

## **Enviro Safe Plastics**



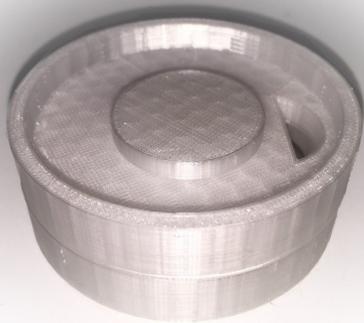
**ENVIRO SAFE PLASTICS**

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## **Executive Summary**

Enviro Safe Plastics will be a limited liability company, owned by Elissavet Liakou, Matthew Rodriguez and Forrest Hafner. The company will be selling lids designed to be used to replace plastic straws. All purchases will be made online from our website and orders will be delivered within a week. Enviro Safe Plastics will be selling locally in San Diego, California for the first



few months, and will eventually start selling statewide and nationwide in the next couple of years. We will be in charge of personally delivering the orders to the clients. The cups and lids will be 100% biodegradable and eco-friendly. Our main goal with the creation of these lids is to help prevent more ocean pollution. Our target market will consist of restaurants, coffee shops, and juice shops. The lids and cups will cost approximately five cents to manufacture and the sale price will range from 15 cents to 75 cents. The projected monthly sales are approximately

### **Mission Statement**

Enviro Safe Plastics wants to create and distribute biodegradable plastic cups and lids that are safe for the environment and are perfect for use in restaurants, coffee shops, and smoothie shops to help prevent more ocean pollution.

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## **Products and Services**

### **Products, Services, and Delivery**

Enviro Safe Plastics will be offering an alternative option to using plastic straws. With the main goal being the elimination of the use of plastic straws which are harmful for the environment, the company will create lids that are shaped in such a manner that straws will not be needed for consumption of cold beverages. The lids will be made from recyclable materials. There will be various sizes of lids, so they can be utilized by any local restaurant. The shape of the lid will be a easy to use, no spill design.

We will be selling them in stocks online to businesses. When starting up our business, the company will consist of our website where they will be sold. The company will have an designated employee who will be delivering the product to local businesses in San Diego, California.

### **Technology Needs**

The company will need a computer and google spreadsheets to manage orders for local restaurants, coffee shops, and juice/smoothie shops to order from in bulk. It will very easy to order our products. The company will also purchase an HP desktop to manage payments for warehouses, expenses, and payroll. The ecommerce website builder that we will use to create our website is Shopify, which costs \$29 per month.

### **Future Projections**

The company expects to have one local warehouse that stores our lids and cups. The company will start up locally and will have a designated employee to deliver our products to the buyer. The company will become statewide in five years and nationwide three to five years after becoming statewide. By that time our company will have the products shipped to the buyer via UPS.

## **Marketing Analysis Summary**

### **Target Market**

The target market for our company would be all restaurants, coffee shops, and smoothie shops. Enviro Safe Plastics will be selling to businesses where the main sales is targeted to drinks.

### **Advertising**

The company will not be televised because the community people will not be buying our products. We will be advertised through a website (that will be created in the future). Our products will also be advertised online through ad pop ups targeted to businesses in the drink and food industry.

### **Competition**

Even though Enviro Safe Lids would be selling a new concept that is not in the market yet, there is still competition to consider. Companies such as EcoLid, Choice Paper Company, and Webstaurant Store are all sources where businesses can buy cups and lids if they choose to continue utilizing straws in their shops. Those companies, of course, do not sell our product. Another competitor to take into consideration is straws, paper and plastic. Some might choose not to eliminate the use of straws and will purchase them from companies such as Wow Plastics and Webstaurant Store. However the state of California has banned restaurants from giving straws to customers without them asking for them. Other business might already know the harm that plastic straws cause to the environment and have switched to paper straws and purchase them from companies like Aardvark Straws.

### **Pricing**

12oz Cups with Lid- 25 cents each, sold in orders of 200  
16oz Cups with Lid- 50 cents each, sold in orders of 200  
20oz Cups with Lid- 75 cents each, sold in orders of 200  
Lids without cups- 15 cents each, sold in in orders of 500

### **Location**

The Company will be based and ran in La Mesa, California. The company will have storage in a garage. All the storage of the lids and cups will be distributed from the garage.

### **Management Summary**

Enviro Safe Plastics will be a small business, selling its products online. When starting up the business, we will not have any employees. Since the business will be delivering the orders to local restaurants, the owners will be in charge of delivering the product. One of the owners will have one designated day per week in which he/she will be delivering all orders from the current week.

**Financial Plan**

Enviro Safe Plastics will start as a small business, therefore the startup costs will not include a warehouse or a storefront. However, we will need to purchase a computer and software to create a website to sell our products. Since our lid design is a new concept, we will need to file for a patent, which tend to cost between \$5,000 and \$7,000. Our monthly income will come from the sales of cups and lids. We will be spending money to pay for the manufacturing of the cups and lids, the software, and delivery. The projected net income should be around \$1,966 a month.

<b>Enviro Safe Plastics</b>	
<b>Projected Income Statement</b>	
<b>Monthly</b>	
<b>Income</b>	
12oz cups w/ lid	630
16 oz cups w/ lid	840
20oz cups w/ lid	1050
Lid w/out cup	420
<b>Total Income</b>	2940
<b>Expenses</b>	
Manufacturing	900
Website	29
delivery	45
<b>Total Expenses</b>	974

<b>Enviro Safe Plastics</b>	
<b>Start Up Costs</b>	
Computer	699.99
Patent	6,000
Website	60
<b>Total Costs</b>	6759.99