

Business Plan for Bulk Trash Removal



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Company Overview

- **Company summary:** XXX is a bulk trash removal service provider offering based in the location Washington, DC and Annapolis, MD.
- **Mission statement:** Our goal is to adopt professional and environmentally friendly waste disposal methods; we want to be one of the top key trash removal companies in the United States of America.
- **Vision Statement:** Our vision is to build a bulk trash removal business that will take care of trash removal in large residential areas and other businesses throughout the Washington, DC and Annapolis, MD and neighboring areas within 25-mile radius.
- **Services:** XXX aim to provide bulk trash removal service in Washington, DC and Annapolis, MD locations
- **Operational structure:** XXX would be based in Washington, DC and Annapolis, MD with separate team of operation & marketing personnel for each of the 2 locations.
- **Financial goals:** The company is planning to cross revenue \$6 million by 5th year and expects to cross break-even by 4th year.

Business Description

Trash removal is a business that assists with the trash removal process. It is different from the usual garbage collection. The Trash Removal Business is integrated into the waste collection industry and companies operating in the industry collect hazardous and non-hazardous waste and recyclable materials.

Non-hazardous waste includes solid municipal waste (household waste or rubbish) as well as industrial and commercial waste. Transport stations where waste is removed from local vehicles to remote vehicles for transport to landfills are also included in the waste management industry. It is important to note that the industry does not list government services for the same environment.

Going forward, the demand for waste collection services will continue to be driven by population growth, privatization and entrepreneurship. In addition, the industry will benefit from the growing public interest in the recycling industry.

Another advantage of the industry is that it is open to both emerging investors who can start a business with a lot of waste trucks and emerging entrepreneurs who may want to start with just one truck.

Besides growing demand for trash removal, government initiatives makes it ideal for entering into trash removal business in Washington DC & Annapolis, MD.

Service overview

XXX is established with the aim of providing an easy & convenient way for residents, business & other entities to get rid of bulk trash from their locations. We want to compete well with the leading waste removal companies in the United States which is why we have set up an appropriate quality assurance team that will ensure that every service rendered meets and exceeds the expectations of our customers.

Our service offerings are listed below: -

- Reusable trash disposal
- Collection and transportation of recyclables
- Removal of construction related waste
- Operation of the waste transfer station

Key customers

Our target customers will include: -

- People living in residential communities
- Business
- Manufacturing units
- Commercial buildings owners
- Real estate agents
- Property developers
- Sporting complex
- Shopping malls

They will require our services for removal of junk from their home, offices, companies and sites.

SWOT Analysis

Strength:

- High demand for trash disposal removal in Washington DC
- Government focus on keeping Washington, trash & waste free

Weakness:

- Trash & solid waste management is highly monitored by the government especially in Washington DC
- The competition in the field of trash removal service, is high in Washington DC but comparatively low in Annapolis, MD.

Opportunities:

- Besides households & residential sector, some other sectors also generate lot of waste & trash such as construction sites, business complex or shopping malls etc. which can be good opportunity to tap.

Threat:

- Some of the threats that can hamper the business are mature markets, stiff competition, volatile costs, and rising fuel prices.
- Other threats that are likely going to confront the business are government policies & regulations related to approval of vendors

Market Analysis

Industry Statistics

- The U.S. waste industry is valued at \$75 billion each year, with junk removal accounting to \$10 billion each year. (Alliance Disposal)
- There are more than 7,000 junk removal companies operating in about 14,000 locations, employing more than 120,000 people around the country. In 2018, the junk removal business industry grew by 1.7%, reaching \$49 billion in revenue.
- There are currently more than 2,000 active landfills across the U.S., with the number of closed, or inactive, landfill locations numbering in the thousands. (Junk King)
- Most homeowners spend around \$150 and \$350, or \$1.50 per foot with junk removal costs averaging \$70 to \$570. More often than not, it could take you less than 10 minutes to pick up unwanted items and load them onto a truck. With only 4 – 5 stops per day, you could make a fantastic income.
- A typical single-family home will reimburse around \$210 for junk removal while a business typically spend about \$500. (Home Guide)
- A typical American can generate 4.51 pounds of trash per day. The U.S. produces more than 350 million tons of trash each year. Of these, just over 85 million tons of the trash is considered compostable or recyclable. The U.S. recycling rate is currently just above 34%. (Alliance Disposal)
- **Some Alarming Statistics On Electronic Waste** - 70% of toxic waste in America is a result of electronic waste and that is just 2% of the total waste in America. Only less than 13% of electronic waste is recycled. Popular gadgets such as mobile phones, computers, and TVs compose around 10 million metric tons of e-waste.
- **The Junk Removal Market** - The average job cost in the industry is \$350. (Junk Removal Authority). The Total Gross Expense percentage of income is at 41%. The average expense per job is at \$143.50.
- The number of businesses in the waste collection services industry is at 11,806. (Statista) which employs almost 217,856. The average industry growth from 2015–2020 was at 1.4%.
- A full-size truck with a maximum load of 450 ft³ will cost around \$550 to haul away junk. (Home Guide) This could be an \$80.7 billion market in the U.S. alone by 2023.
- As per Statista, total market value of waste collection services industry in the United States is \$52 billion in 2020.

Market Overview

District of Columbia

As per Department of Public Works, every year, people and businesses within the District of Columbia throw away over 1,000,000 tons of trash. Most of it (approximately 70 percent) is generated by businesses and other non-residential sources.



25.24% - Residential Waste Diversion Rate



16.11% - Citywide Waste Diversion Rate



1.13M Tons - Citywide Solid Waste Stream



8.89 Pounds

Per Capita Waste Generation Rate (Daily) Stream

Source: - Department of Public Works, DC Government

| Residential Solid Waste Generation | |
|------------------------------------|-----------|
| Material Stream | Tons |
| Electronic Waste | 400 |
| Household Hazardous Waste | 79.12 |
| Paint | 204.29 |
| Textile | 796 |
| Scrap Metal | 326.85 |
| Shredded Paper | 168.19 |
| Community Composting | 278 |
| Leaves | 5,633.62 |
| Holiday Trees | 450.1 |
| Food Waste | 414 |
| Other Green Waste | 449 |
| Single Stream Recyclables | 26,496.82 |

| | |
|---|-------------------|
| Bins Recycled | 0.57 |
| Refuse/Waste | 105,290.89 |
| Total | 140,987.45 |
| Residential Waste Diversion Rate | 25.24% |

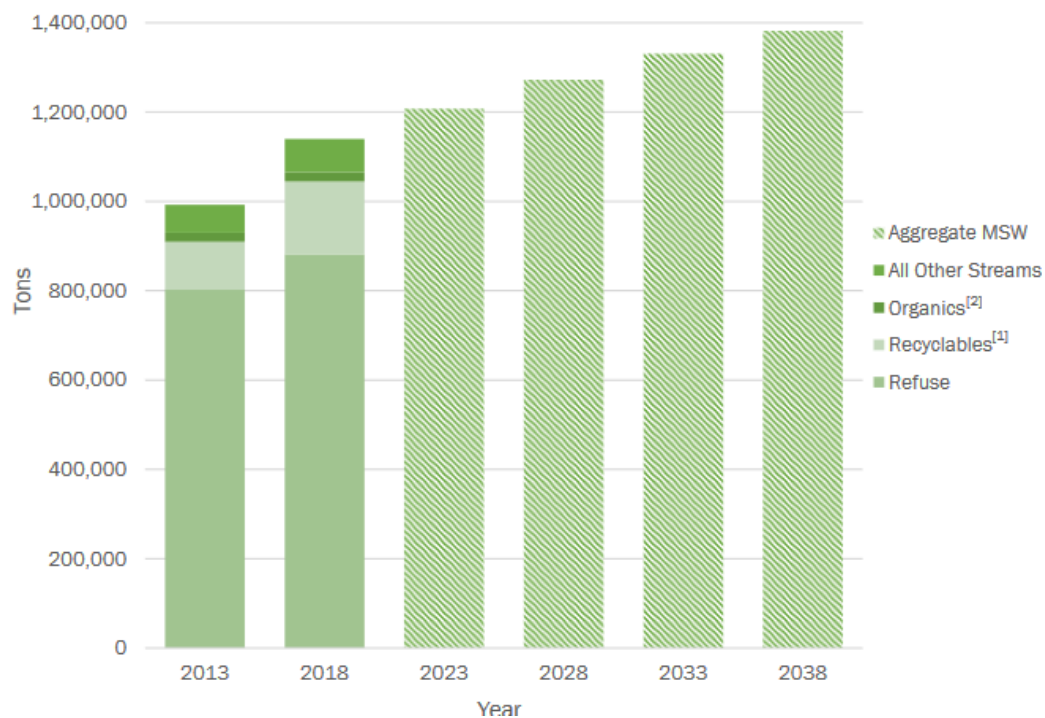
Source: - Department of Public Works, DC Government

| Residential Refuse | |
|-------------------------------|-------------------|
| Material Stream | Tons |
| Curbside Refuse Collection | 98,462.08 |
| Scheduled Bulk Waste Pick ups | 2,618.58 |
| Residential Bulk Drop-Off | 4,210.23 |
| Refuse Total | 105,290.89 |

Source: - Department of Public Works, DC Government

The Residential Waste Diversion Rate equalled 25.24%. This rate places the District of Columbia within the median range for diversion performance among other large, U.S. cities.

Overall MSW Generation by Stream (CY 2013-2038)



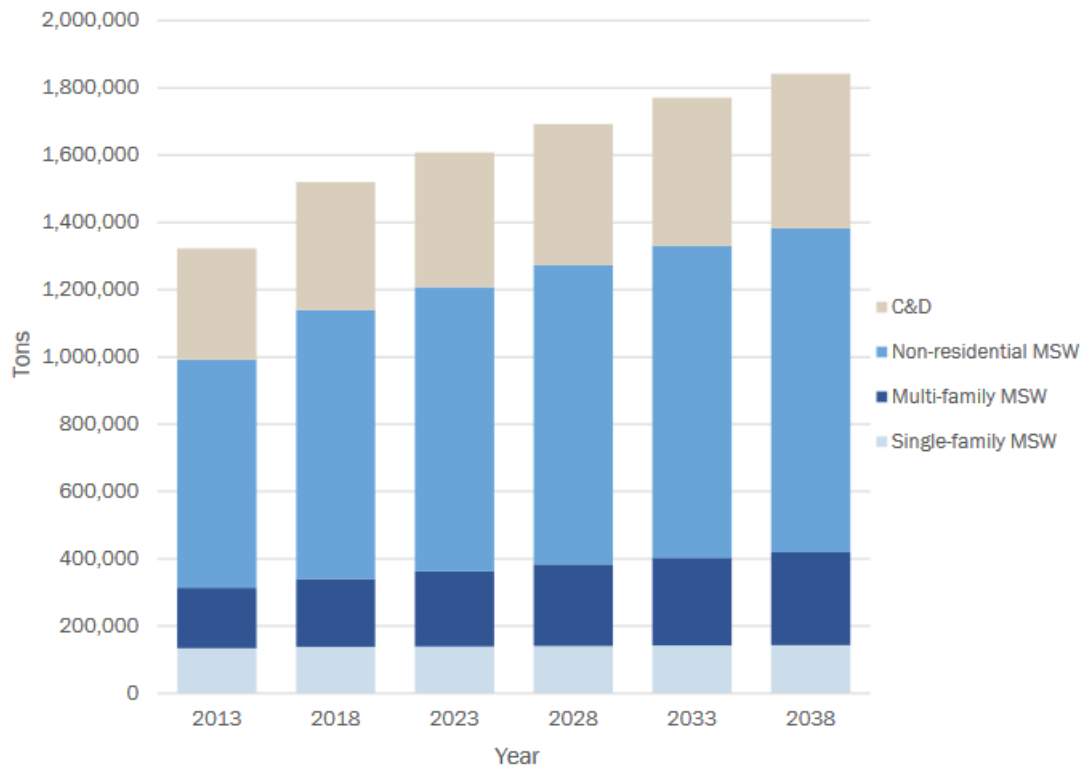
Notes: [1] Includes Mixed Recyclables, Paper, Shredded Paper, Plastic, Textiles, Scrap Metal, and Electronics streams.

[2] Includes Leaves, Holiday Trees, Other Green Waste, Food Waste, and Yard Trimmings streams.

Source: - MSW Consultants, District of Columbia Department of Public Works

As shown in the above figure, the total estimated municipal solid waste (MSW) generation for 2018 is over 1.1 million tons. This represents a 15 percent increase in generation from the 2013 estimated total. By 2038, the total is estimated to rise to nearly 1.4 million tons.

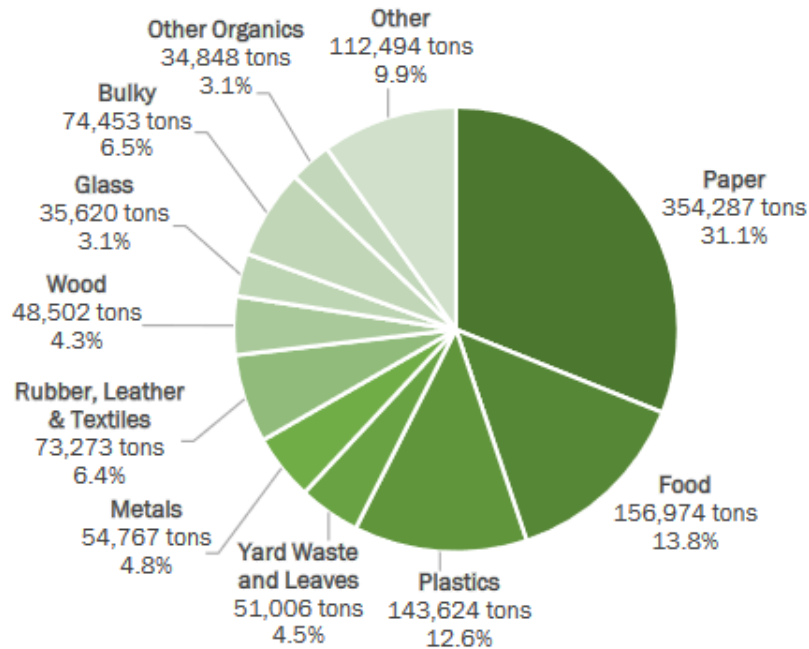
Aggregate Waste Generation Projections (CY 2013-2038)



The graph shows the aggregate estimated generation of MSW (by sector) and construction and demolition (C&D) debris. Due to a lack of available data on C&D activities in the District, less precise estimates were made for C&D generation. Instead, a range of values were provided in the form of a low, central, and upper estimate. The non-residential generator sector is responsible for approximately 70 percent of total MSW generation and is driven by the District’s role as both a regional employment hub and tourist destination. It is also noteworthy that multi-family MSW generation is expected to increase 54 percent from 2013 to 2038, while single-family MSW generation is expected to increase only 7 percent over the same timeframe. This is due to 95 percent of the future growth in households being projected to occur in the multi-family sector.

Source: - MSW Consultants, District of Columbia Department of Public Works

Aggregate MSW Generation in the District by Material Group (CY 2018)

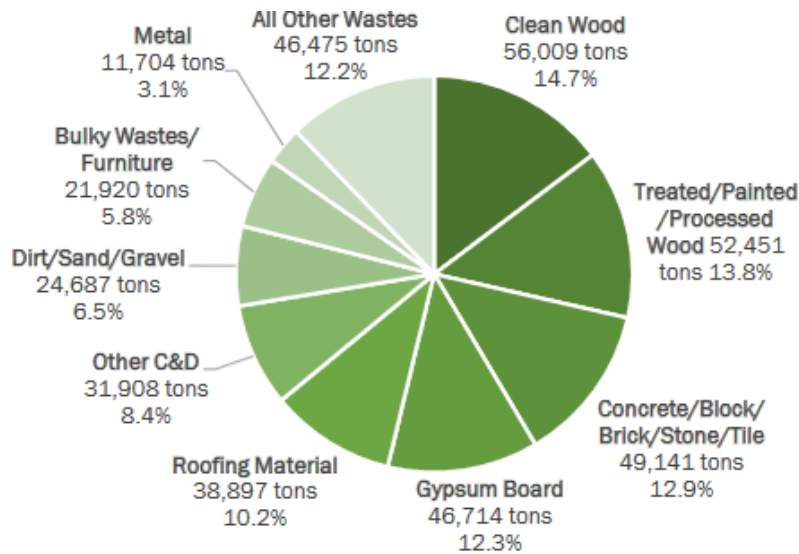


Source: - MSW Consultants, District of Columbia Department of Public Works

The graph shows the composition of the District's aggregate MSW stream broken down by material group. The composition of the aggregate MSW stream was derived by estimating the composition of wastes and recyclables individually by generator sector and summing the resulting quantities by material category. As shown, Paper, Food, and Plastics are the most prevalent material groups in the District's MSW stream.

The body of this report provides more detailed compositions that subdivide refuse streams into 39 categories and mixed recyclables streams into 16 categories.

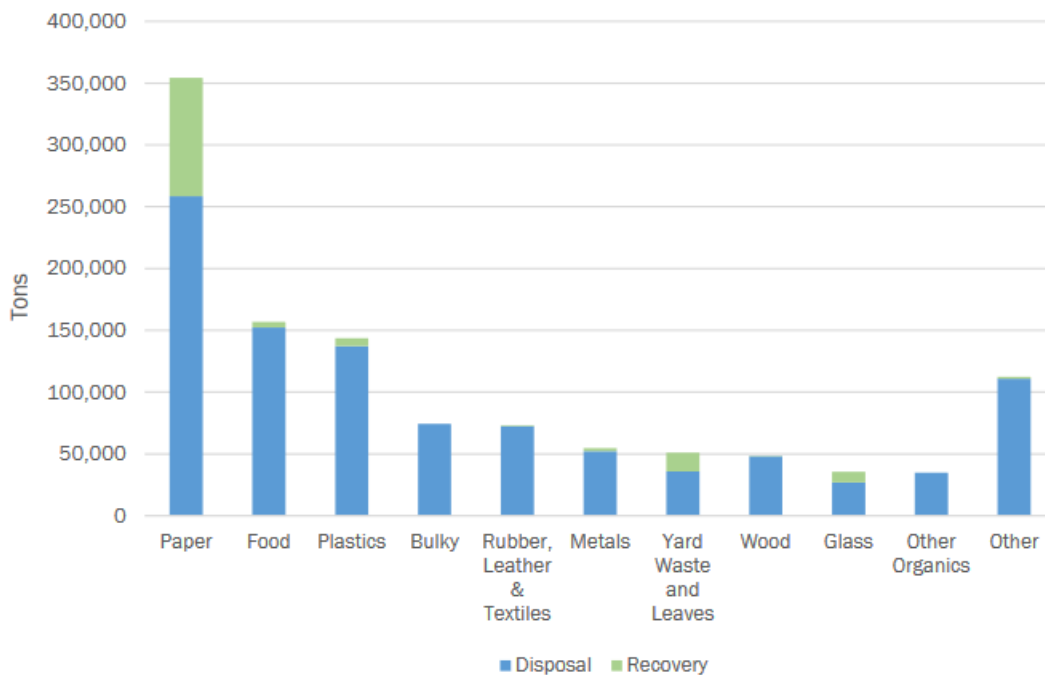
C&D Generation in the District by Material Group (CY 2018)



Source: - MSW Consultants, District of Columbia Department of Public Works

The graph shows the composition of C&D debris by material group. As shown, the C&D stream is estimated to contain significant fractions of multiple material groups.

Disposition of MSW by Material Group (CY 2018)



Source: - MSW Consultants, District of Columbia Department of Public Works

The graph illustrates, for each material group within the MSW stream, the fraction of material that is disposed (in a landfill or waste-to-energy facility) or recovered (via recycling or composting). Meaningful diversion of paper is currently being achieved in the District. The

lesser amounts of other materials being diverted from disposal suggest there are significant opportunities to increase recycling and composting of many constituents in the MSW stream.

Overall MSW Generation (CY 2013-2038)

| Stream | Historical Tons | | Projected Tons | | | |
|---------------------------|-----------------|------------------|------------------|------------------|------------------|------------------|
| | 2013 | 2018 | 2023 | 2028 | 2033 | 2038 |
| Refuse | 802,424 | 881,717 | 935,735 | 987,050 | 1,033,727 | 1,074,324 |
| Mixed Recyclables | 47,850 | 97,016 | 102,459 | 107,680 | 112,418 | 116,518 |
| Paper | 35,462 | 37,647 | 39,854 | 41,911 | 43,791 | 45,443 |
| Shredded Paper | N/A | 168 | 170 | 172 | 173 | 175 |
| Plastic | 154 | 164 | 173 | 182 | 190 | 197 |
| Textiles | N/A | 746 | 795 | 843 | 886 | 923 |
| Scrap Metal | 23,853 | 25,636 | 27,125 | 28,513 | 29,781 | 30,895 |
| Bulky | 29,498 | 39,253 | 41,718 | 44,068 | 46,204 | 48,059 |
| Street Sweepings | 18,307 | 20,146 | 21,327 | 22,428 | 23,434 | 24,318 |
| Tires | 132 | 247 | 272 | 296 | 317 | 336 |
| Leaves | 6,127 | 5,625 | 5,686 | 5,745 | 5,798 | 5,844 |
| Holiday Trees | 289 | 481 | 489 | 497 | 504 | 510 |
| Food Waste | 4,071 | 4,736 | 4,994 | 5,235 | 5,454 | 5,647 |
| Yard Trimmings | 8,360 | 8,875 | 9,395 | 9,880 | 10,323 | 10,713 |
| Other Green Waste | 1,061 | 734 | 756 | 776 | 794 | 811 |
| Electronics | N/A | 1,434 | 1,510 | 1,582 | 1,648 | 1,705 |
| Paint | N/A | 196 | 198 | 200 | 202 | 203 |
| Other HHW | N/A | 79 | 80 | 81 | 82 | 82 |
| Other | 14,801 | 14,946 | 14,964 | 14,980 | 14,996 | 15,009 |
| Total | 992,389 | 1,139,846 | 1,207,698 | 1,272,118 | 1,330,722 | 1,381,710 |
| Increase from 2013 | 0% | 15% | 22% | 28% | 34% | 39% |
| Population | 650,431 | 702,455 | 764,060 | 820,160 | 873,220 | 921,980 |
| Annual Tons Per Capita | 1.53 | 1.62 | 1.58 | 1.55 | 1.52 | 1.50 |
| Daily Lbs Per Capita | 8.36 | 8.89 | 8.66 | 8.50 | 8.35 | 8.21 |

Estimated C&D Generation (CY 2013-2038)

| Estimate | Proportion of C&D from Total Waste | Historical Tons | | Projected Tons | | | |
|------------------|------------------------------------|-----------------|---------|----------------|---------|---------|---------|
| | | 2013 | 2018 | 2023 | 2028 | 2033 | 2038 |
| Lower Estimate | 20% | 250,000 | 280,000 | 300,000 | 320,000 | 330,000 | 340,000 |
| Central Estimate | 25% | 330,000 | 380,000 | 400,000 | 420,000 | 440,000 | 460,000 |
| Upper Estimate | 30% | 420,000 | 490,000 | 520,000 | 540,000 | 570,000 | 590,000 |

Aggregate Waste Generation (CY 2013-2038)

| Waste Type | Historical Tons | | Projected Tons | | | |
|--------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | 2013 | 2018 | 2023 | 2028 | 2033 | 2038 |
| MSW | 992,389 | 1,139,846 | 1,207,698 | 1,272,118 | 1,330,722 | 1,381,710 |
| C&D | 330,000 | 380,000 | 400,000 | 420,000 | 440,000 | 460,000 |
| Total | 1,322,389 | 1,519,846 | 1,607,698 | 1,692,118 | 1,770,722 | 1,841,710 |

Source: - MSW Consultants, District of Columbia Department of Public Works

Detailed Composition of Single-family Refuse

| Material Category | Recommended Composition Estimate | Material Category | Recommended Composition Estimate |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Paper | 23.4% | Organics | 30.9% |
| Corrugated Cardboard/Kraft Paper | 4.5% | Food Waste | 17.9% |
| Newsprint | 3.2% | Leaves | 2.8% |
| Mixed Recyclable Paper | 6.8% | Yard Waste | 5.6% |
| Poly-Coated Aseptic Containers | 0.1% | Other Organics | 4.7% |
| Other Paper (Non-Recyclable) | 8.8% | C&D | 10.3% |
| Plastics | 12.2% | Wood - Clean | 1.0% |
| #1 PET Bottles and Containers | 1.3% | Wood - Treated/Mfg | 4.7% |
| #2 HDPE Natural Bottles | 0.2% | Asphalt, Brick, Rock, & Concrete | 1.8% |
| #2 HDPE Colored Bottles | 0.3% | Carpet and Carpet Padding | 2.3% |
| Rigid Plastic Containers #3-#7 | 0.7% | Remainder/Composite/Other C&D | 0.6% |
| Expanded Polystyrene | 0.9% | Other | 17.4% |
| All Films and Bags | 5.8% | Hazardous Materials | 0.3% |
| Other Rigid Plastic | 3.0% | Televisions & CRTs | 0.5% |
| Glass | 2.7% | Electronics | 0.4% |
| Glass Bottles and Jars | 1.8% | Bulky Items | 3.4% |
| Other Glass | 0.9% | Tires | 0.1% |
| Metals | 3.1% | Clothing Textiles | 6.3% |
| Ferrous/Steel Containers | 0.6% | Non-clothing Textiles | 0.9% |
| Other Ferrous Metals | 1.2% | Diapers and Sanitary Products | 3.4% |
| Aluminum Cans | 0.4% | Dirt and Fines | 1.5% |
| Other Aluminum | 0.4% | Other Not Elsewhere Classified | 0.6% |
| Other Non-Ferrous Metals | 0.3% | | |
| Appliances | 0.2% | Grand Total | 100.0% |

Detailed Composition of Multi-Family Refuse

| Material Category | Recommended Composition Estimate | Material Category | Recommended Composition Estimate |
|----------------------------------|--|----------------------------------|--|
| Paper | 31.1% | Organics | 22.9% |
| Corrugated Cardboard/Kraft Paper | 7.4% | Food Waste | 14.7% |
| Newsprint | 5.2% | Leaves | 2.3% |
| Mixed Recyclable Paper | 11.1% | Yard Waste | 2.0% |
| Poly-Coated Aseptic Containers | 0.2% | Other Organics | 3.9% |
| Other Paper (Non-Recyclable) | 7.2% | C&D | 8.5% |
| Plastics | 12.1% | Wood - Clean | 0.8% |
| #1 PET Bottles and Containers | 2.1% | Wood - Treated/Mfg | 3.9% |
| #2 HDPE Natural Bottles | 0.4% | Asphalt, Brick, Rock, & Concrete | 1.5% |
| #2 HDPE Colored Bottles | 0.5% | Carpet and Carpet Padding | 1.9% |
| Rigid Plastic Containers #3-#7 | 1.1% | Remainder/Composite/Other C&D | 0.5% |
| Expanded Polystyrene | 0.7% | Other | 18.0% |
| All Films and Bags | 4.8% | Hazardous Materials | 0.2% |
| Other Rigid Plastic | 2.5% | Televisions & CRTs | 0.4% |
| Glass | 3.7% | Electronics | 0.3% |
| Glass Bottles and Jars | 2.9% | Bulky Items | 6.5% |
| Other Glass | 0.7% | Tires | 0.1% |
| Metals | 3.7% | Clothing Textiles | 5.2% |
| Ferrous/Steel Containers | 1.0% | Non-clothing Textiles | 0.7% |
| Other Ferrous Metals | 1.0% | Diapers and Sanitary Products | 2.8% |
| Aluminum Cans | 0.7% | Dirt and Fines | 1.2% |
| Other Aluminum | 0.7% | Other Not Elsewhere Classified | 0.5% |
| Other Non-Ferrous Metals | 0.2% | | |
| Appliances | 0.2% | Grand Total | 100.0% |

Detailed Composition of Non-residential Refuse

| Material Category | Recommended Composition Estimate | Material Category | Recommended Composition Estimate |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Paper | 29.8% | Organics | 25.0% |
| Corrugated Cardboard/Kraft Paper | 10.4% | Food Waste | 17.9% |
| Newsprint | 1.1% | Leaves | 0.8% |
| Mixed Recyclable Paper | 9.2% | Yard Waste | 2.5% |
| Poly-Coated Aseptic Containers | 1.7% | Other Organics | 3.9% |
| Other Paper (Non-Recyclable) | 7.3% | C&D | 10.2% |
| Plastics | 16.6% | Wood - Clean | 3.1% |
| #1 PET Bottles and Containers | 2.1% | Wood - Treated/Mfg | 2.5% |
| #2 HDPE Natural Bottles | 0.4% | Asphalt, Brick, Rock, & Concrete | 0.2% |
| #2 HDPE Colored Bottles | 0.3% | Carpet and Carpet Padding | 3.7% |
| Rigid Plastic Containers #3-#7 | 0.2% | Remainder/Composite/Other C&D | 0.7% |
| Expanded Polystyrene | 1.9% | Other | 12.6% |
| All Films and Bags | 7.2% | Hazardous Materials | 0.1% |
| Other Rigid Plastic | 4.5% | Televisions & CRTs | 0.5% |
| Glass | 3.0% | Electronics | 0.4% |
| Glass Bottles and Jars | 2.3% | Bulky Items | 3.4% |
| Other Glass | 0.7% | Tires | 0.1% |
| Metals | 2.8% | Clothing Textiles | 4.3% |
| Ferrous/Steel Containers | 0.5% | Diapers and Sanitary Products | 1.5% |
| Other Ferrous Metals | 1.2% | Dirt and Fines | 0.4% |
| Aluminum Cans | 0.7% | Other Not Elsewhere Classified | 1.9% |
| Other Aluminum | 0.3% | | |
| Other Non-Ferrous Metals | 0.1% | Grand Total | 100.0% |

Detailed Composition of Single-family Mixed Recyclables

| Material Category | Recommended Composition Estimate | Material Category | Recommended Composition Estimate |
|---|----------------------------------|----------------------------|----------------------------------|
| Paper | 55.3% | Glass | 11.1% |
| Corrugated Cardboard/Kraft Paper | 27.6% | Glass Bottles and Jars | 11.1% |
| Newsprint | 6.2% | Metals | 3.9% |
| Poly-Coated Aseptic Containers | 1.0% | Aluminum Cans | 2.0% |
| Mixed Recyclable Paper ^[1] | 20.4% | Aluminum Foil/Baking Tins | 0.2% |
| Plastics | 11.9% | Steel Cans | 1.4% |
| #1 PET Bottles and Containers | 3.9% | Scrap Metal* | 0.3% |
| #2 HDPE Natural Bottles | 1.0% | Other | 17.8% |
| #2 HDPE Colored Bottles | 0.6% | Unspecified Contamination* | 17.8% |
| Rigid Plastic Containers #3-#7 ^[2] | 3.0% | | |
| All Films and Bags* | 1.4% | | |
| Non-Recyclable Plastics* | 2.0% | Grand Total | 100.0% |

Detailed Composition of Multi-Family Mixed Recyclables

| Material Category | Recommended Composition Estimate | Material Category | Recommended Composition Estimate |
|---|----------------------------------|----------------------------|----------------------------------|
| Paper | 49.3% | Glass | 11.5% |
| Corrugated Cardboard/Kraft Paper | 20.6% | Glass Bottles and Jars | 11.5% |
| Newsprint | 6.5% | Metals | 4.1% |
| Poly-Coated Aseptic Containers | 1.0% | Aluminum Cans | 2.1% |
| Mixed Recyclable Paper ^[1] | 21.2% | Aluminum Foil/Baking Tins | 0.2% |
| Plastics | 13.0% | Steel Cans | 1.5% |
| #1 PET Bottles and Containers | 4.1% | Scrap Metal* | 0.4% |
| #2 HDPE Natural Bottles | 1.0% | Other | 22.0% |
| #2 HDPE Colored Bottles | 0.7% | Unspecified Contamination* | 22.0% |
| Rigid Plastic Containers #3-#7 ^[2] | 3.1% | | |
| All Films and Bags* | 1.7% | | |
| Non-Recyclable Plastics* | 2.5% | Grand Total | 100.0% |

Detailed Composition of Non-residential Mixed Recyclables

| Material Category | Recommended Composition Estimate | Material Category | Recommended Composition Estimate |
|---|----------------------------------|----------------------------|----------------------------------|
| Paper | 67.7% | Glass | 6.1% |
| Corrugated Cardboard/Kraft Paper | 53.7% | Glass Bottles and Jars | 6.1% |
| Newsprint | 1.4% | Metals | 1.9% |
| Poly-Coated Aseptic Containers | 0.1% | Aluminum Cans | 0.8% |
| Mixed Recyclable Paper ^[1] | 12.5% | Aluminum Foil/Baking Tins | 0.1% |
| Plastics | 5.4% | Steel Cans | 0.6% |
| #1 PET Bottles and Containers | 1.6% | Scrap Metal* | 0.5% |
| #2 HDPE Natural Bottles | 0.8% | Other | 18.8% |
| #2 HDPE Colored Bottles | 0.5% | Unspecified Contamination* | 18.8% |
| Rigid Plastic Containers #3-#7 ^[2] | 1.1% | | |
| All Films and Bags* | 1.2% | | |
| Non-Recyclable Plastics* | 0.1% | Grand Total | 100.0% |

Detailed Composition of C&D

| Material Category | Recommended Composition Estimate | Material Category | Recommended Composition Estimate |
|---------------------------------|----------------------------------|----------------------------------|----------------------------------|
| C&D | 78.9% | Paper | 3.3% |
| Wood Pallets and Crates | 5.3% | Corrugated Cardboard/Kraft Paper | 2.6% |
| Untreated/Unpainted Lumber | 9.5% | Other Paper | 0.7% |
| Treated/Painted/Processed Wood | 8.0% | Plastics | 1.9% |
| Engineered Wood | 5.4% | Clean Recoverable Film | 0.2% |
| Other Wood | 0.4% | Other Plastics | 1.7% |
| Carpet | 2.4% | Glass | 0.8% |
| Carpet Padding | 0.2% | Glass | 0.8% |
| Concrete/Block/Brick/Stone/Tile | 12.9% | Organics | 2.0% |
| Asphalt Paving | 0.9% | Yard Waste | 0.8% |
| Roofing Material | 10.2% | Land Clearing Debris/Stumps | 0.4% |
| Gypsum Board | 12.3% | Other Organics | 0.8% |
| Dirt/Sand/Gravel | 6.5% | Other | 10.0% |
| Remainder/Composite/Other C&D | 4.9% | Bulky Wastes/Furniture | 5.8% |
| Metals | 3.1% | Mixed MSW | 2.9% |
| Appliances | 0.0% | Other Not Elsewhere Classified | 1.4% |
| Other Ferrous | 2.5% | | |
| Other Non-Ferrous | 0.6% | Grand Total | 100.0% |

Source: - MSW Consultants, District of Columbia Department of Public Works

City wide Disposal destination

| Citywide Solid Waste Disposal by Destination | | | |
|--|---------------|---|-----------|
| Facility Name | Facility Type | Facility Address | Tonnage |
| Lorco Petroleum Services | Biofuel | Unknown | 5.1 |
| Revolution Bio Fuels | Biofuel | 2162 Kerchner Lane, Seven Valleys, PA 17360 | 27.6 |
| Biofuel Subtotal | | | 32.7 |
| ACME Biomass Reduction Inc. | Composting | 21601 New Hampshire Avenue, Brookeville, Maryland 20833 | 10,753.93 |
| Brookville Landfill Supply | Composting | 8913 Brookville Road, Silver Spring, MD 20901 | 91.49 |
| Community Composting (DPR) | Composting | Multiple Locations | 314 |
| D&ADunlevyLandscapers, Inc. | Composting | 16101 Morrow Road, Poolesville, MD 20837 | 12 |
| Evergro Landscaping | Composting | 11411 Old Pond Dr, Glenn Dale, MD 20769 | 54.6 |

| | | | |
|---|------------|---|-----------|
| Fine Earth Landscape | Composting | 16815 Budd Road, Poolesville, MD 20837 | 1,980.00 |
| Great American Landscapes | Composting | 14310 Comus Rd., Clarksburg MD 20871 | 202 |
| Grounds Management | Composting | 17930 Central Avenue, Mitchellville, MD 20716 | 8 |
| Harvest RGI, LLC | Composting | 7800 Kabik Ct, Woodbine, MD 21797 | 144 |
| Level Green Upper Marlboro YARD | Composting | 6408 Dower House Rd, Upper Marlboro MD 20772 | 1,810.00 |
| Poole Landscaping | Composting | 7802 Biggs Ford Rd, Frederick, MD 21701 | 18.5 |
| Prince George's County Yard Waste Composting Facility | Composting | 6601 S.E. Crain Highway, Upper Marlboro, Maryland 20772 | 4,360.56 |
| Remington Mulch | Composting | 524 Lee Hwy, Fairfax, VA 22031 | 2.5 |
| Soil Safe LLC | Composting | 16001 Mattawoman Drive, Brandywine, MD 20613 | 1 |
| Veteran Compost Facility | Composting | 6300 Newman RD, Fairfax, VA 22030 | 624 |
| Composting Subtotal | | | 20,376.58 |

| Facility Name | Facility Type | Facility Address | Tonnage |
|--|---------------|--|-----------|
| Charles County Landfill | Landfill | 12305 Billingsley Rd, Waldorf, MD 20602 | 5,038.65 |
| Davis Industries | Landfill | 9920 Richmond Highway, Lorton, VA 22079 | 33.81 |
| King and Queen LF BFI | Landfill | 4443 Iris Road, Little Plymouth, VA 23091 | 71,958.04 |
| King George Landfill | Landfill | 10376 Bullock Drive, King George, Virginia 22485 | 54,820.32 |
| Middle Peninsula Landfill | Landfill | 3714 Waste Management Way, Glenss, VA 23149 | 57,749.81 |
| Old Dominion | Landfill | 2001 Charles City Rd, Henrico, VA 23231 | 3,432.93 |
| PG's Brown Station Road Sanitary Landfill | Landfill | 3500 Brown Station Road, Upper Marlboro, MD 20774 | 2,362.21 |
| Republic Services- 623 Landfill | Landfill | 1961 Ashland Road, Rockville, Virginia 23146 | 38,914.19 |
| Ritchie Landfill | Landfill | 2001 Ritchie Marlboro Road, Upper Marlboro, MD 20772 | 1,525.95 |
| Bristol Virginia Solid Waste Management Facility | Landfill | 2125 Shakesville Rd, Bristol, VA 24201 | 27.68 |
| Annapolis Junction Transfer Station | Landfill | 8077 Brock Bridge Rd, Jessup, Md 20794 | 411.46 |
| ESI, AmeriWaste Transfer Station | Landfill | 7140 Kit Kat Rd, Elkridge Md 21075 | 9 |

| | | | |
|---|-----------|--|-------------------|
| Northeast Transfer Station | Landfill | 2100 Queens Chapel Road NE, Washington, District of Columbia 20018 | 31,068.28 |
| Tristar Tires | Landfill | Unknown ^[22] | 32.35 |
| West Virginia Tire Disposal | Landfill | 26 Bryant Branch Rd, Summersville, WV 26651 | 73.59 |
| W Street Transfer Station | Landfill | 1220 W. Street, NE, Washington, District of Columbia 20018 | 56,984.79 |
| Landfill Subtotal | | | 324,443.06 |
| Prince Georges Scrap | Recycling | 5700 Branchville Rd., College Park, MD 20740 | 240.51 |
| East Coast Metals, LLC | Recycling | 1015 Ritchie Road, Capitol Heights, MD 20743 | 5,660.00 |
| Emanuel Tire LLC | Recycling | 1326 Bentalou St., Baltimore, MD 21216 | 14.63 |
| Encore Recycling | Recycling | 13211 Virginia Manor Rd, Laurel, Maryland 20707 | 2,475.82 |
| Shred-Ace | Recycling | DGS Material | |
| EnviroSolutions | Recycling | 9304 D'Arcy Rd Upper Marlboro, MD 20774 | 90 |
| Georgetown Paper Stock of Rockville, Inc. | Recycling | 14820 Southlawn Lane, Rockville, MD 20850 | 4,918.82 |
| Goode Companies | Recycling | 6305 Ivy Ln Ste 720, Greenbelt, MD 20770 | 85.79 |
| MXI Environmental Services | Recycling | 26319 Old Trail Rd, Abingdon, VA 24210 | 79.00 |
| Industrial Metal Recycling LLC | Recycling | 9304 D'Arcy Rd, Upper Marlboro, MD 20774 | 52.48 |
| JK Enterprise | Recycling | 6200 Farrington Ave, Alexandria, VA 22304 | 10 |
| Joseph Smith & Sons, Inc. | Recycling | 2001 Kenilworth Ave, Capitol Heights, Maryland 20743 | 3,097.04 |
| Metalpro, Inc. | Recycling | 7956 Twist Lane, Springfield, VA 22153 | 10.9 |
| Montgomery County Recycling Center | Recycling | 16101 Frederick Rd, Derwood, Maryland 20855 | 468.12 |
| Montgomery Scrap Corp. | Recycling | 15000 Southlawn Lane, Rockville, MD 20850 | 28.36 |
| Olive Street Processing | Recycling | 1701 Olive St, Capitol Heights, Maryland 20743 | 10,445.69 |
| Planet Aid | Recycling | 6730 Santa Barbara Ct, Elkridge, MD 21075 | 746 |
| Recycle One | Recycling | 4700 Lawrence Street, Hyattsville, MD 20781 | 20,093.42 |
| Reliable Contracting | Recycling | 2641 Brickhead Rd Gambrills Md 21054 | 10 |
| Republic Northern Virginia Recycling Facility | Recycling | 7911 Notes Drive, Manassas, Virginia 20109 | 29,219.93 |

| | | | |
|--|-----------------|--|-------------------|
| Rodgers Brothers Material Recovery Facility | Recycling | 2225 Lawrence Ave NE, Washington, District of Columbia 20018 | 95.84 |
| Shredded Paper (DPW) | Recycling | Unknown | 169.00 |
| Tolson & Assoc. | Recycling | 1451 Capitol Raceway Rd, Odenton, Md 21113 | 20 |
| United States Penitentiary, Lewisburg (E-Waste Hauled by Unicor) | Recycling | 2400 Robert F Miller Dr, Lewisburg, PA 17837 | 141.00 |
| WM Recycle America, LLC | Recycling | 7175 Kit Kat Road, Elkridge, Maryland 21075 | 60,329.92 |
| MXI Environmental Services | Recycling | 26319 Old Trail Rd, Abingdon, VA 24210 | 138.08 |
| eCYCLE DC | Recycling | Multiple Locations | 1,295.63 |
| World Recycling Company | Recycling | 5600 Columbia Park Road, Cheverly, Maryland 20785 | 24,442.53 |
| Recycling Subtotal | | | 164,378.51 |
| Annapolis Junction Transfer Station | Waste to Energy | 8077 Brock Bridge Rd, Jessup, Md 20794 | 411.46 |
| Northeast Transfer Station | Waste to Energy | 2100 Queens Chapel Road NE, Washington, District of Columbia 20018 | 31,068.28 |
| W Street Transfer Station | Waste to Energy | 1220 W. Street, NE, Washington, District of Columbia 20018 | 56,984.79 |
| GeoCycle | Waste to Energy | 2175 Gardner Blvd, Holly Hill, SC 29059 | 38.33 |
| Covanta Energy Corporation | Waste to Energy | 9898 Furnace Rd, Lorton, VA 22079 | 227,954.85 |
| Covanta Energy Corporation - Alexandria | Waste to Energy | 5301 Eisenhower Ave, Alexandria, Virginia 22304 | 8,852.48 |
| Wheelabrator Baltimore | Waste to Energy | 1801 Annapolis Rd, Baltimore, Maryland 21230 | 12 |
| Waste to Energy Subtotal | | | 325,322.19 |
| Total | | | 834,553.03 |

Department of Public Works (DPW) Trash Collection Program

Residential Trash Collection

The Department of Public Works collects trash from single-family homes and apartment buildings with three or fewer living units. Once-a-week collections occur in Wards 3, 4, 5, 7 and 8 and parts of Wards 1 and 2. Twice-a-week collections occur in Wards 2 and 6 and parts of Ward 1. DPW does not collect from mixed-use residential/commercial buildings or residential buildings with four or more units. Apartment buildings with four or more units, mixed-use residential/commercial buildings and commercial properties must contract for their own trash/recycling collection services.

The Department of Public Works removes approximately 99,000 tons of trash and about 34,000 tons of recyclables from 105,000 single-family homes and small residential buildings (with no more than three living units) each year.

DPW collects trash separately from recycling. The trucks used for both services look the same, but the contents are not comingled.

Bulk Trash Removal

DPW collects large, bulky items by appointment from residential households that receive DPW trash collection service. These households include single-family homes and residential buildings with three or fewer living units. Apartment buildings with four or more units, condominiums, co-ops and other commercial properties must have their bulk items removed by a private, licensed hauler.

Acceptable Bulk Items

- Air conditioners (drain water and fluids)
- Hot water heaters
- Household furniture
- Large toys (kiddie pools, playhouses, disassembled swing sets)
- Major appliances, e.g., refrigerators (doors removed)
- Mattresses and box springs (MUST be wrapped in plastic), bed frames
- Rugs (MUST be rolled and tied)

Unacceptable Bulk Items

- Books – Place in recycling cart for DPW collection.
- Bricks
- Ceiling tile
- Construction Materials
- Demolition materials
- Dirt
- Drywall
- Hazardous and/or liquid waste (list of household hazardous waste items for monthly HHW/E-cycling/Document Shredding drop-off at Benning Rd Transfer Station)
- Household trash or garbage – Place in trash can for DPW collection.
- Small tree limbs – Tie and place with regular trash.
- Tree stumps
- Tires -- Up to four tires may be taken to the Ft. Totten Transfer Station, weekdays from 10 am to 2 pm and every first Saturday between 7 am and 2 pm.

Yard Waste Collection

DPW only collects yard waste in paper bags, which is unlike previous years when plastic bags were acceptable for collection. DPW collect up to 20 paper bags of yard waste from residences that receive DPW's trash and recycling collection services.

Yard waste consist of the following:

- Leaves
- Grass Clippings
- Weeds
- Bulbs
- Twigs
- Pinecones
- Uprooted Plants
- Bundled branches and limbs no more than 4 inches in diameter and that are tied in 4-footlengths

DPW do not collect yard waste that includes tree limbs and branches greater than 4 inches in diameter or 4 feet in length and stumps, dirt, stones, rocks, broken concrete, and broken pottery flowerpots.

Acceptable Yard Trim Materials List:

- Grass – Bagged (paper bags)
- Leaves – Bagged (paper bags)
- Garden Plant Clippings
- Tree Limbs/Brush
- Green Woody Waste

Not – Accepted Materials List:

- Plastic Bags, Wrappers or Film
- Plastic Jugs
- Aluminum or Steel Cans, Utensils, Pans
- Tires
- Facial or Toilet Tissue
- Pet Waste, including Cat Litter
- Kitchen Pots or Pans
- Ceramic or Plastic Dishes

- Sod
- Bamboo
- Rubble/Construction Materials
- Household Trash
- Styrofoam Containers
- Plastic Bottles
- Aluminum Foil, Disposable Aluminum Pans
- Grease or Fats
- Diapers
- Household Trash/Litter
- Foil Backed or Plastic Backed Paper
- Glass of Any kind
- Dirt
- Treated Lumber
- Electronics
- Oil or Paints

Annapolis (part of Anne Arundel county), MD

Waste collection by Bureau of Waste Management Services

The Bureau is responsible for collecting recycling, yard waste and trash from over 168,000 curbside customers. The Bureau also is responsible for the operation of the Millersville Landfill and the County's Recycling centers.

There is a service charge in the amount of \$341 annually to each household or commercial unit for which solid waste collection, recycling, or disposal services are provided by the County or its contractors.

The annual charge funds the following:

At Home:

- Weekly collection of trash, including up to 3 bulky items
- Weekly collection of paper, plastic, metal and glass for recycling
- Weekly collection of yard waste for recycling
- Collection of large metal items by appointment

At facilities available to County residents:

- Operation of the County landfill
- Closing and monitoring completed disposal areas
- Capturing and using landfill gas
- Monitoring air, ground water, and surface water
- Construction of new disposal areas
- Operation of the County landfill
- Operation of three recycling centers
- Household Hazardous Waste Drop-off events
- Recycling and educational programs and tours for children and adults
- Assistance with backyard composting
- Dumpsters for community cleanups
- Assistance in locating agencies that accept, and may collect, reusable goods
- Help in locating disposal options for items not currently handled by the County

Source: - Bureau of Waste Management Services

Commercial Refuse Collection

City of Annapolis Licensed Refuse Collectors

| Collector | Containers Serviced | Service Days |
|---|-----------------------|--------------|
| AVW - Apple Valley Waste | Dumpsters, Carts | Mon-Sun |
| Cockey's Enterprises, Inc | Dumpsters, Compactors | Mon-Sat |
| Ecology Services Refuse & Recycling LLC | Dumpsters, Carts | Mon-Sat |
| F&L Construction, Inc | Dumpsters, Carts | Mon-Sat |
| Goode Companies | Dumpsters, Carts | Mon-Sun |
| Jamm Hauling and Transportation, LLC | Dumpsters | Mon-Sat |
| Jerome L Taylor Trucking, Inc | Dumpsters, Carts | Mon-Sat |

Commercial Food Waste Composters

| Composters |
|-------------------------|
| Garrity Renewables LLC |
| Waste Neutral Group LLC |

Source: - City of Annapolis

Collectible Materials within the City's recycling program

- Paper
- Shredded Paper
- Plastic - Storage containers and rigid plastic (examples bottles, jars, jugs, buckets, flower pots, toys, lawn furniture). No Plastic Bags.
- Metal - Aluminum/ Steel/ Tin cans, foil and pans, empty aerosol cans.
- Glass - Bottles, jars, and containers of any color, shape and size.

Non-Collectible Materials within the City's recycling program

- Food Waste or recyclables heavily contaminated with food.
- Although plastic trays, cups, utensils, snack bags, and film plastic can be recycled, it is not accepted within the City's Recycling program due to the problems it causes with the mechanical equipment at the processing facility.
- Plastic bags are not acceptable for recycling at the curb due to the problems it causes with the mechanical equipment at the processing facility. Many grocery stores accept plastic bags. Check with your local grocer for more details.
- Although Styrofoam can be recycled, it is currently not accepted within the City's recycling program. Styrofoam is a very light material and because of this it tends to contaminate other recyclables when collected in a mixed stream. To ensure that we receive the highest value for all other recyclables that the City currently accepts in the program, Styrofoam is excluded from the list of materials recyclable items.
- Used motor oil/ antifreeze bottles even if empty.
- Broken glass (examples are mirrors, drinking glasses).

Source: - City of Annapolis

The above Non-Collectible Materials are good opportunity to focus on for collection.

Competitors Analysis

Competitor Name: - College HUNKS Hauling Junk & Moving

Founded: - 2002 Location: - Tampa, FL

Website: - <https://www.collegehunkshaulingjunk.com/>

Description: - With 100+ locations across the U.S., College Hunks Hauling Junk and College Hunks Moving provide junk removal, donation pickups, prorated-labor and Full Service Moving for professionals in any industry. According to ChiefExecutive.net, College HUNKS were worth more than \$100 million in 2019.

Junk Items includes: -

- Furniture
- Appliances
- Carpeting
- Mattresses and Box Springs
- Scrap Metal
- Attic Cleanout
- Tires
- Basement Cleanout
- Office Equipment
- Renovation Debris
- Trash Removal
- Hot Tub Removal
- Yard Waste
- Piano Moving
- Storage Sheds
- Electronics
- Estate Cleanout
- Exercise Equipment
- TV Disposal

Junk Removal Price

| Load size | Average cost |
|------------|--------------|
| Full truck | \$590 |
| Half truck | \$370 |
| Sofa | \$160 |
| Fridge | \$110 |

Pros & Cons

| Pros | Cons |
|---|---------------------------------|
| Estimates without obligation | Few interstate moving options |
| Full-service moving packages | Con Bullet Limited availability |
| Diverse assortment of additional services | |
| Estimates without obligation | |

Competitor Name: - Nova Junk Removal

Founded: - 2006 Location: - Alexandria, Virginia

Website: - <http://www.novajunk.com/>

Description: - Nova Junk Removal is a family-owned junk removal company that serves Northern Virginia, Washington DC, and area in Maryland.

Services locations in Washington, DC

- NW Washington DC
- SE Washington DC
- SW Washington DC
- NE Washington DC

Services locations in Maryland - Montgomery County – Prince George County

- Accokeek, MD
- Bethesda, Md
- Bowie, MD
- Brandywine, MD
- College Park, MD
- Clinton, MD
- Capitol Heights, MD
- Chevy Chase, Md
- District Heights, MD
- Ft. Washington, MD
- Forestville, MD
- Gaithersburg, MD
- Glenn Dale, MD
- Greenbelt, MD
- Hyattsville, MD
- Laurel, MD
- Langley Park, MD
- National Harbor, MD
- Oxon Hill, MD
- Potomac, Md
- Riverdale Park, MD
- Rockville, Md
- Suitland, MD

- Silver Springs, Md
- Temple Hills, MD
- Upper Marlboro, MD

Junk Removal Price

| Load Size | Price |
|-----------------------|-------|
| Minimum | \$95 |
| 1/4 | \$195 |
| Half | \$325 |
| 3/4 | \$495 |
| Full Load | \$595 |
| Bed Load Rates | |
| 1/4 – 1' x 3.5' x 8' | \$245 |
| Half – 1' x 7' x 8' | \$385 |
| 3/4 – 1' x 10.5' x 8' | \$525 |
| Full – 1' x 14' x 8' | \$685 |
| 1/4 – 1' x 3.5' x 8' | \$245 |
| Half – 1' x 7' x 8' | \$385 |

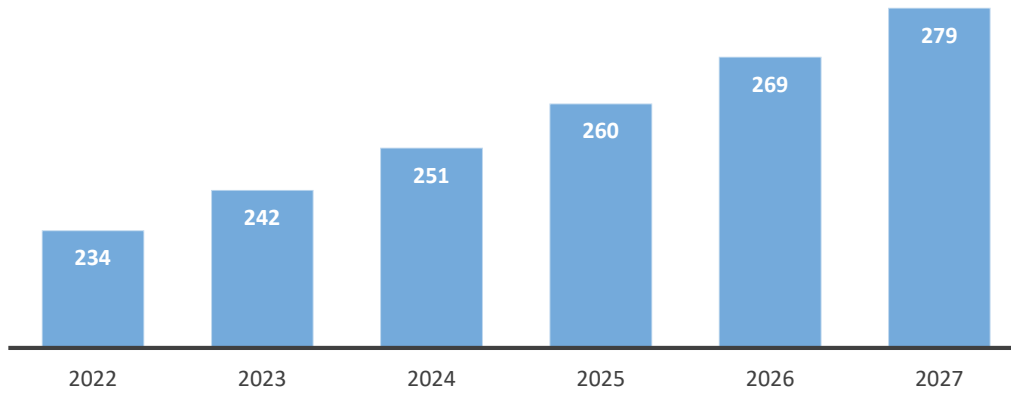
Pros & Cons

| Pros | Cons |
|--|-------------------------|
| Various junk removal service | Less focus in Annapolis |
| Covering wide locations in Washington DC & Maryland & Virginia | |
| Supporting local communities by providing charities | |
| Estimates without obligation | |

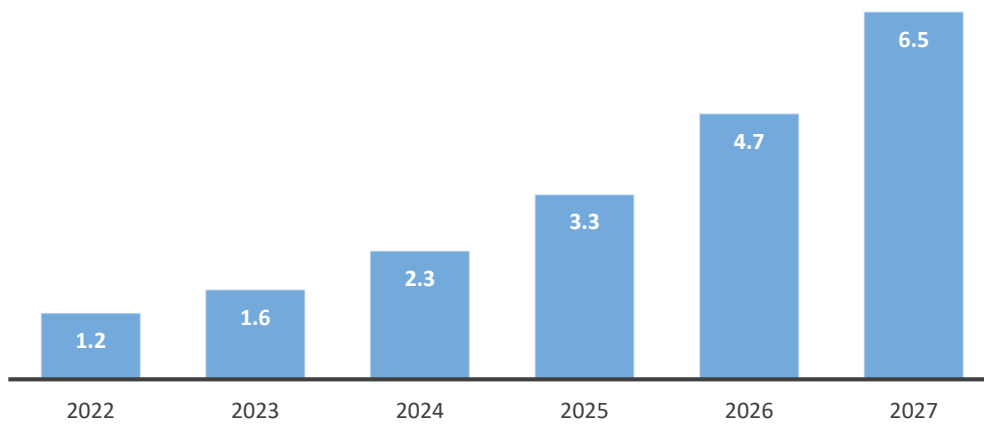
Market Size Estimation

Washington DC market

Trash Collection market - Service Available Market (SOM) (USD million)

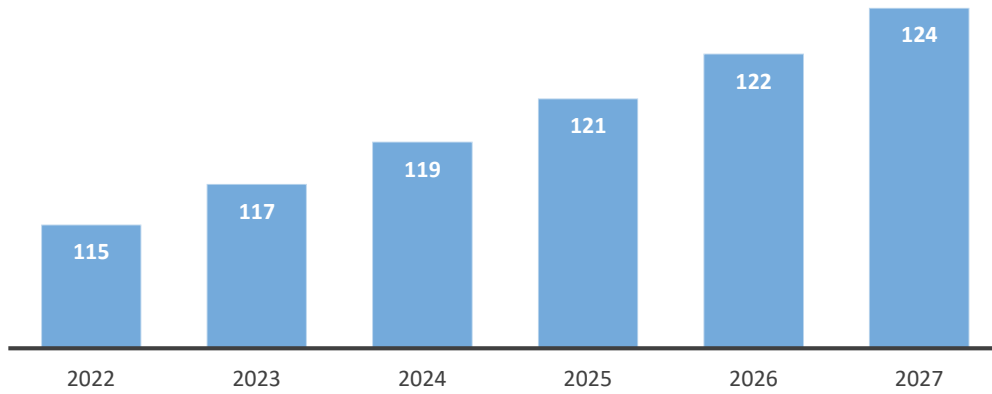


Trash Collection market - Service Obtainable Market (SAM) (USD million)

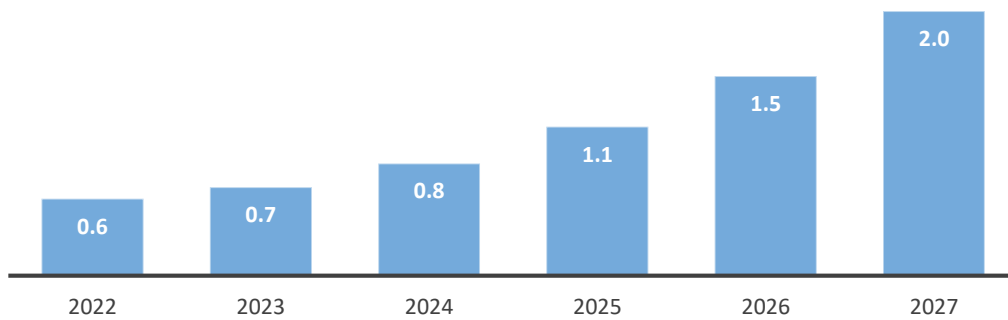


Annapolis market

**Trash Collection market - Service Available Market
(USD million)**



**Trash Collection market - Service Obtainable Market
(USD million)**



Operating Plan

We aim to start a business with a number of full-time employees (truck drivers, professional trash collectors and office workers) and some of the existing driving roles will be handled by trained drivers who would be deployed on contract. There would be adequate supply and competitive packages for all our employees.

We will ensure that we employ people who are trained, hardworking, intelligent, customer-focused and ready to work to help us build a successful business that will benefit all stakeholders.

In the meantime, we will offer our truck maintenance contract to service providers, we do not intend to maintain the largest overhead from scratch. But as long as the business grows and is stable, we will maintain our own team for maintenance. Below is the business structure and roles that will be available on XXX:

- Chief Operating Officer (Owner)
- Transport Manager
- HR & Admin Executive
- Marketing & Sales Professional
- Accountant
- Trash Collectors
- Truck Drivers
- Customer Services Executive

Job Roles and Responsibilities

Chief Operating Officer (Owner):

- Increasing management efficiency through recruitment, selection, guidance, training, coaching, mentoring, and disciplinary action; communication with values, strategies, and goals; to share accountability; planning, monitoring, and evaluating project outcomes
- Responsible for setting prices and signing business deals
- Responsible for providing business guidance
- Creates, communicates, and implements the organization's vision, mission, and overall direction - that is, to lead in the development and implementation of the overall organizational strategy.
- Responsible for signing checks and documents on behalf of the company

- Evaluation & strategize the success of the organization

Transport Manager

- Managing drivers, vehicles, load & route
- Responsible for managing IT systems
- Responsible for negotiating and agreeing to contracts
- Responsible for preparing the papers as per regulations
- In charge of the implementation of health and safety standards
- In charge for planning and delivery lines for multi trash collection order
- Communicates effectively with customers and responds to their needs.
- Responsible for monitoring transportation costs.
- Addresses climate change problems through transportation strategies and monitoring the organization's carbon footprint.

HR & Admin Executive

- Responsible for overseeing HR efficiency and organizational management functions
- Preserves office assets by looking at stocks; placing and speeding up orders; exploring new products.
- Ensures the operation of machinery by fulfilling the storage requirements for storage; calling for repairs.
- Defines job hiring positions and manages the negotiation process
- Conduct training for new team members
- Responsible for training, evaluation and evaluation of staff
- Responsible for arranging trips, meetings and appointments
- Oversee the efficiency of the day-to-day running of the office.

Marketing & Sales Professional

- Identifies, prioritizes, and reaches out to new customers, business opportunities etc.
- Identifies development opportunities; tracks development tracks and contacts
- Writes winning proposals, discusses finances and standards in accordance with organizational policy
- Responsible for managing business research, market surveys and possible courses
- Responsible for directing usage, understanding customer needs, and communicating with customers
- Records all customer contact and information
- Helps to boost sales and growth.

Accountant

- Responsible for preparing financial reports, budgets, and financial statements of the organization
- Provides management with financial analysis, development budget, and accounting reports
- Responsible for financial forecasting and risk analysis.
- Perform financial management, general accounting, and accounting for one or more locations.
- Accountability for developing and managing financial systems and policies
- Responsible for managing the payroll
- Ensures compliance with tax laws
- Manages all financial activities of the company
- Serves as the company's internal auditor

Truck Drivers

- Assists with loading and unloading
- Maintains a logbook of their driving duties to ensure compliance with the rest of the organization's rules and operating hours.
- Maintains a vehicle inspection record and ensures that the truck is equipped with safety equipment, such as dangerous posters.
- Assists the transport and logistics manager in planning their route according to the pick-up and delivery schedule.
- Inspects vehicles for mechanical and safety issues and performs safety precautions
- Reports errors, accidents or violations

Trash Collectors

- Responsible for managing essential services such as, recyclable waste disposal, recycling and disposal of waste, removal and disposal of waste, construction and demolition waste, operation of the refuse removal station, and transportation among other related services.
- Handles any other duties as assigned by the transport and delivery manager

Customer Services Executive

- Welcome clients and visitors by greeting them in person or by telephone; answering or directing questions.

- Ensures that all contacts and clients (email, login, SMS or phone) provide the client with the highest level of customer service personal information.
- By interacting with customers over the phone, it takes every opportunity to build customer interest in the company's products and services.
- Manages the administrative tasks assigned to the HR manager efficiently and timely
- Keeps up to date with any new information about the organization's products, marketing campaigns, etc. to ensure that accurate and useful information is provided to potential customers upon inquiry.
- Receives company parcels / documents
- Distributes emails to the organization
- Manages any other functions as assigned to human resources and administrator control.

Marketing and Sales Plan

Target Customers

Target customers segment for the trash removal business are: -

- People living in residential communities
- Business complexes
- Manufacturing units
- Commercial buildings owners
- Real estate agents
- Property developers
- Sporting complex
- Shopping malls
- Hospitals
- Schools
- Public facilities
- Restaurants
- Hospitality Industry

Competitive advantage

Easy booking process - Our major competitive advantages are easy booking process of junk removal service.

Timeslot as per choice of customers – There would be flexible option for customers to select timeslot as per convenient of customers. Unique feature would be there would 3 timeslot preference so that customers can get service as per next available timeslot in case of missed of earlier timeslot.

Easy pricing – Instead of providing multiple & complex option of pricing selection, we would provide simple pricing for bulk trash removal – either full truck or half truck.

Pricing

There are two fees charged for most trash removal services. The first is the type or size of the debris. One is the number of trucks loaded or the time it takes to haul garbage. In addition to this, you can expect additional costs. For example, the cost of delivering waste to its rightful place. The reason for this is that some items need to be delivered in a special way and cannot be left in the garbage dumps.

On average, when removing garbage from a single-family home, the cost can be as much as \$ 200. When it comes to removing garbage from an apartment, the cost is estimated at \$ 250. Professional companies can also offer trash removal costs to the business, up to \$ 400.

We have done well with our competitive billing systems as we have less money compared to our competition in the industry. We will ensure that we use prices to win customers; our prices will be affordable and negotiable.

The fact that our business department is open to both homes and businesses means that we will have a different price range for different categories of customers. As the business grows, we will continue to update our pricing system to accommodate more customers.

Pricing strategy would be to provide simple yet competitive pricing for bulk trash removal. Instead of providing multiple vehicle option like competitors, we intent to provide simple pricing for bulk trash removal.

Payment option

Payment option would cover everything because we are well aware that different customers choose different payment options as they deserve but at the same time, we will ensure that we comply with the financial laws and regulations of the United States of America.

Here are the payment options which will make them available to its customers: -

- Payment in cash
- Payment by online bank transfer
- Payment by mobile money
- Payment via POS
- Payment by check

In view of the above, we have selected banking platforms that will enable our customer to pay for garbage removal and management services without pressure. Our bank account numbers will be available on our website and in promotional materials.

Service Booking option

For easy convenience of customers, XXX would provide easy booking option through phone & its website.

Marketing activities:

Conventional Marketing

- Cold call
- Attending conferences & seminar to build network
- Sponsoring local community events

Digital Marketing

- Search Engine optimization (SEO)
- Social Media Marketing
 - Facebook
 - Instagram
 - Twitter
- Content Marketing
 - Blog posting
 - Article posting

Sales & Marketing strategy: Main focus of sales & marketing strategy would be to provide excellent experience in terms of service & support to customers and engaging maximum number of customers. Some key strategy would be adopted are: -

Some of the marketing strategy, we are focussing are: -

- Place ads in both print forums (newspapers and magazines) and electronic media forums
- Support the right community - events / programs based
- Use online and on social media as; Instagram, Facebook, twitter, YouTube, Google+ et al to promote our services
- Install our Billboards in strategic locations around Delaware City - Delaware
- We distributed our tracts and invitations to the intended locations

- List our company on local landmarks / yellow pages
- Advertise our company on our official website and use strategies that will help us attract people to the site.
- Ensuring that all our employees wear our branded shirts and that all of our waste collection trucks are marked with the logo of our company et al.

Loyalty program

Loyalty program helps to increase repeat customers in a market where competition is high. Unlike competitors who do not run any loyalty program, we would run loyalty program where it would provide 5% discount to its repeat customers.

Engaging in local events

It is very important to connect with local community. Sponsoring any local event & displaying name of company would help to gain instant recognition among local community. We would focus to participate into local events as much as possible to increase brand awareness of the company.

Building relationship with key customer segment

Huge trash is generated in malls, hospitals, construction sites, industrial parks. Continuous contract with such customer segment would help to get continuous flow of revenue. So XXX would focus to identify & build long-term relationship with such customer segment within target areas.

Building network with local authority to get contract

In both Washington DC & Annapolis, there are certain approved list of vendors for specific trash collection projects run by local authority. Getting contract from local authority would help to get constant revenue. So one of the main focus would be to build network with local authority to get contract for trash collection

Showcasing customer reviews

Showcasing good customer reviews helps to build credibility among future customers. XXX would focus to get customer review from its past customers and would display those review in branding material such website, brochures, posters.

Building a simple yet informative website

Building a website is very crucial for today's business. A trash collection business website should be more focussed on services it offers, location covered, products covered, charges/cost. Besides all of those area, the website would have direct booking & payment option in

the website. To ensure safety, the website would be held in a secured server & a secured payment gateway would be used which would be displayed on the website so that customers can get assurance.

Promoting the website

There would be steps would be taken to promote the website & services such as: -

- ***Creating backlink*** – This would help to get local visitors from various sites
- ***Focussing on SEO*** – Focussing on SEO would help to be at the top of Google search of potential customers looking for good trash collection service providers.
- ***Posting on blogs*** – We would focus on identifying related local blogs and would post about services being provided which would be helpful to bring more visitors to the website.

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<https://dpw.dc.gov/yard-waste>

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