

BUSINESS PLAN



GREEN STRAW

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ENTREPRENEUR PERSPECTIVES LCDB7001



AGENDA

PART
01

COMPANY
OVERVIEW

PART
02

MARKET OVERVIEW

PART
03

MARKETING
PLAN

PART
04

FINANCIAL
PLAN

WHY WE ARE HERE

COMPANY
VALUE

£400,000

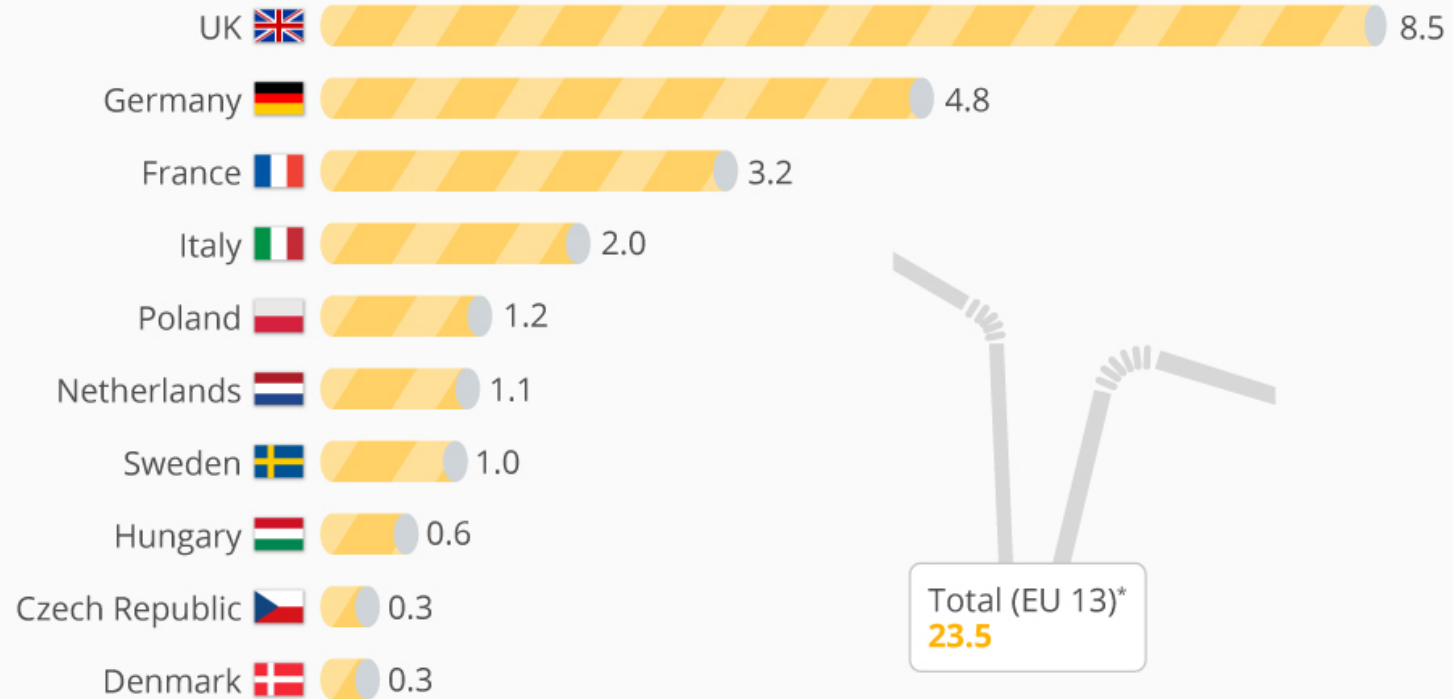
£100,000 FOR

25% SHARE OF THE COMPANY



Billions of Discarded Straws

Countries with the highest consumption of single-use plastic drinking straws (in billion p.a.)



* EU countries in which McDonald's is the market leader
Calculation for straws provided in fast-food restaurants based on 3.5 million straws given out daily by McDonald's in the UK
As of March 2018



@StatistaCharts

Sources: Eunomia, Straw Wars

statista

PRODUCT OVERVIEW

- ▶ Collected by hand
- ▶ No chemical
- ▶ Can be re-used up to 90 times
~ 3 months
- ▶ Automatically disintegrate



PRODUCT ORIGINALITY



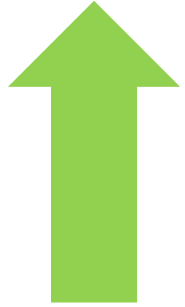
COMPANY VISION

- ▶ Fight plastic waste
- ▶ Inspire the world and show how easy it is to do good with just one straw at a time
- ▶ With Green Straw, you don't have to change behaviors and compromise on your drinking experience

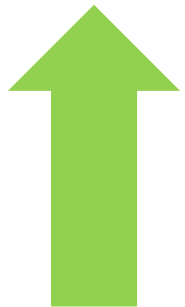
MARKET OVERVIEW

- ▶ Straw market is proportional to the growth of foodservice industry
- ▶ There is a shift in consumer preference from plastic straws to other biodegradable and reusable straws
- ▶ Countries such as the United Kingdom, the United States, Germany, India, and China, have banned the usage of single-use plastic products.

STRAW MARKET



**Bamboo straw market
grow 5.6% over the
next 5 years**



**Reach \$160 million in
2023, from \$120 million
in 2017**



BAMBOO STRAW CRITICISM

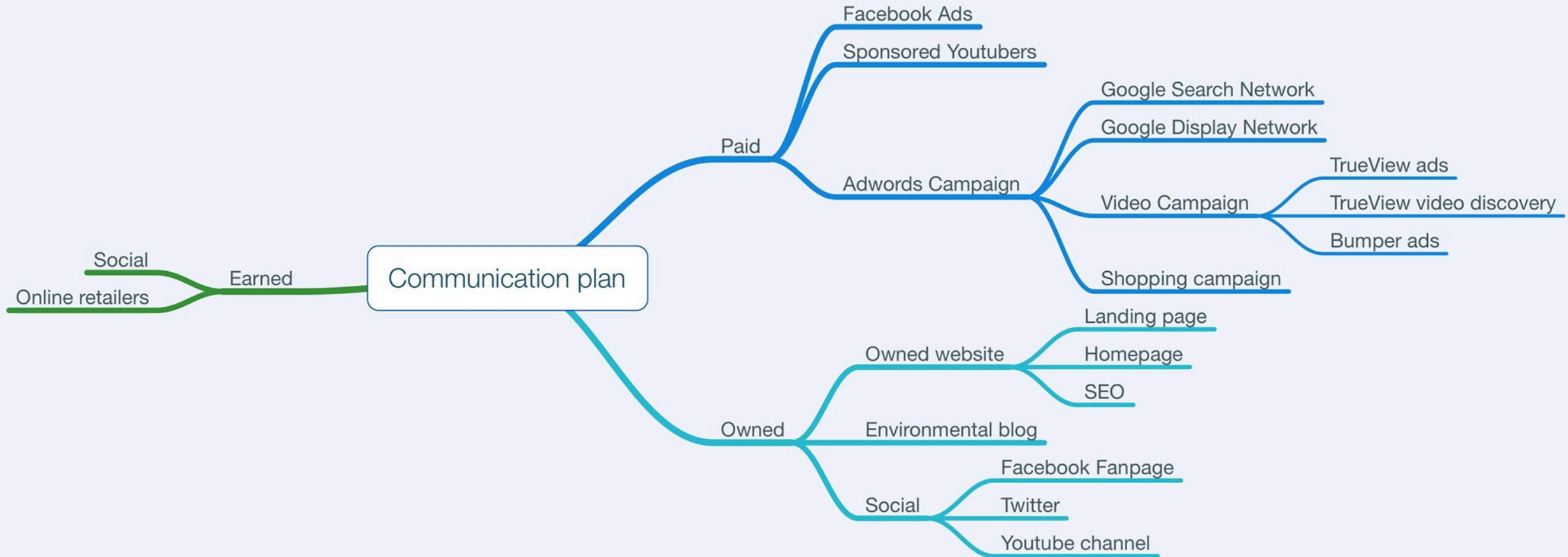
Advantages

- ▶ Durability
- ▶ Cost-effective
- ▶ Safe
- ▶ Reusable
- ▶ Dishwasher safe
- ▶ Antibacterial
- ▶ Beautiful

Disadvantages

- ▶ Mouth feel
- ▶ Cleanliness
- ▶ Taste

MARKETING PLAN – DIGITAL MARKETING



B2B TARGET



Hotel



Restaurant



Eco firm



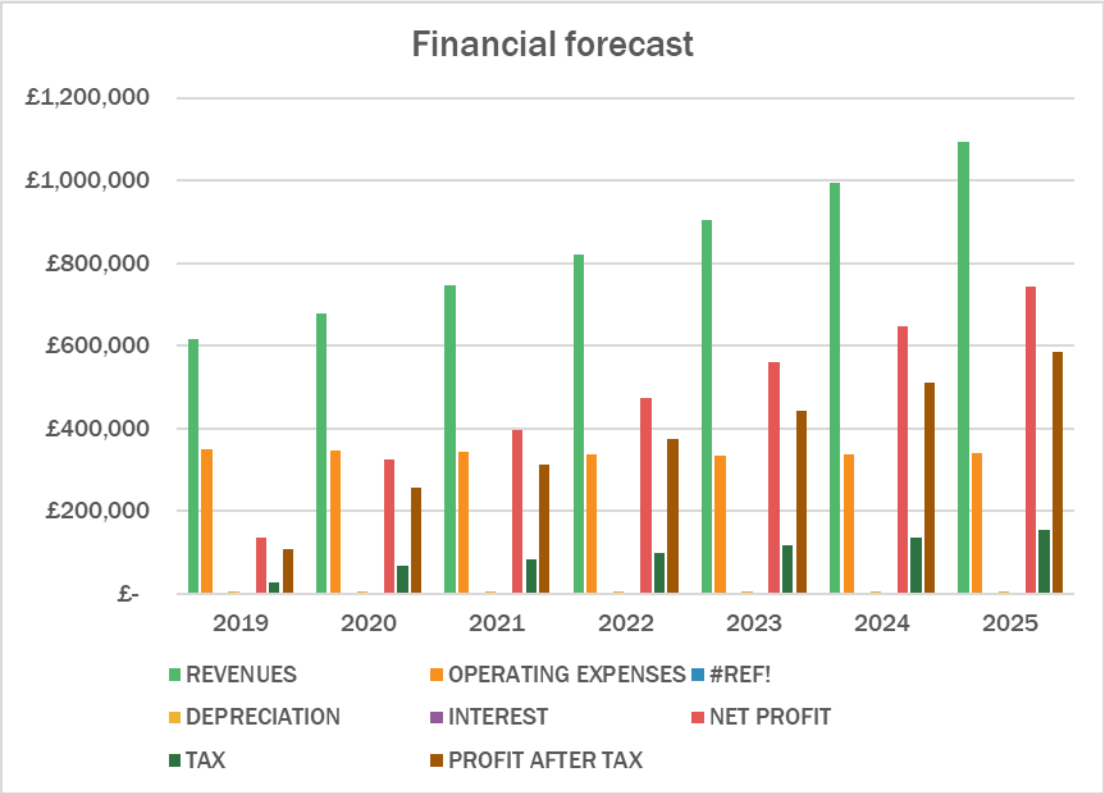
Retailer

B2B MARKETING



FINANCIAL PLAN

METRIC NAME		2019		2020		2021		2022		2023		2024		2025
REVENUES	£	617,500	£	679,250	£	747,175	£	821,892.50	£	904,082	£	994,489.93	£	1,093,939
OPERATING EXPENSES	£	349,451	£	345,956.49	£	342,496.93	£	339,071.96	£	335,681.24	£	339,038.05	£	342,428.43
DEPRECIATION	£	7,066	£	7,066	£									7,066
INTEREST	£	1,850	£	1,850	£									1,850
NET PROFIT	£	135,549	£	324,378	£	3								742,594
TAX	£	27,110	£	68,119.28	£	83,								155,944.84
PROFIT AFTER TAX	£	108,439	£	256,258	£	3								586,650





THANK YOU

Any questions now
welcome!



REFERENCE

- ▶ Global Info Research, 2019. Global Bamboo Straw Market 2019 by Manufacturers, Regions, Type and Application, Forecast to 2024. GlobalInfoResearch[online]. Available at: https://www.globalinforesearch.com/global-bamboo-straw-market_p158986.html [Accessed 18 August 2019]
- ▶ Ong Hut Viet, 2019. Bamboo straw. Onghutviet[online]. Available at: <http://onghutviet.com/ong-hut-tre> [Accessed 18 August 2019]
- ▶ Statista, 2018. Billions of Discarded straw. Statista [online]. Available at: Statista.com [Accessed 18 August 2019]