COMP1635 Professionalism in the IT Industry

Logbook

Brainstorming ideas and forming groups

Usman Basharat – 000874782

# Business idea

Recycling Electronics

Over 42M electronic waste is found all over the world [1]. Essentially recycling electronics can be made possible by customers, or even stores, can send in their electronics that they do not need on the site. I feel that this can be a positive sign because one reason is that it is essentially recycled; second reason is that any item that can be replaced and, in mint condition, can be sold; and three, it does not go to waste. 95-98% of the e-waste can be used. I feel that this could be profitable by getting all the electronic waste and reusing it. This can be done by selling of any parts, or getting the product to be in mint condition and putting it on sale. The target market is aimed at audience’s adults over 18. This business idea will run online to make it global. Therefore, everyone can have access it and we can attract customers from anywhere. Another part to the business is coming up with new ideas and implementing it. I feel that this is a positive move for the business going forward, because any idea that can be sold for a huge profit would only make the business expand in brand name. Any profits that is made from other departments can be inputted within the ideas department. One major challenge to overcome whilst implementing it is trying to encourage customers to send their old electronics. Some customers do not get time. This means that the 33% of the business relies on customers giving us any material that they need.

# **References**

1. **“Facts And Figures on E-Waste and Recycling". *Electronics Take Back Coalition*. N.p., 2016. [Online]. Available at:** [**http://www.electronicstakeback.com/wp-content/uploads/Facts\_and\_Figures\_on\_EWaste\_and\_Recycling.pdf**](http://www.electronicstakeback.com/wp-content/uploads/Facts_and_Figures_on_EWaste_and_Recycling.pdf)

**(Accessed 3 Oct. 2016)**

1. **"Business Plans: A Step-By-Step Guide". *Entrepreneur*. N.p., 2012. [Online]. Available at:** [**https://www.entrepreneur.com/article/247574**](https://www.entrepreneur.com/article/247574)

**(Accessed 3 Oct. 2016)**

1. **Lane, Edwin. "Where Many Of Our Electronic Goods Go To Die - BBC News". *BBC News*. N.p., 2016. [Online].Available at:** [**http://www.bbc.co.uk/news/business-35244018**](http://www.bbc.co.uk/news/business-35244018)

**(Accessed on 3 Oct. 2016)**