



Middle school division
Maui Waena Intermediate School - Maui
We CAN
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Executive summary

Our business, We CAN, would be a recycling setup and pick up service. We would start by helping customers set up their recycling bins, then provide pick up once a month. We will

provide the customer with three labeled recycling bins to organize your recyclables into bottles, cans, and glass. We will give them new bags each month and give a friendly reminder text the night before we come to pick up the recyclables. This business will allow our customers to help the earth and our company to be profitable.

Our idea is a good one because people really do want to be conscientious and recycle, but most of the time they are too busy. Lots of people have plenty of recycling bags full in their house and don't have enough time to take them to the recycling center. We will help them, help the environment, and make a profit from the service and from the recycled items.

It would be successful because we offer a convenient low price service that would benefit people and the environment. People who are busy or don't have the time to recycle will not have to worry about their recyclables. We will offer convenient pick ups and provide a courtesy reminder call the night before our pick up. We will also make payments really simple by having our customers sign up for online automatic payment. Our marketing strategy is simple. We will canvas the Maui Lani neighborhood and leave flyers and knock on doors. We will also advertise on social media, primarily facebook and twitter as that is where adults are more likely to go.

The Business

We came up with the business We CAN by looking around our own homes and seeing bags of recycling. After talking to each other and others in our community, the consensus is that people do want to recycle, but they don't always have the time to actually go to the recycling center. We then started to do research to see if there was a service like what we were planning already in existence on Maui. We found that there was nothing available and Maui does not even have roadside recycling as is available in many places, for example California. A similar service exists on Oahu, but Mauians are left with taking their own recycling as the only option. This was the birth of our business.

Our mission is:

Help Maui residents recycle with ease.

Our vision is:

Helping the environment one can at a time. In five years, we see our business servicing the entire Central Maui area.

Company objectives:

- Increase Recycling in our community
- Partner with customers to provide solutions and always be open to feedback and improvement.
- Provide quality reliable service
- Continue to grow our business by establishing a good reputation in the community

We have a website that you can visit - <https://sites.google.com/view/wecan19/home>

Idea for the product or service

We thought of this idea because we think people really do want to do the right thing, but it is sometimes hard to find the time to recycle. The best way to encourage a change of behavior is to make it as simple as possible. We decided that if a service was created that would set up household recycling bins, offer monthly or bi-monthly pick up of recyclables, and even provide the new bags, people would be more inclined to really follow through with their recycling. This is a win for the customer as they have a low cost service that allows them to make better choices for the environment, and a win for us as we would make a profit by setting up and servicing our customers and by actually taking their recyclables to the recycling center. This would be a good service to start on Maui because we do not have curbside recycling like some places do, and lots of people are so busy that their recyclables end up in the trash bin, and eventually in the landfill. This was the problem that inspired our business, We CAN. —Our competitors are other recycling services, but none of them actually come to the customer to provide the pick up service. -----

Marketing Plan

Target market: Customers- Young to old adults / people who are busy

Describe service: How it works- We will set up your recycling bins and schedule a time to come to your house and pick up your recyclables with a small fee of \$5 per month.

Our product is different because - There are no recycling services in Maui that pick up your recyclables at your house. Our world is experiencing lots of environmental problems and we hope to help solve one of them.

Beginner Bottle - \$45 one time purchase- Purchase if you don't have recycling bins at home and do not want to buy them yourself, you can buy the beginner bottle package for the price of \$45. This package includes three labeled recycling bins (bottles, glass, cans) and three trash bags to start of with. After that, there is a \$5 per month fee for pick up of recyclables and bag replacement.

Advanced Aluminum - \$5 per month- The Advanced Aluminum package is for those already purchased the Beginner Bottle Package or have your own recycling bins already. This package includes three new trash bags every month along with our monthly pick up service.

Promotion/ advertising- We are going to attract customers by promoting our service door to door, at our churches, social media, and flyers.

Placement- Our neighborhood, Maui Lani, has over 500 houses and we plan on leaving flyers on each door explaining our services. If the homeowner is home, we will knock and briefly explain our packages in person. -----

Finance

- $\$7.13 \times 3 = \21.39 (for 3 bins) $\times 10$ (for 10 customers) WALMART-HEFTY 10-Gallon Polished Open Waste Can with Comfort Handle Inserts, White

Link-<https://www.walmart.com/ip/HEFTY-10-Gallon-Polished-Open-Waste-Can-with-Comfort-Handle-Inserts-White>

- \$5.88 - WALMART-Great Value Tall Kitchen Flap Tie Trash Bags, 13 Gallon, 80 Count

Link-<https://www.walmart.com/ip/Great-Value-Tall-Kitchen-Flap-Tie-Trash-Bags-13-Gallon-80-Count/>

- \$4.53 - WALMART-Pen+Gear Copy Paper, 8.5x11"92 Bright, 20 lb, 1 ream (500 Sheets)

Link-<https://www.walmart.com/ip/Pen-Gear-Copy-Paper-8-5x11-92-Bright-20-lb-1-ream-500-Sheets/487634010>

- \$4.92 - WALMART-Sharpie® Chisel Tip Black Permanent Markers, Set of 4

Link-<https://www.walmart.com/ip/Sharpie-Chisel-Tip-Black-Permanent-Markers-Set-of-4/487634010>

- \$6.00 - WALMART-DiversaMed, DVM8607XL, Disposable Powder-free Medical Exam Gloves, 100 / Box, Clear

Link-<https://www.walmart.com/ip/DiversaMed-100-Powder-Free-Medical-Exam-Gloves-Box/487634010>

Source of financing - Our customers

These figures are based on having 10 customers. We plan on working towards more, but feel confident that 10 is attainable within the first month of business.

Expenses:

Item	# of item(s)	Price
Recycling bins \$7.13 ea	3 per customer x 10	\$213.90
Trash Bags (80 count--will last 2.5 months)	3 per customer per month	\$17.64
Gloves (100 count--will last 2 months)	1	\$6.00

Marketing item	# of item	Price
Paper	1	\$4.53
Sharpies	1	\$4.92
Start up cost (total)		\$246.99

Profit:

Based on having 10 steady customers per month and working toward a goal of 20.

10 x 3 recycle bins	\$23.39	\$213.90
10 customers service fee	\$5	\$50
10 customers recycling-estimate	\$20	\$200
		\$463.90

-less expenses		\$246.99
		\$216.91

-Our first month we will make a minimum of \$216.91 with the recycling set up fee, the customer service fee, and the profits from the recycling (estimated at \$20 per customer, although expectation is higher).

-Because we are charging a set up fee for the recycling center (\$23.39 profit on each 3 piece center we set up) we actually will not have any start up costs and will be able to make a profit from the first month. Even if there are no customers that need setups, we will be able to cover the cost of the bags and gloves with the monies collected for the service fee (\$5 per month). Our overhead is very low and we have already made agreements with our parents on a 4 month rotation to take us to pick up our recyclables and take us to the recycling center. This will cost us \$20 an hour to pay our parents for their time, which will be covered by whoever's parent is the driver that month, and will come from his or her individual profit.

-The first \$30 we make each month will be put aside to purchase more bags and gloves. After that we will split the profits.

-With the total profit money we will save up for college and STN student television network. In one year- with about 10 customers per month- we will each make at least \$720, if not more based on the amount of recycling we pick up.