rate of smartphone users in Pakistan over the years

The above statistics show that the use of advanced technology is growing with the years. Hence, our target audience will also expand. The app which we are going to launch will become handy very easily.

Product Review:

The Treasure Bin offers the following features:

- Real time object detection for the trash thrown in the bin
- Automatic QR-generator which generates a unique code every time ready to scan as soon as bottle/can is thrown in the bin
- The bin consists of a combination of sensors devoted to keeping track of the garbage levels in the bin
- The bin will have a labeled guide(Urdu&English) on how and where to throw trash, scan the code, and what to expect on the application after throwing trash in the bin
- The bin has the ability to notify the municipal authorities when the bins are full so that they can be emptied timely
- The Treasure Bin application has an engaging and easy to understand interface
- The application has an in-built camera for scanning the code, and also an option to upload the image of the code
- The application consists of tutorials on how to use the app and the bin
- The app has a feature of giving daily quotes and facts on the importance of cleanliness and clean country and for daily motivation.
- The app also provides insight of current garbage spread around the city or nearby location through Google Maps according to settings of the user.

TARGETED SEGMENT	CUSTOMER NEED	CORRESPONDING FEATURES/BENEFITS
MILLENNIALS	<ul style="list-style-type: none"> Offers and discounts on food and shopping items Annoyance towards mass-media advertising 	<ul style="list-style-type: none"> After collecting a specific number of points on throwing trash each time, new offers are unlocked to be availed Less invasive online advertisements
TECH-SAVVY	<ul style="list-style-type: none"> Engaging and appealing application interface Use technological knowledge to production, live in a cleaner non-polluted environment 	<ul style="list-style-type: none"> Pop up notifications, use of vector images, and instant feedbacks in the application Setting daily milestones of throwing trash in the bin
SOCIALLY CONSCIOUS	<ul style="list-style-type: none"> Participate in activities that help solve world's social issues 	<ul style="list-style-type: none"> Options like feed the poor, plant a tree available, a tap away in application after a specific number of reward points gained. CSR based product
STUDENTS	<ul style="list-style-type: none"> Student benefits 	<ul style="list-style-type: none"> Student offers on special "Student Clean Karachi" missions

Table 1.0 Segment Needs and Corresponding Features/Benefits of Treasure Bin

Competitive Review:

Since the idea of launching a Treasure Bin is novel to the market, we found different variants which could hinder the demand of our product in the market. In the current market, there are many young boys who carry big bags and collect trash from many parts of the city. They mostly collect bottles and cans by hand. The boys are ready to perform additional tasks like sweeping the area and any other task requested by people on return of a token. Furthermore, at times the government introduces various incentives on activities promoting the cleanliness of the city and also charges fines against polluters, litterers in the city. Some businesses do not release trash outside of office premises and choose to recycle waste within their premises for example Unilever and Toyota. There are other non-profit organizations motivated to encourage youth in cleaning the city, and also some movements which work on collecting and using the

same trash to produce fertilizers for healthier soil. Their stance is to empower communities to take responsibility of their own waste.

COMPETITOR	FEATURES
STREET LITTER PICKERS	<ul style="list-style-type: none">• Pick all kinds of trash from the streets by hand.• Have the ability to sweep the streets• May ask for something in return, cash, or any token
ENVIRONMENTAL CSR ACTIVITIES	<ul style="list-style-type: none">• Reducing harmful emissions and promoting waste management and recycling of waste within the business mechanism
FINE/INCENTIVES OFFERED BY GOVERNMENT	<ul style="list-style-type: none">• Large sum of fine charged against people caught littering on the streets
TRASHIIT	<ul style="list-style-type: none">• Changing waste management practices in Karachi by offering a reliable waste collection and processing

Table 1.1 Competitors

3.SWOT Analysis

Strength:

- **Unique idea:** Treasure bins are a unique idea to solve the cleanliness situation in many parts of Pakistan including major metropolitan cities like Karachi which has worsened over the past years. This idea is first of its kind.
- **Rewards in return of Trash:** Treasure Bin will generate unique QR code whenever we throw any bottle /paper/can trash in it and by scanning this code from our designed app, some number of coins will be transferred in our digital app wallet. We can redeem those coins anytime to buy stuff.
- **Motivates Other:** Treasure bin idea to give prizes in return of trash motivate everyone to throw trash at its desire place which is extremely helpful to solve cleanness problem in our country

Weakness:

- **Illiteracy and Lack of Civic Sense:** In Pakistan, the majority of people are labor force and less aware about these technologies so they will be a little bit unaware/scared to try our treasure bin.

Opportunities:

- **Collaboration with Others:** We can partner with local and multinational companies for CSR activity which will inform people about the cleanliness of the city and help us grow stronger. We can also approach our competitors that are working on the same agenda to collaborate with us.
- **Government Organization Support:** We can contact government organizations who are already spreading this type of awareness, doing these things will make it easier for people to do the right thing and encourage them to be positively involved with us. Also, we can use social media, newspaper and television to promote our treasure bin idea.

Threats:

- People who are local trash pickers might steal/break our trash bins because they will bear great loss if people start using treasure bins, as their source of income is street litter.
- There is a possibility that people misuse our treasure bin and don't follow the instruction of throwing bottles. (Lack of civic sense)

4. Marketing Strategy

Positioning:

To differentiate our trash bins from regular bins, we have used AI and other computer technology to make it a sensor based bin that will only accept bottles or can trash. This is our **minimum viable product** to test the need for our product. In future years, we will model this trash bin to accept trash of all forms. Marketing will focus on conveying that this is not just an ordinary bin to dispose of the trash, but it is a "reward for trash" bin. Our target audience will be millennials, particularly those who have civic sense and good knowledge of using mobile apps (For scanning QR code).

Product Strategy:

The trash bin will generate a QR code when you throw a bottle/can in it. This QR code will be used to get points in your digital wallet available in our installed app. The customers can redeem these points to get incentives like a Coke drink, or a gift voucher, etc. This product strategy will ensure that our consumers are attracted to the product and will prioritize this trash bin over regular ones. All aspects of the marketing mix will be consistent with our product.

Budget:

This project is involved in both hardware (Trash bin) and software levels(App). The estimated cost for building this complete product will be over 5 to 6 lacs, but as it is a CSR based product, we have planned to approach top multinational companies like Coca Cola, McDonalds, Khaadi to pair with us and sponsor our idea. In exchange for their money, they will get CSR recognition for their market positioning, and also, we will be branding their products too through our app.

Action Program:

- Before launching or even working on this idea, we will analyze the need of our product in the market. For this, we have come up with a survey that will help us in evaluating our idea.

Below is the link of Survey:

<https://forms.gle/uk6EobaX8ouRPJHw9>

- A marketing campaign will be set up to create a buzz for our product and also, to demonstrate how to use these trash bins. The campaign will provide additional visibility for our product.
- Initially, these trash bins will be placed in areas under supervision like in shopping malls, schools, etc. The reason behind this step is that it might happen that people try to hamper our product, break the bins, or even steal it. So these bins will be available only in sophisticated areas. Later on, we can place these bins on the streets as well and use our revenues to pay for security expenses.
- In future years, we will hold training campaigns for those who are unaware of how to use these bins. Also, we will train those people whose employment relies on picking litters from the street. We understand that their earnings will be reduced with the launch of our product, but we have planned something for them.
We will train those people and assign them the task of surveillance of our product.
- For a long term plan, we will expand our product by making it a general trash bin instead of a bottle-censored bin.