

PLASTIQUEST (KINGS OF PLASTIC)

BUSINESS PLAN PROPOSAL

COVER LETTER

To:

Investors or Potential Investors.

Dear Sir/Madam

Plastiquiest is an initiative whose main goal is to curb unlawful disposal of plastics that affect the environment also creating job opportunities for youth in the society. The plan is to collect, clean, shred, package and sell the plastic flakes to processing factories. Alongside you'll find a wealth of information about the business briefly for a request fund of Ksh.300,000 thorough assessment of opportunities in the marketplace, and a detailed plan for seizing them.

We look forward to the possibility of working with you to make Plastiquiest a success

I am eager to hear your soonest response comments and answer any questions you may have. You can reach me at +254719837937 Thank you for your time and attention.

Sincerely,

Abubakar Mbarak Salim

PLASTIQUEST

(KINGS OF PLASTIC RECYCLING)

INTRODUCTION

Plastiquiest was formed to curb unlawful disposal of plastics that affect the environment also creating job opportunities for youth in the society. The plan is to collect, clean, shred, package and sell the plastic flakes to processing factories.

BACKGROUND INFORMATION

With millions of plastic containers being disposed of everyday, plastic waste has turned into a crisis. In a world striving to conserve the environment, we are determined to reverse this build-up of polyethylene terephthalate (PET) products, the most common variety of plastic by collecting, cleaning then crushing plastic waste and selling it to processing factories. The bottles would have otherwise been burnt releasing carbon in to the atmosphere, we thought of a clean and commercial way of dealing with it.

VISION

Trading recyclable materials while achieving tangible social and environmental impact.

MISSION

To have fairly sourced recycled materials for local and international market.

COMPETITIVE ADVANTAGE

Plastiquiest's competitive advantage is that, unlike normal garbage collection companies which have a strategy and collection points and taking them to dumpsites. Ours will be plastic bottles all over the city and its environs aiming at recycling plastic bottles which will be lying around on the road sides or dump sites. Mombasa there are two main dumpsites (kibarani and mwakirunge) where kibarani is also a no go zone declared by the county. The other companies take the problem from one place and crowd the dumpsite while with us we recycle them and take them back to the market.

COMPANY GOALS

Our goal is to have our city (Mombasa) free from waste plastics and help empower the youth and create jobs for them while doing the same.

COMPETITIVE ADVANTAGE

Compared to other garbage collection companies where they collect garbage from residential houses and take them to dumpsites we actually collect plastics for recycling. Since plastics are non-bio degradable dumping them isn't a permanent solution since it would mean the problem is shifted from the streets and into the dumpsite. So with us in operation plastics will actually be recycled rather than being dumped.

Also our team of collectors will not only collect plastics from central collection points but also throughout the streets of Mombasa. No one collects the bottles in the streets so that's why we came up with this initiative so as to curb this problem.

OBJECTIVES

Short term goals: sell to local factories

Clean and tidy city (Mombasa).

Set up collection points (special waste bins) in hotels, schools and institution

Get plastic bottles from garbage collecting companies

Long term goals: Expand to major towns across Kenya and East Africa.

Export to Europe and other countries.

Integrating technology to improve operations

Generating fuel from waste plastic by pyrolysis.

OPERATION

Operations will be divided into three main steps:

Collection: a group of collectors will be formed for every part of Mombasa and collection points identified. Agents will mobilize them and deliver them to the processing place.

Shredding: the labels and bottle tops are removed from the bottles, they are then sorted to different types and colors then shredded by the machine. The plastic flakes are then washed to remove dirt and packed ready for sale.

Selling: delivery of plastic flakes to processing factories.

SALES AND MARKETING STRATEGIES

Marketing will be done to the locally available factories that process plastics as their raw material so that we can have steady market for the plastics we acquire and shred. The marketing team will negotiate the prices and get the best deal. Plan on schedules for supplying and mode of payment.

EXPENDITURE AND INCOME

Expenditure will include money paid to collectors (ksh10-15 per kg).

Cost for shredding machine purchase

Cost of running (transport to factories)

Space for shredding and cleaning the flakes (rent)

Cost of bagging and packaging (material handling)

Main income will be from sales to factories.

In future the plastics will be undergoing pyrolysis to acquire fuel which would then be sold to users.

SOCIAL ECONOMICAL AND ENVIRONMENTAL IMPACT

Environmental impact is achieved by ensuring clean environment free from plastics, litter, diseases and a general clean environment.

Mombasa having a hot climate people tend to drink more water and hence vendors on the streets sell water in bottles. People after drinking the water just dump the bottles in the streets. Streets are filled with these bottles becoming untidy. Our business will depend on these stray bottles and hence this will make Mombasa a cleaner city.

All plastic bottles in the streets of Mombasa will be our priority and the plastics bottles in the dumpsites will be collected and recycled removing plastic bottles as a problem threatening the cleanliness and beauty of our city.

Social impact is achieved by integrating informal waste collectors into our value chain by creating employment and sensitizing the public about the dangers of non-biodegradable plastic.

Unemployment is a serious issue to Mombasa's youth we have a lot of street kids with nothing to generate income for them and can't even afford a decent meal. Part of our agenda is to mobilize them and have them work with us, by collecting the bottles for us they will be having a source of

income instead of begging in the streets and resorting to violence they will instead be earning for themselves.

This will even enable us to have an audience with them and through this we can be able to create awareness to them about sensitive issues and their general welfare and have people come and talk to them and empower them by us acting as a link between them and the trainers and in the long run we all benefit as a county and as human beings.

Economical: Plastiquet will create employment to youths in Mombasa and help raise their quality and standards of living.

It would help factories that process the plastics by acquiring locally cheaper raw materials as compared to the ones imported. This would lead to reduced prices of the finished products which would be a boost to the masses by having cheaper plastic products.

After we start pyrolysis of the waste plastics, we would be generating our own fuel which would help subsidize the prices of fuel to the residents of Mombasa by using locally made fuel than importing and create jobs on the pyrolysis plant.

TARGET MARKET

Our main target market is the plastic manufacturing companies. (Both locally and globally).

SALES FORECAST

We plan on making collections of about 300kgs of plastic bottles everyday.(from all sub counties in Msa and all collection points)

Each kilogram consists of about 30 bottles. ($300 \times 30 = 9000$) therefore; we would be removing 9000 plastic bottles from Mombasa County on a daily basis.

We would be paying between ksh10-15 per kg of bottles to our collectors.

Therefore in a month we would be supplying 9000kgs of waste plastic bottles to recycling factories. Meaning Mombasa County would be free from 270,000 plastic bottles which would have otherwise been in the streets.

EVALUATION OF SUCCESS

Having a cleaner Mombasa county, having a steady income that can make the business sustainable, future expansions beyond Mombasa.

Having more people get jobs and earn as a result of working with us.

SWOT ANALYSIS

company	Strength	weakness	opportunity	Threat
Plastiquet	Recycling instead of dumping.	Ignore other types of garbage.	Readily available raw materials	Banning of plastic bottles.
Other garbage collection companies	Collect all types of garbage.	Dumping at sites instead of recycling	Readily available	Overcrowded dumping sites, environmental threat

FINANCIAL INFORMATION

Platiquet requires initial startup cash for purchase of machinery and rent as well as money for paying collectors for the first time before the business is up on its feet.

We are projecting viable income from the business to make it sustainable after the initial startup cost.

FINANCIAL HIGHLIGHTS.

Plastiquet requires a Kshs.200,000 operating line of credit to cover startup cost of machinery and space and to enable to take it off its feet.

Plastiquet is projected to do a gross of Ksh.180,000 in sales in a month.

BUDGET

<u>Plastic bottle Shredding machine</u>	<u>(one time purchase)</u>	<u>100,000</u>
<u>Payment for plastic collection per month</u>		<u>135,000</u>
<u>Rent for working space per month</u>		<u>20,000</u>
<u>Packaging and material handling</u>	<u>(gunia for bottle collection)</u>	<u>7,000</u>
<u>Energy (electricity for shredding)</u>		<u>10,000</u>
<u>Transport to factories</u>		<u>8,000</u>
<u>Licenses and company registration</u>		<u>20,000</u>
<u>Total</u>		<u>300,000</u>

From this the business will be sustainable from its own sales and profits from the coming month and years.

SUSTAINABILITY AND EXPANSION STRATEGY

Our aim is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over is making services a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

HOW TO HELP

We invite any individual or company with helpful ideas in our course to join hands and deliver the best service we can.

ALTERNATIVE FUEL USING PYROLYSIS OF WASTE PLASTIC.

A future plan is to make fuel from the plastics collected instead of selling it to factories. By converting waste plastic into combustible hydrocarbon liquid as an alternative fuel for running diesel engines or to be used in place of kerosene. We will not only reduce the need of fuel within Mombasa but also promote the resources and expertise of the people of Mombasa and help subsidize price of fuel by generating it from waste plastic.



Figure 1 A Kenyan-family-living-at-kibarani-dump-site.

Our initiative will help such a family living at kibarani earn from all those plastics laying around at the dumpsite to enable them afford a decent meal and enable their children have access to education and better living standards.

By being in contact with such a person we can be able to be an avenue to communicate to them about empowerment programs and help them unlock their potential and achieve the best.



With us in business such a sight in Mombasa would be hard to find because we will be having teams all over collecting these bottles for recycling.

Our streets will be cleaner and pleasant to look at and collection of these bottles from the source instead of in the streets will be a permanent solution to this menace.



Instead of all these dumped bottles we actually have a plan to recycle them so that they can be put into good use and make other useful products instead of crowding at the dumpsite.



This is in Kisauni siwatu area. The 500ml plastic bottles get collected because people re use them for selling juice but no one needs the 1 litre or 5 litre plastic bottles. Also people go for the bottles in good condition and leave the ones in bad condition in the streets.

With us in operation we would not have these bottles there since they would be our raw material and we will be collecting them.

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