


The CROW



CROW -
Circular
Recovery
On
Waste

Confidentiality Agreement

The undersigned reader acknowledges that any information provided by Sudy in this mobile app idea, other than information that is in the public domain, is confidential in nature, and that any disclosure or use of same by the reader may cause serious harm or damage to the business idea. Therefore, the undersigned agrees not to disclose it without express written permission from Sudy.

Upon request, the undersigned reader will immediately return this document to Sudy

Disclosure: This is a business plan. It does not imply an offering any form of securities.

Release 1

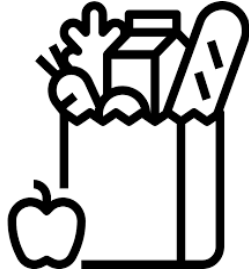
Basic content building and main
category offering

Phase 1 offering:

Product category



Repair Shop



Grocery & Bulk



Recycling Center



Composting site



Content building



Recycling facts,
What can be recycle, how
to recycle, where to send
it to

Repair

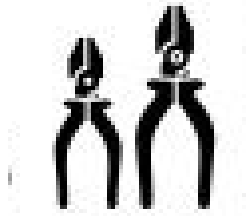
Repairing enable user to extend the product life cycle and is a very important part of circularity.

Listing of location & information for all repair shop for the following category:

- Tailor (Phase 1)
- Small Electronic - mobile phone, ipads, speakers, etc (Phase 1)
- Large electronic - Household electrical like fridge, washing machine, TV, etc (Phase 1)
- Furniture - refurbishing, repair etc (Phase 2)
- Watch etc (Phase 2)

Search function include multiple type of faculty items that can be repair.

Income can be generated from listing business that offer such services.



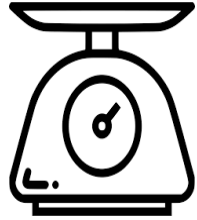
Refill - Grocery & bulk

Refill enable user to buy product without any packaging waste and is part of the core component of zero waste lifestyle. User usually bring their own containers to refill their goods

Listing of location & information the following:

- Refill retailers or zero waste shop - shops that refill your own container
- Packaging free stores
- Bulk aisle / supplier
- Convenient shop that sell “weight your own” products like rice, biscuits, spice etc
- Supermarket that offers refill counters or offering sustainable products

Search function enable user to select multiple products to search for buying / refill.





Malaysia

There are about 15 Zero Waste shop in Malaysia and recently Ben Grocery also started refillable aisle and in future, most FMCG will adopt this method too

Recycle



Recycling, a method that has been practice for more than 30 years is the most common method Malaysian adopt for zero waste management. It is however one of the last solutions in circular economy.

Listing of the location & type of recyclables:

- Location of all recycling centers - Council or private (Phase 1)
- Recycling drop bin by private NGO like Erth, Icycle, RSSS, (Phase 1)
- Drop off location by individual or project based (Phase 2)
- Location on reverse vending machine - Klean (Phase 2)
- Location on Buy-back center (Phase 2)



**Recycling rate
in Malaysia is
31% (range 20-
60%).** Penang
state has the
highest recycling
rate

Search function include multiple type of recycling items accepted.

Income can be generated from listing business that offer such services like private enterprise

Divert or Donate

Divert is a good method to help user make the best use out of their waste by giving it away or donate it to someone who has use for it. It's one of the method to not have the material end up in landfill.



Listing of location for the following site that takes:

- Organic waste composting site for food waste (Phase 1)
- Donation acceptance shop like children home (school uniforms, toys, text books), refugees camp, Kloth bin (textile), etc (Phase 1)
- Animal shelter that take bones /food waste (Phase 2)

Search function include type of items accepted.

Income can be generated from listing business that sell compost (derive from food waste) only.

Release 2

Extend product/services,
improve basic offering, increase
reaches/users

Phase 2:

Product category



Cafe & Restaurant



2nd Hand retail



Local Market



Green Retailers



Improve content



Restaurant & Cafe



Takeaway food containers is one of the most common waste. Not all restaurant or cafe currently encourage customers to bring their own containers. This enable more restaurant or cafe to practice “use less plastic”

Listing of location & information the following:

- Restaurant or cafe that practice “bring your own containers”
- Restaurant or cafe that practice food waste management
- Restaurant, cafe or any eateries that uses “environmentally friendly” takeaway containers

Income can be generated from :

- Business listing
- Special promotions listing





Restaurant & Cafe

Listing of cafe and restaurant that is practicing zero waste or green effort.


Annual growth for number of establishment in Malaysia: 5.1%
(2015 pre Covid data - Malaysia economic consensus)

Huge market and plenty of commercial opportunities to tap into
as more and more restaurant & cafe are now offering
environmentally friendly takeaway containers



 Tue, Wed, Thu, Fri, Sat 11-23

Instock Amsterdam

 **Cafe & Restaurants**

A restaurant that uses unsold food from supermarkets to avoid food waste.

Green Retailers

Currently there are no integrated marketplace for green retailers to sell their product. Most retailers sell it via FB or their own website.



Listing of location & information the following:

- Retailers that offer locally made or sustainable products i.e. bamboo towel,
- Biodegradable product shop i.e. biodegradable flower pot seller, biodegradable bags,
- Small social enterprise listing i.e. tarpaulin bags, handmade penan bags etc
- Individuals that sell upcycle products

Income can be generated from :

- Business listing

Buy local



Most pasar offer fresh product that is free from plastic packaging. Buying local also helps reduce carbon footprint.

Listing of the following:

- Local market - Pasar and pasar malam
- Special local fair, car-boot sale

Information with location tag and basic introduction of the place, and time of operation.

Income can be generated from listing business like car boot sale event but not from listing of pasar or pasar malam. Information listed is part of circularity practice, carbon footprint reduction and integrated data offering.

Buy used products



*Buying used instead of buying new enable product to have a second chance of life.
What's one man trash is another man's gold.*

Listing of the following:

- 2nd hand bundle shop
- Shops that sell used goods like used furniture, 2nd hand electrical or recycled goods

Information with location tag and narrow search on specific category

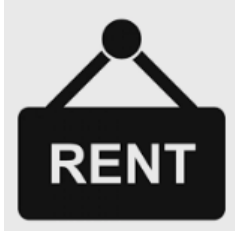
Income can be generated from listing of above business

Release 3

Integrate all services &
connectivity

Phase 3:

Product category



Rent services



Water refill



Subscription services



Green groups / activities



Improve Connection

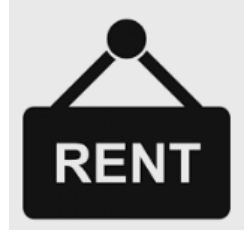


Carbon footprint
calculator



Chat with others

Rent



Renting is one way that is more and more commonly accepted instead of owning a product. Most common rent in Malaysia are plants, not frequently use electrical product like projector, special instrument, furniture and even computer

Listing of the following:

- Services that offer rent service like rent a furniture, rent an electrical product like projector, rent party prop, popcorn machine etc

Information link to company directly once user search of specific category

Income can be generated from listing of above business and pay per click.

Refill - Water

Refill water is not a normal practice here in Malaysia yet but it is quite commonly practice esp in Europe and should be encourage here as well.



Listing of location & information the following:

- Water refill station
- Water dispenser machine

Search function enable user to find the nearest place to refill.

As such practice is not common, it is unlikely retailers will pay for such services. Listing can be part of the integrated data services.



Subscription

*Subscription to products from company that take back their containers or packaging
i.e. mineral water bottle, milk delivery etc*



Listing of the following:

- Companies that offer subscription services to product that offer take back of their containers or packaging like mineral water
- Refill ink printer company

Information link to company directly once user search of specific category

Income can be generated from listing of above business and banner ads.

Green groups or activities



Find groups or activities that is helps the environment or things to do that don't create trash

Listing of the following:

- Events that's related to environment care like plant a tree, trash pick up, beach clean up event etc
- Groups that organise such activities
- Crafts shop that offer workshop that does DIY
- Workshops or talks related to circular economy, zero waste etc



Information link to events or activities once user search for specific items

Income can be generated from listing of above business who charges the activities like craft shops and or pay per signup for events like paid workshop.

Future Release

E-commerce

Hosting a marketplace

A possible of creating a marketplace that enable selling and buying of the following:

- Used goods,
- Sustainable goods,
- Locally made or environmentally friendly goods



Expand to neighbouring countries

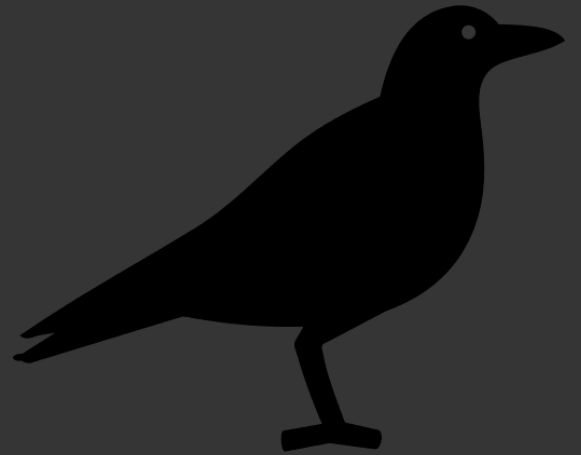
As the world slowly transitioning to adopting circular economy, the same needs will be required elsewhere.

A possible to expand the same services to neighbouring countries like:

- Singapore,
- Thailand,
- Vietnam,
- Philippines etc



User attraction



User acquisition - SEO/Content building

Phase 1:

A. Basic Recycling content on:

1. How to recycle,
2. Where to recycle,
3. What to recycle

A. Add a service - self listing

Phase 2:

A. Improve Recycling content page,

1. link to services retailers
2. other CE strategies,

B. Blogs:

1. Current activities/events in town
2. Paid content from FMCG - i.e. new sustainable product launch

Phase 3:











A. User Chatroom

B. Env/Carbon impact tracking

Recycling Information

Information:

- Detail on waste material i.e HDPE, PP, Corrugated cardboard etc
- How to recycle,
- What can be recycle,
- What else can you do with it apart from recycling i.e. Circularity ladder i.e donate it, repurpose, reuse, Ecobricks, etc

| < Paper and Cardboard | |
|---|------------------------|
|  | Advertising material |
|  | Book |
|  | Business Card |
|  | Calendar (Paper) |
|  | Cardboard box |
|  | Carton and Tetra Pak |
|  | Catalogue (Paper) |
|  | Coffee cup |
|  | Diary |
|  | Disposable paper plate |

An form of education

Information on “How to recycle” page can attract more users

Educating user how to recycle correctly is key to increase recycling and increase user frequency

It is the cheapest way to attract user to download the app.

Data input is only once and require minimum update and maintenance

Such information can tie in to the service offered and make the app more holistic

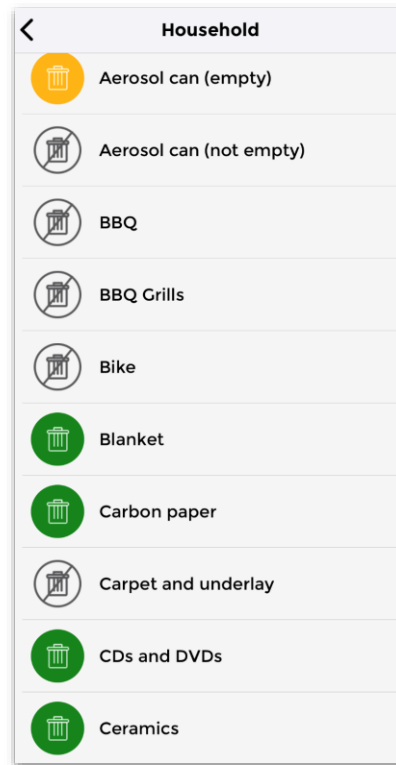
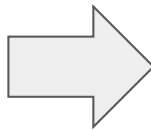


Most Malaysian doesn't know how to flatten a box correctly or rinse the milk carton before sending to recyclers

Recycling information page

Page will list out base on categories



Each category will further narrow down the type of waste





Detailed information on how to recycle page:


Information also link to :


1. Which recycling centers are accepting it
2. What else can user do with the waste i.e. repurpose it, reuse it. divert it or donate it


 **Plastic bag** 

 **Dispose in Recycling Bin**



 Keep loose in the recycling bin

 Can be recycled at most supermarkets. Please look for a REDCycle drop off location here:
<http://www.redcycle.net.au/where-to-redcycle/>

 Around 50 million bags enter the Australian litter stream every year. If not removed these 50 million plastic bags would be big enough to cover the Melbourne CBD!

 **Clothing and textiles** 

 **Dispose in General Waste Bin**



 If in good condition, donate it to charity!

 H&M recycling program in stores will except any garment in any condition <https://about.hm.com/en/sustainability/get-involved/recycle-your-clothes.html> Bedding and towels can often be donated to animal shelters or used for cleaning rags at home.

User self input

Users can add the listing or services themselves.

Listing will then be verified internally before published.

This enable internal to reduce the time needed to gather all the listing while improve the number of listing available in order to make the app more user friendly and more data integrated.

This will also helps the company to increase the possible number of business listing.

The screenshot shows a web form titled "Services > Add service" with a "Cancel" button and a green "Save" button. The form is divided into several sections:

- Service details:** Includes a sub-header "Service details" and a note: "Choose the name and duration of this service. You can add optional padding time for things like preparation or clean-up."
- Service name:** A text input field containing "New Service".
- Category:** A dropdown menu with "Facials" selected.
- Description:** A large text area containing "Interesting description for your service". Below it, a character count reads "Characters left: 959".
- Online booking:** A checkbox labeled "Customers can book this service online" is checked. Below it, an unchecked checkbox reads "This service is a video call" with a help icon.
- Price:** A dropdown menu set to "Fixed price" next to a currency selector "£" and an empty input field.
- Tax:** A dropdown menu set to "None" with a checked checkbox below it labeled "Price includes tax".
- Duration:** A time picker set to "00:30".

At the bottom, there is a link that says "Add padding and processing times".

Content management - Blogs

Write up about Circular economy ladder, how to, topics related to sustainability, news feed i.e. events around town, importance of saving the environment, carbon facts or carbon emission, facts about plastic or waste, and other learning facts to attract user.

An additional source of income for paid content from companies like FMCG to promote their CE initiation

Nestlé Achieves 'Paperization' of Confectionery Packaging

Transitioning from plastic to paper for 419 SKUs of its Smarties brand chocolate candies requires extensive R&D in new materials, new package designs, equipment compatibility, and recycling potential for Nestlé.

Author — Anne Marie Mohan

Apr 21st, 2021



March 29, 2020

6 REASONS WHY WE SHOULD CARE ABOUT THE ENVIRONMENT

Environmental

The way we treat our environment has huge consequences for the future of our planet. It affects everything from human health to the well-being of our wildlife. We can all do our part in protecting the Earth we live on. If we all make an effort to become more environmentally conscious, we can make the world a better place.

Here are 6 important reasons why we should care about the environment.

1. To Enhance Human Health

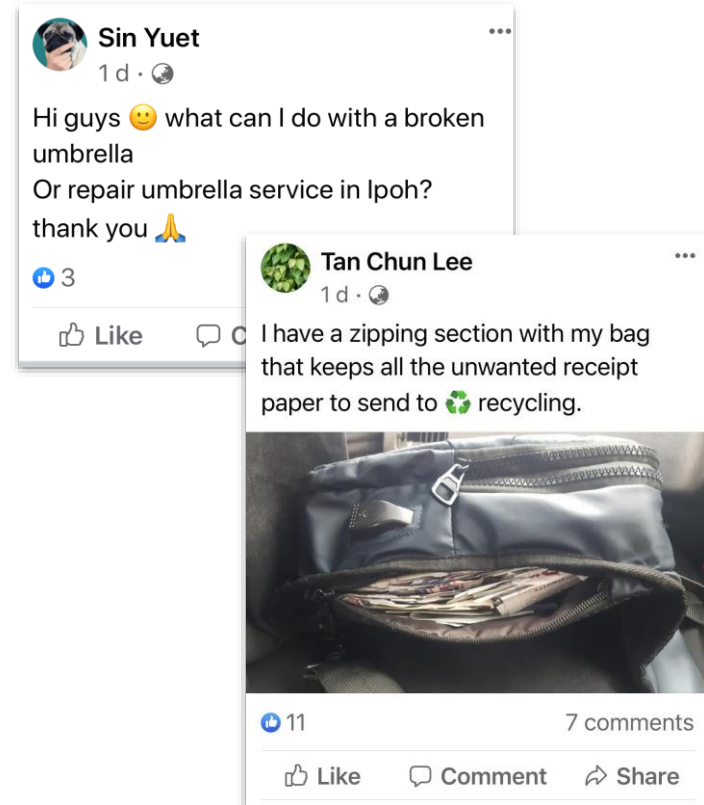
The state of the environment plays a huge role in our overall health. Outdoor air pollution can lead to harmful diseases like asthma and bronchitis. It can also affect the quality of our food, which can lead to the ingestion of dangerous toxins. The cleaner our environment is, the better chance we have at living a healthy life.

User Chat Room / Community building

Like Facebook, where users can chat, share or ask for information about their experience. This include photos, other website, promotions etc, like a social media.

This will enable user to engage with each other and and encourage repeating visit, increase frequency of use and also more user engagement.

This also increase behaviour change towards greener and circular lifestyle.



Environmental impact / carbon tracking

Carbon tracking app is also gaining momentum where user can track what their footsteps and action can help reduce the amount of carbon reduction.

User here are able to key in their activities and calculator their carbon footprint. This will enable user to participate and be more proactive with their lifestyle and also increase engagement with the app.

This also increase behaviour change towards greener and circular lifestyle

User attraction & gratification

Phase 1:

1. History
2. Saved / Favourite & log in activities
3. Review

Phase 2:

1. Points collection / rewards
2. Badge
3. Zero Waste Journal - upload photos and sharing

Phase 3:

1. Social media model - chat with other user, or share pictures, activities, posting, feedback etc

User management

- All user must sign up and verify email address with email confirmation
 - Optional to sign up or via Google or FB
- User can customise their profile
 - Upload & change their photos,
 - Check in (link back to FB),
 - Save their favourite service provider,
 - Track history / log
- User can engage with friends (later phase)
 - Share location
 - Share favourite listing
 - Chat with friends/other users
- User can have control
 - Rank & review services
 - Add photos or notes of retailers
 - Keep track the amount they have recycled, past service (later phase)

| |
|------------|
| First Name |
| Last Name |
| Email |
| Telephone |
| Address |
| City |
| State |
| Zip Code |

Reward

A reward system is critical to get more user engagement and increase frequent usage as well as an enticement is require to get user to complete their data submission like review of the retailers..

Propose points collecting and redemption strategy:

- Possibility to work with services provider
- User earn points, which enable them to redeem for discount on council assessment rate or commercial services
- Company then also package this with retailers to get more user to go to the shop



Collect points

Get points that you can use to purchase actual products



Redeem your points

You can choose a lot of products from our shop using your points

Self gratification



Top fans

- User are able to earn badges (i.e. FB top contributor) and share their contribution and action in their social media (FB, IG, TikTo etc) and be “The Influencer”
 - Such also helps company to promote and validate their work
 - Generation X like self gratification
- User will be able to track their activity including the volume they have reduce, reuse or recycled
 - Phase 2: to include carbon diverted/prevented (saved) i.e. their carbon footprint calculator
- Zero Waste Journal - user able to upload photos and share
- Interact and share with other user

Award for best practice or green brands

- Create an award for company and brands for best practice or most suitable or most circular initiation
- Propose a yearly event to recognise those company that is on board
 - This will enable to attract brands/company to corporate and collaborate,
 - Increase or attract listing and advertisement
 - Attract sponsorship
 - Promote innovations on technology or product/services amongst Malaysian company
- Increase credibility & prestigious for the app
- Attract readership
- Type of awards - Most Technology Innovation or Product Innovated Award, Most Green or Sustainable Practice, Most Circular Practice or Brand.



**BEST
PRACTICES
AWARD**

Propose expansion by phase

- Phase 1 - Basic core products, Build data, & basic SEO (on recycling)
 - Offer basic 4 major products
 - Build a solid content on topics how to recycle (independent button at bottom)
 - Harvest immediate low hanging fruit - basic listing, content advertisement
 - Offer basic user personalise settings
 - User acquisition - low marketing & promotions
- Phase 2 - Product extension, SEO (blog), Expand team, Build more user base (points rewards & tracking)
 - 2nd hand market, Cafe & restaurant (possible to make classified here more), private recyclers, local market, green retailers
 - Improve Recycling content
 - Add in Blogs
 - Improve user attraction like rewards, points collection, badges
 - Increase user frequency - user Journal on zero waste
 - Writers, editors, in house IT team, researcher, marketing team

Propose expansion by phase

- Phase 3 - Product extension, Build user base (paid marketing), SEO (climate impact)
 - Rent, water refill station, Subscription services, Green activities
 - Add in Carbon Footprint calculator
 - Improve app integration - Chat with users
- Phase 4 - App user improvement
 - Social media / members chat, post picture
 - Offer Marketplace - sell used products
- Phase 5 - Expand to other countries
 - Singapore, Thailand, Indonesia and Philippines - none of this countries has this kind of services yet

—

Income \$\$



Possible income

1. Sale of listing directory to service/business provider
 - Basic, Silver, Gold or Platinum?
2. Blog - paid contents
 - Advertisement for product that's sustainable or packaging friendly
3. Advertising - banners and special promotions
4. Grants from government
 - Applicable if it's a start up
 - Require proof of concept,
5. Google ads
 - This depending on number of user - high traffic (10k user=RM100)

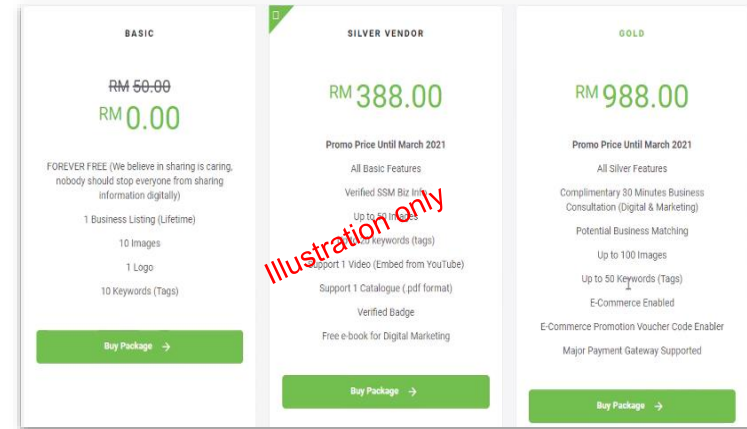


Listing

Listing will be the main source of income, offering business 3 different type of listing.

Listing of information will free with basic information like type of services (repair, parts etc), Type of product service, Contact including website, address, operating hours & directory to go there

Business can pay premium services (2 offerings) to include more information like company own images, logo, link to website, promotions, key words, video embedded, verified badge, user reviews etc



Listing Pricing

Basic - Free of charge

What business owners get:

- Basic information i.e Address, operating hours and contact details
- Google map link
- General product category
- 1 logo
- 1 images

Silver Vendor - RM600 per year

What business owners get:

- All basic features
- Up to 25 product listing
- 25 images upload
- Up to 25 keywords/tags
- Enable change product, images and keyword 2 times per year
- Verified SSM Biz info & badge
- 1 video (embed from Youtube)
- Appear in top 10 listing from search results page

*first 2 years, to revise once number of user increase

Gold Vendor - RM1,200 per year

What business owners get:

- All basic features
- Up to 50 product listing
- 50 images upload
- Up to 50 keywords/tags
- Enable change product, images and keyword 4 times per year
- Verified SSM Biz info & badge
- 2 video (embed from Youtube)
- Appear in top 5 listing from search results
- Side banner advertisement at result page

Platinum Vendor - RM1,680 per year

What business owners get:

- All basic features
- Up to 100 product listing
- 100 images upload
- Up to 100 keywords/tags
- Unlimited change product, images and keyword
- Verified SSM Biz info & badge
- 4 video (embed from Youtube)
- Appear in top 5 listing from search results
- Side and top banner advertisement at result page

Listing Pricing - Multiple schemes

Multiple branch

- Discount of 3% - 2nd to 5th outlet
- Discount of 6% for 6th to 20 outlet
- Discount of 10% for 21 outlet or more

Renewal

- Discount of 3% - 1st & 2nd year renewal
- Discount of 5% for 3rd to 5th year
- Discount of 8% for every 5th year

Bulk

- Discount of 5% - sign up for 2 years
- Discount of 10% sign up for 3 years
- Discount of 15% for sign up for 5 years

*first 2 years, to revise once number of user increase

Listing from Classified

- Refill retailers or zero waste shop - est 15
- All repair shop - est 10,000
- Cafe & Restaurant - est - 5,000 (green F&B only)
- Reverse vending machine provider - est 3
- Buy-back center or provider - est 20
- Rent a product - est 3
- 2nd hand bundle shop - est 100
- Service provider that provide subscription services - est 20
- Shops that sell used goods or recycled goods - est 100
- Green product shop listing i.e. biodegradable packaging seller est 50

Banner Advertisement

- Refill retailers or zero waste shop
- All repair shop
- Cafe & Restaurant
- Buy-back center
- 2nd hand bundle shop
- Service provider that provide subscription services
- Shops that sell used goods or recycled goods
- Green product shop listing i.e. biodegradable packaging seller
- Events i.e. Malaysian Green Tech

Paid content

- Subscription services company
- Green product shop listing i.e. biodegradable packaging seller
- FMCG companies
- Any companies that is moving towards circular economy and want to promote to environmentally conscious consumers i.e. property developer,

Others

Crowdfunding

Government funds like from MIDA (promote local products), MySDG Foundation, MATRADE

Google ads - small but low hanging fruit

Event sponsorship

| | | | | | | |
|-----------------------------------|-----------------------------------|--------------------------|------------------|------------------|------------------|--|
| | CROW - Circular Recovery on Waste | | | | | |
| | | Year | | | | |
| INCOME | 1st year | 2nd yr | 3rd yr | 4th yr | 5th yr | |
| Operating Income | | Increment of 5% per year | | | | |
| Listing of repair services | 31,800 | 459,390 | 920,580 | 1,380,300 | 1,839,000 | |
| Banner Advertisement | 4,000 | 6,000 | 20,000 | 24,000 | 30,000 | |
| Paid Content | 57,500 | 139,500 | 430,500 | 738,000 | 1,230,000 | |
| Other | | | | | | |
| Total Operating Income | 93,300 | 604,890 | 1,371,080 | 2,142,300 | 3,099,000 | |
| | | | | | | |
| Non-Operating Income | | | | | | |
| Google Advertisement | 200 | 400 | 600 | 800 | 1,000 | |
| <i>Government grant</i> | | 50,000 | | | | |
| <i>Event sponsorship</i> | | 25,000 | 30,000 | 40,000 | 50,000 | |
| Total Non-Operating Income | 200 | 75,400 | 30,600 | 40,800 | 51,000 | |
| | | | | | | |
| Total INCOME | 93,500 | 680,290 | 1,401,680 | 2,183,100 | 3,150,000 | |

Projection



| | | | | | | |
|--|-----------------------------------|-----------------|---------------|---------------|---------------|---------------|
| | CROW - Circular Recovery on Waste | | | | | |
| | | Year | | | | |
| | | 1st year | 2nd yr | 3rd yr | 4th yr | 5th yr |
| | Total INCOME | 93,500 | 680,290 | 1,401,680 | 2,183,100 | 3,150,000 |
| | | | | | | |
| | Total EXPENSES | 784,160 | 1,431,830 | 1,785,340 | 1,900,164 | 2,020,920 |
| | | | | | | |
| | NET INCOME | (690,660) | (751,540) | (383,660) | 282,936 | 1,129,080 |

| EXPENSES | | 1st year | 2nd yr | 3rd yr | 4th yr | 5th yr |
|----------|-------------------------------|----------|-----------|-----------|-----------|-----------|
| | Operating Expenses | | | | | |
| | Accounting, Legal & Tax (est) | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| | Advertising & promotions | 292,000 | 584,000 | 584,000 | 584,000 | 584,000 |
| | Depreciation | 0 | 0 | 0 | 0 | 0 |
| | Dues and Subscriptions | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| | Events | | 10,000 | 15,000 | 20,000 | 20,000 |
| | Maintenance and Repairs | 0 | 1,000 | 1,500 | 2,000 | 2,500 |
| | Office Supplies | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| | Rent | 60,000 | 60,000 | 60,000 | 60,000 | 60,000 |
| | Salaries and Wages | 342,000 | 612,000 | 864,000 | 950,400 | 1,045,440 |
| | EPF | 37,620 | 70,125 | 102,960 | 113,256 | 124,582 |
| | Socso | 10,260 | 19,125 | 28,080 | 30,888 | 33,977 |
| | Employee bonus | 0 | 25,500 | 72,000 | 79,200 | 87,120 |
| | Taxes and Licenses | 5,000 | 6,000 | 7,000 | 7,700 | 8,470 |
| | Telephone | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| | Employee medical | 7,680 | 12,480 | 19,200 | 21,120 | 23,232 |
| | Utilities | 3,600 | 3,600 | 3,600 | 3,600 | 3,600 |
| | Web Hosting and Domains | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| | Other | 3,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| | Total Operating Expenses | 784,160 | 1,431,830 | 1,785,340 | 1,900,164 | 2,020,920 |

*Outsource IT

*Fixture & fittings
excluded (exclude
depreciation)

Personal 1st year:
Business x 2
Marketing x 2
Content x 3
Internal x 1
Total 8

Projections - 10%
increment from yr 3
onwards

| | Yr 1 | | | Yr 2 | | | Yr 3 | |
|----------------------|--------------|-------------------|--|--------------|-------------------|--|--------------|-------------------|
| | No. personal | Monthly Salary pp | | No. personal | Monthly Salary pp | | No. personal | Monthly Salary pp |
| Customer: | | | | | | | | |
| Business Development | 1 | 4500 | | 2 | 4500 | | 3 | 5000 |
| Customer support | 1 | 3000 | | 1 | 3000 | | 2 | 4000 |
| Marketing | | | | | | | | |
| Social marketer | 1 | 3500 | | 1 | 3500 | | 1 | 4000 |
| Marketing manager | 1 | 3500 | | 1 | 3500 | | 1 | 4000 |
| Content | | | | | | | | |
| Researcher | 2 | 2500 | | 2 | 2500 | | 2 | 3000 |
| Writers | 1 | 3000 | | 2 | 3000 | | 2 | 3500 |
| Editor | 0 | 4000 | | 1 | 4000 | | 1 | 4500 |
| Internal | | | | | | | | |
| Accountant/admin | 0 | 4000 | | 1 | 4000 | | 1 | 4500 |
| Senior Manager | 0 | 5000 | | 1 | 5000 | | 1 | 5500 |
| CEO | 1 | 6000 | | 1 | 8000 | | 1 | 9000 |
| TOTAL | 8 | | | 13 | | | 15 | |

Site Sample

Examples taken and integrated
from multiple app and site



Main site

Home (what is inside home?)

- Search by category or activities

Category

Map

Recycling info

Blog

Log in / my info

Add my listing (Special button)

Log In - User

- All user must sign up and verify email address with email confirmation
 - Optional to sign up via Google or FB or Apple account
 - Additional information - are user also a business owner?
- User can customise their profile (later release)
- User can engage with friends (later release)
- User can have control (later release)
- See page 37 - User management

| |
|------------|
| First Name |
| Last Name |
| Email |
| Telephone |
| Address |
| City |
| State |
| Zip Code |

Add my listing

- User can add listing on their own.
- Page include a button for user to sign in as business owner
- Business owner can sign in and manage their own account, add photos, videos, edit their page (subject to the type of packages they subscribe)
- Page include a button for them to sign up the packages, change package, etc
- See page 32 - User self input requirement
- See page 46 - type of packages available for business owners to subscribe / upgrade

The screenshot shows a web form titled "Services > Add service". At the top right are "Cancel" and "Save" buttons. The form is divided into sections. The "Service details" section includes a "Service name" input field with "New Service" entered, a "Category" dropdown menu with "Facials" selected, and a "Description" text area with "Interesting description for your service" entered. Below the description is a character count "Characters left: 159". There are two checkboxes: "Customers can book this service online" (checked) and "This service is a video call" (unchecked). The "Price" section has a "Fixed price" dropdown, a currency selector set to "£", and an empty input field. The "Tax" section has a "None" dropdown and a checked checkbox for "Price includes tax". The "Duration" section has a clock icon, a dropdown set to "00:30", and a link "Add padding and processing times".

Services > Add service

Cancel Save

Service details

Choose the name and duration of this service. You can add optional padding time for things like preparation or clean-up.

Service name* New Service

Category Facials

Description

Interesting description for your service

Characters left: 159

☒ Customers can book this service online

☐ This service is a video call

Price

Fixed price £

Tax

None

☒ Price includes tax

Duration*

00:30

[Add padding and processing times](#)

THE COOLER EARTH

Sustainability Summit

ALIGN | ACT | ACCELERATE

23 - 27 September 2021 | Registration is FREE



Moving forward

Search by activities:

[Add listing](#)



Grocery & Bulk



Eateries



Local Market



2nd-Hand Store



Repair Shop



Recycling



Composting

Distance

- Within 5 km
- Within 10 km
- Near me



Search by Product:

Food
Groceries
2nd hand clothing
Used furniture
Used appliances
Environmentally friendly household goods
Watches

All food
Fresh produce
Fruits
Bakery
Milk, yogurt & eggs
Fresh meat & poultry
Cookies, biscuits & cakes

Search by Waste:

Plastic
Food waste
E-waste
Clothing / Textile
Household items - small
Household items - big
Paper, newspaper & cardboard
Metal & aluminium
Glass

All mix plastic
Food containers
Food packaging
Personal care packaging
Plastic bags
Bubble wrap
Plastic bottle

Distance

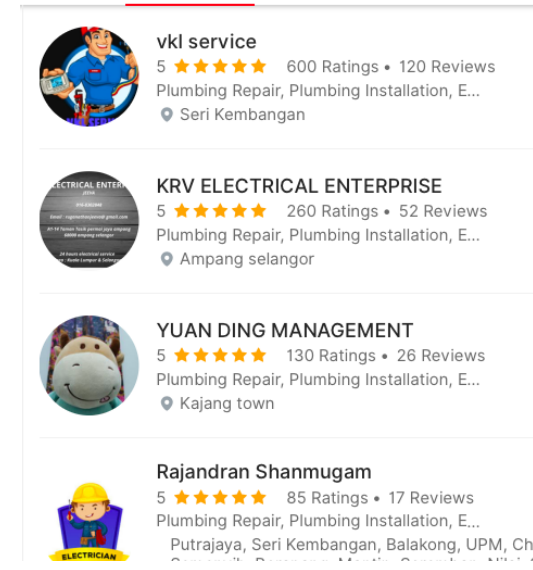
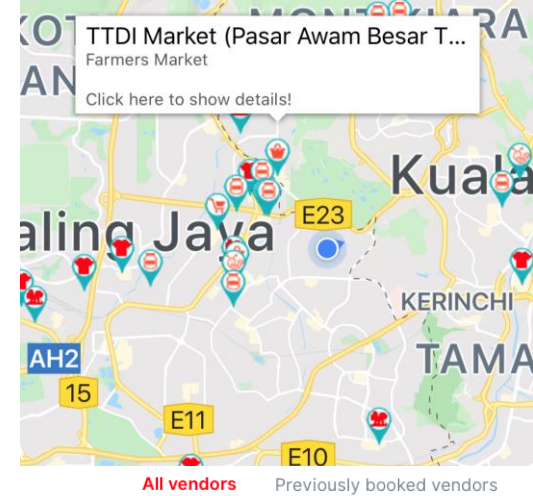
Within 5 km
Within 10 km
Near me

Search results 1st landing page

Landing page will show all the listing based on the 1st search using map, pinning all results.

Pinned can be expandable

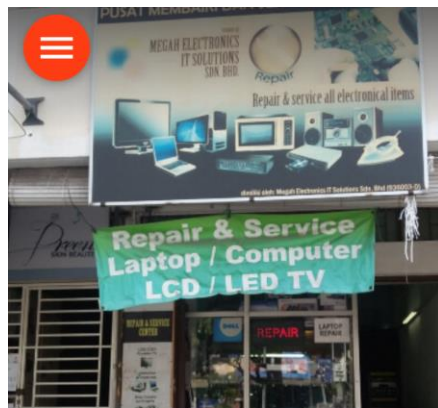
Scroll below and the listing will be in bullet summary as well with ratings and number of reviews




Search results 2nd page - information

Information page will list out the following:

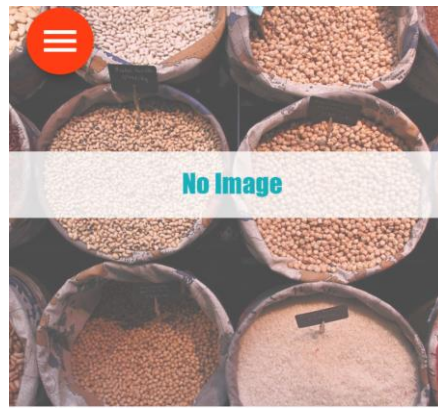
1. Type of services
2. Name of shop/project
3. Brief description about the services/shop
4. Category service or product sold
5. Contact including link to website
6. Operating hours
7. Address
8. Directory to go there -> ideally link to google map or waze
9. Check in button & share button
10. Business can upload their promotions material (with additional charges of course)




 Mon, Tue, Wed, Thu, Fri, Sat
10:30-19

Megah Electronics IT Solutions Sdn. Bhd.

A shop that has been operating for more than 20 years. They repair your electrical stuff at a reasonable price (RM20 dismantle & checking fee applies prior to



 Mon, Tue, Wed, Thu, Fri, Sat,
Sun 5-19

TTDI Market (Pasar Awam Besar TTDI)

 **Farmers Market**

Visit early for dibs on a fair range of vegetables and fruits including hard-to-find ones like artichoke. The stalls are also well-stocked with lentils, fresh tofu, raw honey

Information

Wordpress page:

https://savemywaste.jagole.com/wp-admin/edit.php?post_type=case27_listing_type

Recycling page:

<https://trashpedia.zerowastemalaysia.org/en/mainpage/>