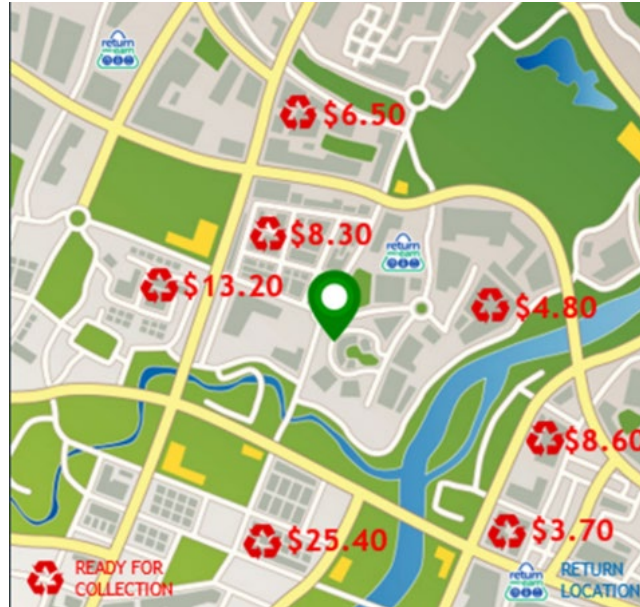


# Marketing Plan for RECYASHINO



**24742 Product Innovation Management**

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## **Executive Summary**

### **Current Situation**

The lucrative method of recycling your drink containers is Return and Earn. It is a fantastic opportunity to contribute to the cleanliness of our environment and rivers while receiving a 10 cent reimbursement for each qualified container you deposit. However, the program does not appear to be successful for a number of significant reasons, including the fact that individuals do not actually bother to go to the recycling station in order to receive 10 cents because, in most cases, no one has a large number of empty containers, and nobody enjoys saving empty containers in their homes in order to recycle them all at once. It might seem like a nuisance to empty takeout containers, jars, bottles, and cans, then separate them all. Other justification for not recycling is the belief that there is "no chance" for change. A study found that 26% of people don't know that food containers must be washed prior disposal, and 15% think that whatever may be thrown in the trash and will be processed at the recycling centre (Corporate Office Supplier, 2022).

### **A Brief Overview of the New Services**

The new innovative service that we have is to provide those needy people through our idea Recashino. It's a service that connects the donor- who wants to donate those bottles and collectors-who need those bottles for the exchange of the 10c. The creative platform will involve the people opt the free service provider and them do the community service.

# **Situation Analysis**

## **Market Overview**

Australia is a signatory to the United Nations Sustainable Development Goals. The first of these goals is No Poverty. However, Australia's poverty rate is the 16th highest among the top 34 OECD countries and higher than the OECD average. Higher than UK, Germany and New Zealand. People living in poverty in Australia often lack basic needs such as food and a roof. Children living in poverty often miss opportunities such as school trips.

Australia's 2022 Poverty Snapshot found that 3.3 million people (13.4%), including 761,000 children (16.6%), live below the median income poverty line of 50%. In dollars, the poverty line is \$489 a week for an adult and \$1,027 a week for a couple with two children.

## **Market Size Growth and Profitability**

Re-cashino is designed as an initiative to help poor people people to earn 10c by picking up the stuff from the house. This will help us to reduce waste, increase the number of recycling products and let poor people live the sustainable life. Re-cashino is a service to encourage the Return and Earn scheme initiated by the government.

Interestingly, this partnership between the donors, poor people and the beverage and recycling industry provides strong evidence that a truly circular economy could become a reality in NSW. Re-cashino has fundamentally changed the way people behave and think about garbage and littering. For the first time, New South Wales communities see waste not as waste but as a valuable asset to be reused and recycled.

## **Market Share**

As of October 2020, there are over 600 return points in NSW. Recashino is a rewarding way for poor people people as it make thir work easier for recycling the containers. Keeping our environment and waterways litter free while still getting a 10 cents refund for each eligible container. Beverage packaging for returns is 100% recycled. Returned beverage containers become valuable materials for recycling.

Looking for opportunities to return eligible containers in more locations. Keep an eye on the site counter for the latest number of return points.

### **Market Segment**

The market segment is divided into sections- donors – the people who will keep the bottles separately. There is a vast market of this as everybody is encourage to do that whether he is family person, student, corporate office or any other organisation. The other segment will be colletors- who are in need of those bottles. The Segment of this part is very small. Only those people will be included in this mostly who are in need of money.

### **Key Success Factors**

Re-cashino become designed on the basis of a cost-restoration model, because of this that it operates in a closed economic loop that doesn't generate profits. EfC is paid a set price to carry out some of obligations in coordinating the scheme, which include performing because the trustee of the NSW box deposit scheme assets. The price paperwork a part of the cost-restoration model. The scheme's bills are independently audited every 12 months to make

certain the economic statements follow Australian Accounting Standards and different obligatory expert necessities in Australia.

### **Scheme costs**

The middle scheme charges comprise:

- refunds – 10c (which include GST) according to box, paid to the community operator and exceeded directly to consumers
- community fees – paid to the community operator according to box gathered, primarily based totally at the fabric type
- MRF refunds – 10c (which include GST), paid to MRF operators for every box gathered thru kerbside recycling
- export rebates – to refund providers for beverage bins exported out of NSW
- a set scheme coordinator price – for management achieved through the scheme coordinator
- scheme compliance fees – paid to the EPA to cowl compliance charges

### **Customer Analysis**

By looking out the product the customer will be divided into two parts:

Donors: All people living in NSW

Collectors- People in need

### **Competitor Analysis**

Our research shows a couple of potential competitors within the NSW. The competitors of ours providing the service. Citizenblu and recollect are the other companies that provide the pickup of cans for some cost. These are the websites where you must register yourself and set the pickup date and deposit the amount for getting the cans to be picked up. The vision of both companies is to help those people who don't have time to recycle cans but our vision it supports the poor people and earn 10c from each bottle and which can help them have a sustainable life.

**Table 1**

<b>Features</b>	Recashino	Citizenblu	Recollect
Cost	Free	Deposit needed	Deposit needed
Target for collectors	Poor People	Who has money	Who has money
Platform	App for free	Website	Website/App
Vision	Helping poor people	Helping Busy life people	Helping Busy life people

## **Marketing Strategy**

### **Value Proposition**

The value proposition is to provide a platform for the poor people to collect the 10c bottles and cans for return and earn service provided by the NSW government and the opportunity for the donors who want to provide community service. The value of the Recashino gives the empower and provides free servicing for the recycled products to pick up. The innovative idea and the journey of the Recashino app will help poor people live to be sustainable.

Recycling preserves natural resources and allows them to use those items repeatedly. The environment will become more friendly and develops a habit in ana human to donate and recycle things.

## **Market Positioning**

The introduction of the idea will be through app development which lets users sign up for this service. The positioning of the Recashino will be that whenever the person throws cans, he will separate them from regular rubbish and keep them for the collectors. Moreover, remember to sign up for them. The awareness will be raised by the different marketing campaigns and let them know the process of the user of the app. According to the Ansoff Matrix, product development is regarded as the most suitable approach for Recashino, which highlights the development of a new marketing strategy to increase awareness of the product and become a daily habit of users to separate the bottle and cans. The issue of gaining the user and encouraging them to register will be a challenging task, but on the other hand, the other task would be to find the collectors and teach them an app to use. Recashino – making cash from recycled products in an easy way.

## **Product Development**

The development of the new product in the existing recycling bottle and cans market is done through the app. The app will be designed in such a way that it is user-friendly to both -donors and collectors. The user of the app will register themselves by filling in some information. The process of using the app will be different for both parties. The donor collecting and keeping the bottles will fill out the information about how many bottles he has and the pickup location.

The collector must look which is the nearest location and then message them privately to pick up that stuff. The stuff will be collected within the next three days. Otherwise, it will be shown as available to other persons. There is a set of rules and instructions which are helping in community service.

### **3. Marketing Objectives**

#### **3.1. Brand Awareness**

Social media, news channels and the government is the major part of promotion and collaboration with different platforms like Masterchef australia, also collab with celebrities like Benji Marshall, Ronnie Caceres, and more.

##### **3.1.1. Social Media - Awareness**

- Web traffic
- Post on social media (account of celebrity and some locals)
- Paid advertisement
- Shares

##### **3.1.2. News channels- Awareness**

- Media mentions
- Share of voice vs. competitors
- Organic reach
- Panel for help



### **3.1.3. Community Boards - Engagement**

- Voices massage
- Charity shows
- Post information (your fb groups and instagram)

### **3.2. Revenue**

This is non- non-profitable business. There is 0% revenue, this only for helping needy people which are suffering from financial situations.

### **3.3. Market Share**

This nonprofit ratio is key in the eyes of donors. Charity Navigator generally gives the highest rankings to those organizations whose ratio of program expenses is 85% or higher of their total expenses. This nonprofit ratio is important, particularly when overall levels of government funding are declining. The higher this ratio is, the less likely a nonprofit organization will be able to continue to support its programs in the event that funding goes away.

### **3.4. Geographic Area**

Nowadays cans are used by everyone but in the Inner West, surrounding suburbs are the most prioritized places. Collaborating with the government we can find people and help them with everything.

## **Supporting Marketing Programs**

### **Price**

There is no subscription charge to donors or collectors as customers using the platform, as the business model is funded by a transactional share of collector earnings from the donated containers and bottles returned for recycling.

### **Advertising**

While cross-promotional marketing signage on display at return points may present sufficient advertising to attract new collectors to Recashino, additional advertising through other media channels will be required to attract new donors, unfamiliar with the Recashino scheme or the people in poverty that Recashino hopes to help.

### **Promotion**

Used in promotion as a marketing channel, “public relations can launch products, build or enhance images, and inform consumers for very little money” (Blakeman, 119). Generating ‘buzz’ when launching a new service like Recashino that’s delivered by the press, “public relations can create excitement or anticipation with facts rather than through creative execution” and “is considered more reliable than straight advertising” (Blakeman).

### **Channels**

Despite the initial high expense, “television is still one of the best mass-media vehicles available to reach the target audience, build awareness and develop an image” (Blakeman, 172) so a teaser campaign on commercial television prior to launch will suitably seed interest in creating the perception of value offered by Recashino.

### **Customer Management Activities**

As a multi-sided platform, the customer management activities are designed to be either self-serve or automated. Any additional ongoing management of the platform will be tasked to the charity responsible for the financial administration of Recashino.

## **Partnerships**

### **The Business Model Canvas**

Recashino is a multi-sided platform (appendix) that connects and facilitates online interactions between two distinct but interdependent groups of customers and is only of any value if both groups of customers are active users of the digital platform. The multi-sided platform grows in value as it attracts more users, in a phenomenon known as the 'network effect', however the Recashino business model then accelerates this phenomenon using intermittent rewards delivered through a randomised lottery process.

### **Customer Segments**

At the heart of the business model, two customer segments exist, each with different needs that require a distinct offer and a different ongoing customer relationship.

Donors can be any suburban household or small business that would like to offer their recyclables for collection as a tax-deductible donation.

Collectors are comprised of two sub-segments, with Centrelink welfare recipients given priority over the general public, who then collect and return the donated recyclables to earn cash.

### **Value Proposition**

Recashino as a value proposition is the innovation in connecting existing infrastructure through a mobile phone app that caters to both customer segments driven by incentives through continued use.

Born from an idea to develop the Uber of recycling, Recashino connects collectors and donors using Artificial Intelligence to provide an estimate of the financial value of each connection, or available collection of recyclables.

Recognising the greater need of welfare recipients to the greater public for the income that can be earned by returning recyclables, these collectors, confirmed by their

Centrelink Reference Number (CRN), are given priority pickup three days prior to the general public being offered a collection for return. To prevent mobility bias, available collections are offered randomly with each uniquely estimated value delivered at random through a lottery relevant to distance.

## **Channels**

Beyond the mobile phone application itself, the channels include all touchpoints that can be used to raise awareness of Recashino's availability, features and benefits.

The mobile phone app is offered to download for free from either the Apple App Store or from the Google Play store on Android devices.

Printed Recashino marketing material providing information about the platform and its benefit to customers is to be made available at over-the-counter return points. Electronic advertising is to be included in the NSW Government's existing Recashino website and other relevant digital communications.

Prominent signage is to be displayed at Recashino reverse vending machine locations (figure 1) while custom advertising will be designed for reverse vending centres and automated depots (figure 2) due to their individual location servicescapes.

## **Figure 1**

*Reverse vending machine return location*



**Figure 2**

*Automated depot return location*



A public relations campaign in partnership with local councils will support the launch of Recashino, to raise brand recognition with the Recashino scheme and introduce the

platform's features and benefits to new donors and collectors alike, through third-party media outlets at no cost.

### **Customer Relationships**

The expected customer relationship expected to be established and maintained with both customer segments will be either self-service or otherwise automated for most processes. Customers understand that some functions of the platform may be performed by third parties, such as the Centrelink for eligibility verification, the NSW Government for the operation of recycling return points and PayPal as a method of payment processing.

A small customer service team employed by the charity responsible for the platform's administration will be available to respond to any ad-hoc support enquiries as required.

### **Revenue Streams**

Collections of eligible recyclable bottles and containers are donated to collectors by donors, returned for recycling to earn cash as the collector under the state container deposit scheme and claimable by the donor as a tax-deductible donation to charity.

A small service fee will be deducted from the transaction revenues or earnings resulting from each collection of recyclables returned by the charity, with the remaining amount distributed to the collector.

### **Key Resources**

The key resources are the assets critical to the business model's success. As a mobile app, the Android and iOS operating systems powering the platform are nothing unique.

The Artificial Intelligence powered lens technology used to estimate the return value of collections of recyclables from photos will be proprietary intellectual property and the unique feature needed to deliver the value proposition to both customer segments.

The physical processing of the returned bottles and containers for recycling will be utilised with the existing infrastructure available through mutually beneficial



partnerships with the NSW Government's Recashino and other state container deposit schemes.

Minimal human resources not provided by the donors and collectors themselves will be required for ongoing operation. A small customer service team can be employed remotely by the charity for administration of the platform and to perform any ad-hoc customer support.

### **Key Activities**

To make the business model work, Recashino must perform three key activities to deliver the value proposition.

The platform must take bookings of recyclables available for collection and process the uploaded photo for estimation of the value of the collection using artificial intelligence.

The platform must register welfare recipients distinct to other users and offer the collections available for priority pickup to these collectors. Collections are assigned randomly so as not to bias mobility however collectors will be aware of the value available of all potential collections available nearest to them, driving uptake and continued use through intermittent rewards of high value collections. After three days, if the recyclables have not been collected as a priority pickup, the platform will open the lottery to other users for their participation necessary to fulfil the value proposition.

The final function of the platform is to deduct the service fee from the actual earnings and distribute the remaining amount to the collector as payment. A receipt is then created and sent automatically to the donor for the value of their tax-deductable donation of bottles and containers as a gift to charity.

### **Key Partnerships**

For the particular resources optimal to operate the platform at scale, key partnerships are required with state governments, as joint ventures in the state container deposit schemes, to provide the infrastructure necessary for physical processing of the

returned bottles and containers. The scheme also provides the funds in return for the recyclables received as the only source of actual revenue.

Secondary partnerships are required with Centrelink and the Department of Human Services for eligibility verification of CRNs along with third party payment processing utilities such as PayPal.

### **Cost Structure**

The ongoing costs incurred after the initial research and development costs required to develop the photographic artificial intelligence technology will be minimal to maintain the digital platform.

Administration and customer service functions can be performed remotely as required however most functions and processes will be either self-serve or similarly automated.

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## Appendix

### Business Model Canvas

<b>Key Partners</b>    	<b>Key Activities</b> Bookings of collections by donors Directing collectors to donor bookings Payments to collectors  <b>Key Resources</b> Android / iOS GPS mobile phone app AI lens technology Recycling return points	<b>Value Proposition</b> <b>RECASHINO</b>  Helping people in need find recyclables that can be converted to cash  In a mobile phone lottery app	<b>Customer Relationships</b> Donations to charity Locate recyclables to convert to cash  <b>Channels</b> App stores Marketing & Advertising PR & Media Coverage Signage	<b>Customer Segments</b> DONORS Suburban households and businesses  COLLECTORS Welfare recipients Regular recyclers
<b>Cost Structure</b> Charity operated for tax deduction status Ongoing platform management Connecting existing infrastructure of partners			<b>Revenue Streams</b> Service fee deducted from earnings of collectors from returned recyclables donated by donors	

Note: Adapted from *Business model generation: a handbook for visionaries, game changers and challengers* by A. Osterwalder & Y. Pigneur, 2010.