



### **Company Overview**

A specialized solid waste collection company catering to a specific customer base. This base customer is currently and historically cut off from the traditional garbage pick-up service.

### **Business Environment**

Waste management, being the certificated waste hauler in the area I wish to operate in, will, no doubt, contest the application process with the UTC. In short, waste management is the largest solid waste collection company in the world, making millions of dollars profit annually. It is in their best interest to block competition from entering the field. The market is closed off to other companies for competition. The authority for a monopoly comes from a Washington state regulator known as the UTC. The UTC grants, regulates, investigates, and oversees the business activities for all solid waste collection and transport along with other public utilities. The UTC stands as a gate-keeper between business operations and the public as a whole. The betterment of the public with their interest/safety in mind working hand in hand with the UTC is necessary and beneficial for a strong, safe, and profitable solid waste company to thrive in this monopolized business environment. In order to enter this market a UTC application must be completed. One section of this application is public interest. The target customer base is for an "at home pick-up service" or what is referred to in the industry as "Pack Out Service". Waste Management, my competition, has written their service plan to limit themselves on what they can and cannot do, which is legally binding to the customer. One type of customer that needs a different type of help lives up or down long, tight roads and driveways. Carrying their refuse cans extreme distances is horribly inconvenient in a fast-paced world with kids and work pressure and they simply can't comply with the demands that are required from waste management. Here lies a very different kind of customer that needs convenience. However, most of the target customer base that best fits this service model and will fill the highest percentage of the customers are people that are physically disabled or elderly and are completely cut off from trash pick-up service. I have had many opportunities to talk with this customer base. They are physically unable to meet the requirements demanded for the normal waste pick-up by Waste Management. There is a definite need to provide a service for these people that is currently not being met.

## Company Description

- **Leadership-**

The leadership and overall direction of the business operation will be Faith Based. Putting the needs of the customer base first will ensure a positive interaction with the community and prospective customers. Hiring outside, professional help (CPA, Financial Advisors, Legal Assistance, etc.) with shared Faith Based values is a clear direction this organization aims for.

- **Operations**

There will be one company vehicle to service customer accounts; Heavy duty pickup truck with custom built side boards and roll down tarp. This vehicle is fairly new with extended warranty to ensure reliability to customer base.

- **Marketing Potential**

It was reported in a newspaper article from 2007 about a customer who lost their Waste Management service because of a policy change or tariff, where the “rules of service” were revised. It was stated by Waste Management that the change would affect approximately 250 customers. Waste Management’s tariff change was for the “pack-out service”, which stated that their employees could walk no more than 50 feet maximum to collect a can. The customer in the article was confined to a wheel chair, suffering from cerebral palsy, and was physically unable to meet the demands of the tariff, requiring her to take the can to a specific area for pickup. Waste Management, under scrutiny from the community, compromised and agreed to walk an extra 5 feet, for a total of 55 feet for collection. This tariff change affected a lot of people, creating the need for an alternate means of waste collection. The potential volume in the service area proposed could possibly top close to one thousand customers.

- **Strategy**

The current business environment, which could be described as a tightly controlled market, makes it virtually unattainable to other service providers, due to the current monopoly practices by the state government. Constraining the market in this fashion holds back current and future competition. The UTC, being the “gate-keeper” to certification of lawful business activity in the realm of solid waste is a positive in the fact that it oversees what is in the best interest of the public. If a current certificated solid waste collection company is unable or unwilling to meet the needs of the betterment of the public, an outside company may have the opportunity to apply for a certificate to operate within that monopolized area, filling the service gap of the current provider. Waste Management has proven themselves to be unwilling to meet the needs of public interest, specifically a customer base center around “pack out service”, thus leaving an opportunity for an outside company to apply for a G certificate to lawfully operate within the same service area. The strategy, moving forward, is to obtain all requirements necessary in order to officially apply for a G certificate, the certificate to lawfully operate in combination with company resources, i.e.: truck with all the proper requirements met, advertisement can begin.

## Marketing Plan

- **Potential Customers**

Potential customers can be sought out demographically by age. Most potential customers would be 50 years of age or over. People with physical disabilities have also shown interest in a home pick-up service, as well as couples with work schedules and family demands that make it extremely difficult to take their cans down a long driveway to the main road. One powerful way of reaching potential customers would be to advertise services at senior outreach centers and physical therapy centers. Making information available at these types of places where people frequent when they find themselves in a need of physical assistance for a limited time is also a way to get the services offered into the hands of those in need.

- **Loyal Clientele**

Over time a natural relationship of trust builds between two or more people, including professional dealings as well, granted all parties have met their commitments. i.e. regular service provided with no problems and customer meets agreement plans to pay accordingly and on time. A level of trust has been built, which can be further built with that particular party being willing to highly recommend, thus building the customer base.

## Financial Review

- **Current Finances**

Current credit score is 780, with ability to receive business loan if need be, which is unnecessary currently.

- **Debt**

Current debt is \$32,000 for an auto loan.

## Future Financial Picture

The business should be debt free unless a loan is taken out within the next five years. Depending on if business profits, in correlation to customer base, meet an acceptable level, a new vehicle loan may be taken out. As the base grows, new challenges will be met with financial goals, adapting to current needs.

## Action Plan

1. File application with UTC for G Certificate
2. Wait the 30-day contest period for Waste Management to gather their information
3. Present the case in court for a special G Certificate
4. Implement the Business Plan in full (in the event of being granted a G Certificate) OR Present my case to a higher court (in the event of being denied a G Certificate)



## Business Expenses (Annually)

### Truck Fees

|               |           |                  |
|---------------|-----------|------------------|
| Tires         | \$        | 650.00           |
| Oil           | \$        | 210.00           |
| Tabs/Licenses | \$        | 110.00           |
| Loan          | \$        | 6,600.00         |
| Insurance     | \$        | 1,291.00         |
| Wash          | \$        | 300.00           |
| Fuel          | \$        | 1,200.00         |
| <b>Total</b>  | <b>\$</b> | <b>10,361.00</b> |

### Licenses / Permits

|                   |           |               |
|-------------------|-----------|---------------|
| UTC Applicaton    | \$        | 200.00        |
| KPHD              | \$        | 130.00        |
| DOT               | \$        | -             |
| UTC (1% of gross) | \$        | 243.87        |
| LLC Yearly Fee    | \$        | 60.00         |
| CPA               | \$        | 300.00        |
| <b>Total</b>      | <b>\$</b> | <b>933.87</b> |

### Dump Fees

|              |           |                 |
|--------------|-----------|-----------------|
| Solid Waste  | \$        | 3,900.00        |
| Recyclables  |           |                 |
| <b>Total</b> | <b>\$</b> | <b>3,900.00</b> |

### Office / Publicity

|                    |           |               |
|--------------------|-----------|---------------|
| Envelopes          | \$        | 96.00         |
| Stamps             | \$        | 240.00        |
| Lables             | \$        | 48.00         |
| Invoices           | \$        | 57.60         |
| Advertisement Fees | \$        | 150.00        |
| <b>Total</b>       | <b>\$</b> | <b>591.60</b> |

### Tool and Clothing

|                  |           |               |
|------------------|-----------|---------------|
| Boots            | \$        | 200.00        |
| Gloves           | \$        | 80.00         |
| Shirts and pants | \$        | 145.00        |
| Shovels          | \$        | 60.00         |
| <b>Total</b>     | <b>\$</b> | <b>485.00</b> |