



Bring It Back Boxes

It's Just a Box

Middle (Grade 6-8)

Highlands Intermediate School, Oahu

Bring It Back Boxes

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Executive Summary:

Bring It Back Boxes is a non-profit company that makes reusable and spill proof boxes that can be stacked on top of each other. They can be used by take out restaurants. Customers pay an initial fee for a takeout box, but can bring it back to the restaurant to get a partial/full refund. Restaurants decide how much money they earn each time a customer brings back a box.

We think our product is a good idea because it can lessen the amount of waste in our landfills. Today, the average American produces 4.40 pounds of trash each year. Shockingly, 12.8% of that trash is plastic and styrofoam products. In addition, it can take 500 years for styrofoam to bio-degrade and it may take 450 years for plastic to biodegrade. With our invention, we believe that the percentage of plastic and styrofoam trash will decrease a significant amount.

We believe our company will be successful because we offer a new and affordable way to protect our earth. Our product is unique on the market because it is a very simple way to save our earth. The concept has also been proven by Anna Miller's, who add a cost to their reusable pie tins and allow them to be returned for a partial refund.

The Business:

Company Name - "Bring It Back Boxes". We came up with that name because our product is basically a food container that you bring back to where you got it from.

Mission - Our company makes reusable spill proof food containers that can be stacked on top of each other. Our product is made for restaurants that offer a take out option. The purpose of the product is to reduce the use of plastic bags and styrofoam containers.

Vision - Our group's vision is that our boxes will be used by all restaurants that offer take out. We want to see absolutely no plastic and styrofoam waste in landfills. We see our boxes used by everyone around the globe.

Objectives - Our objective is to:

- Reduce the amount of plastic and styrofoam waste in landfills.
- Have our product used by all restaurants that offer takeout.
- Have our product be reused for multiple years.

Idea for the Product:

Idea: We came up with *Bring It Back Boxes* when we noticed that many restaurants put all of their disposable styrofoam food containers in plastic bags. We thought about how much waste might be going into our landfills. We knew that we had to find a way to reduce the amount of styrofoam containers and plastic bags used.

Description: Our products are boxes that are reusable and spill proof. Restaurants that offer takeout can offer their food in our boxes and charge the customers a fee, but the customer can bring the container back for a partial/full refund on the boxes. The boxes will have 3 compartments. Also, the boxes can lock into place when stacked. This makes it so one handle on the top box can carry all the boxes at the same time. This reduces the use of plastic bags. The boxes will be 7 inches by 10 inches and the walls will be 2 inches tall. The cover will be 7 inches by 10 inches.

Competitors: We found our competitors by looking up different food container companies online.

Company	Price of Product	Strengths	Weakness
Pactiv	\$0.10/container	<ul style="list-style-type: none">● Cheap● Multiple compartments	<ul style="list-style-type: none">● Not biodegradable● Not reusable● Can spill● Requires bag to carry
Healthy Packers	\$1.16/container	<ul style="list-style-type: none">● Reusable● Affordable● Spill proof	<ul style="list-style-type: none">● Small● Requires bag to carry● One compartment● More expensive
Misc Home	\$1.20/container	<ul style="list-style-type: none">● Reusable● Multiple compartments	<ul style="list-style-type: none">● Not spill proof● Requires bag to carry● Slightly more expensive

Marketing Plan:

Target Market - Our target market is primarily restaurants that offer take-out. The product could also be used by catering restaurants for large occasions such as weddings, birthday parties, funerals, or get-togethers. Lastly, our product can be used by environmental specialists who want to promote and sell the product to help the environment.

Marketing Strategies

1. **Product** - Our product is a reusable and spill proof take out container. First, restaurants buy our product. Then, the restaurants charge customers an initial fee, but the customer can bring it back for a partial/full refund. The product features 3 compartments for 3 different types of food. Multiple containers can be stacked on top of each other so that one handle on top of all the boxes can carry all the containers at the same time. We will not have any packaging designs because we will primarily sell our products online. What makes our products different is that it can last for generations and it does not require the use of plastic bags to carry it.
2. **Price** - Our product costs \$5.75 per unit. Although our product may seem expensive compared to our competitors, our products can last for generations and it is way bigger than other plastic containers on the market. It may seem expensive at first, but restaurants will start to earn money overtime.
3. **Promotion** - We will promote our product by allowing restaurants to have a free trial for 30 days. After the 30 days, restaurants can give the product back to us or pay for all of them. We can also speak at environmental conventions and restaurant trade shows. Lastly, we can run a social media page. The social media page will help keep our customers interested in our product and we can place promotions on our page.
4. **Placement** - We plan to sell our products primarily online on our website because it is very cheap that way. We can also sell our products at environmental conventions and restaurant trade shows.

Finance:

Startup Costs - \$5000. The startup costs will be around \$5000. The largest cost is the manufacturing of the 1000 boxes, taking up 90% (\$4500) of the budget. Additional costs include emergency costs in case of unforeseen events.

Source of Financing - We plan to get a loan from American Savings Bank to help us start off our business.

Cost Per Unit - \$4.50. The body of our boxes will be made of a plastic, making the body cost \$4. In addition, our covers will be made of a thinner plastic, making the cover cost 50 cents.

Profit - We do not make any profit for ourselves. We are proud to be a non-profit business. Although, if extra money is made, it will be used to help us find better solutions to our landfill problems.cft

Sales Projection for One Year - In our first year, we plan to sell about 800 units. Although this places us in a deficit of \$400, due to the price of the box outweighing the cost, it will gradually start making money. If we sell more than 800 units, like 900 or 1000 units, profits reach \$175-\$750. These extra funds will be placed towards expanding production and helping the environment.
