



Negril Recycling Center Marketing Plan

MBA Field Project



MEET THE TEAM



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Outline

- Overview of Business
- Company Description
- Products and Services
- SWOT Analysis
- Market Analysis
- Promotional Strategy
- Strategy and Implementation
- Financial Plan and Projections

Overview

- There is an increased need for plastic recycling in Jamaica.
- Lack of awareness, education has resulted in the exacerbation of the problem.

RECYCLE WORRY - Plastic Bottles Flood Jamaica

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Feasibility Study / Market Research

➤ Methodology

- Conducted to evaluate the feasibility and sustainability of recycling in the Negril community using a sample size of 200 with a 5% margin of error. |
- Determine what measures are required to reduce plastic waste in the Negril community with the use of SPSS data analysis. |

➤ Feasibility Questionnaires:

- Utilized google forms as a data collection instrument. |
- Convenience sampling technique used to select a representative sample size for the primary research from the Negril community.⁵





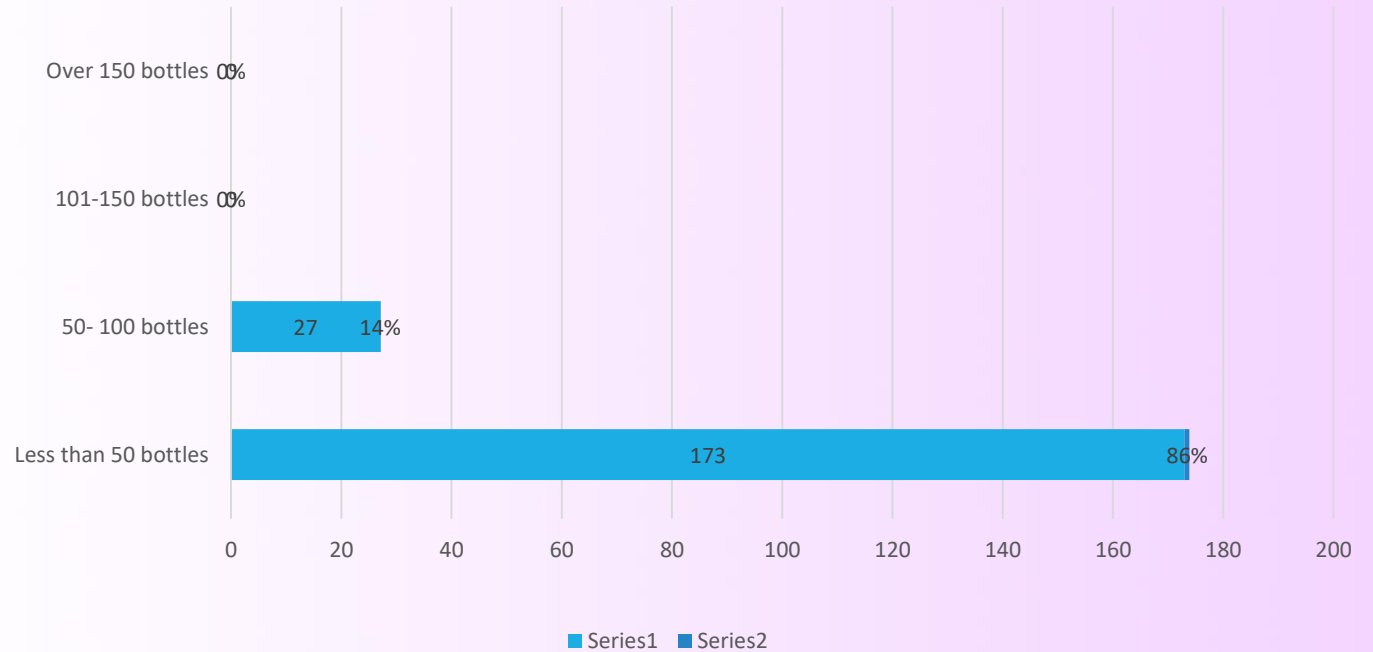
Methodology

Questionnaire captured data on:

- Awareness
- Attitudes towards recycling
- Behavior towards recycling
- Demographics

Negril Recycling Center

Quantity of Plastic Bottles Generated by Negril Residents per Month

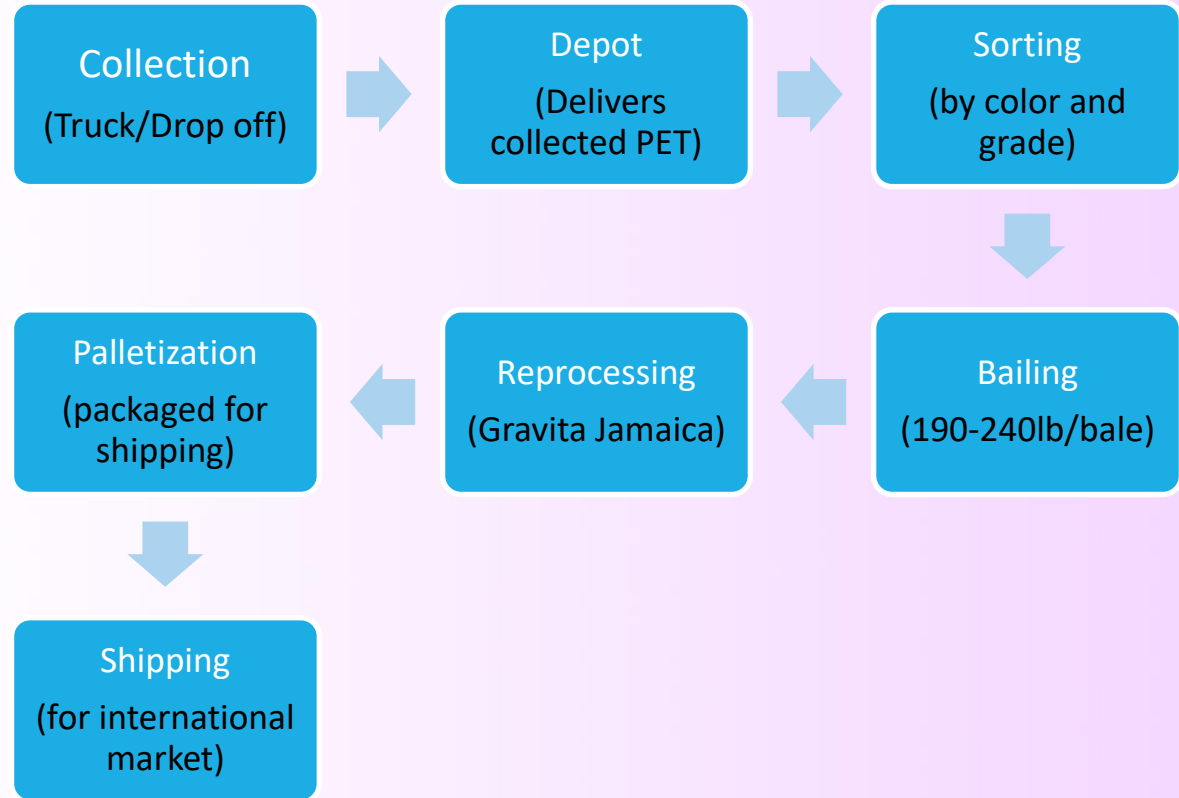


Negril Recycling Center

- Located in Red Ground- under the management of the Recycling Partners of Jamaica.
- NRC is equipped with a baler, electricity, and other recycling equipment.
- Help with the volume of plastic generated in the environs in Negril and surrounding communities.



Plastic Supply Chain Management (SCM)



Plastic SCM cont'd

Types of bottles recycled



Pelletized plastic bottles





Situational Analysis

- Jamaica produces an average of 8,657 tones of solid waste per day. (NEPA, 2017)
- However, proper waste disposal and recycling is not always practiced.
- Between March 2014 and March 2017, 3.3 million pounds of plastic (over 100 million bottles), have been recovered from the environment in Jamaica (JIS,2019).

Market Needs

- Convenience- Citizens appreciate methods that facilitate ease of collection of plastic bottles such as curbside pick up.

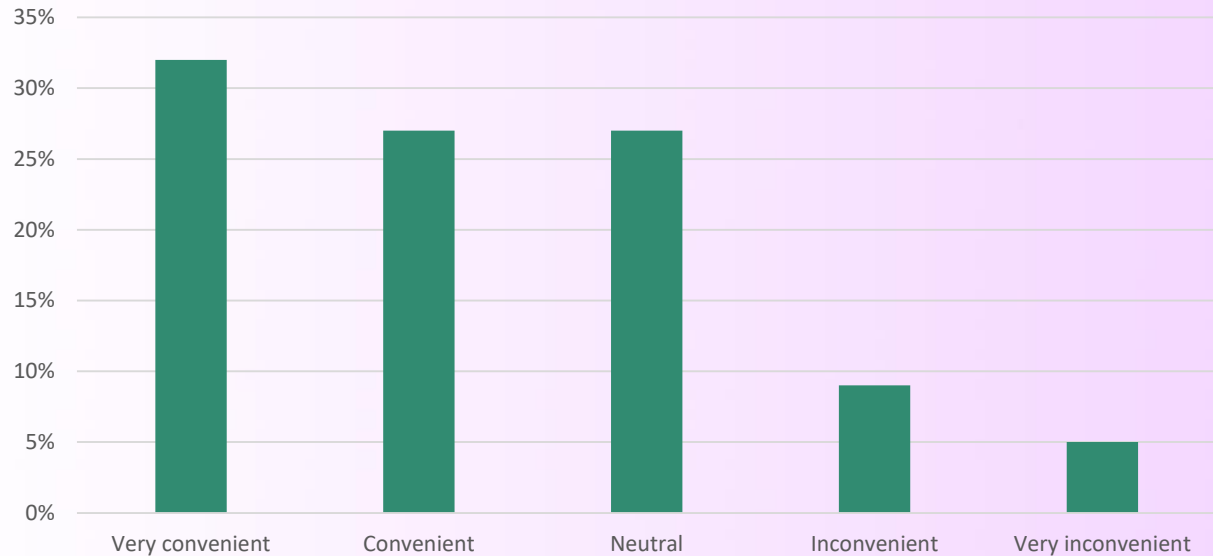
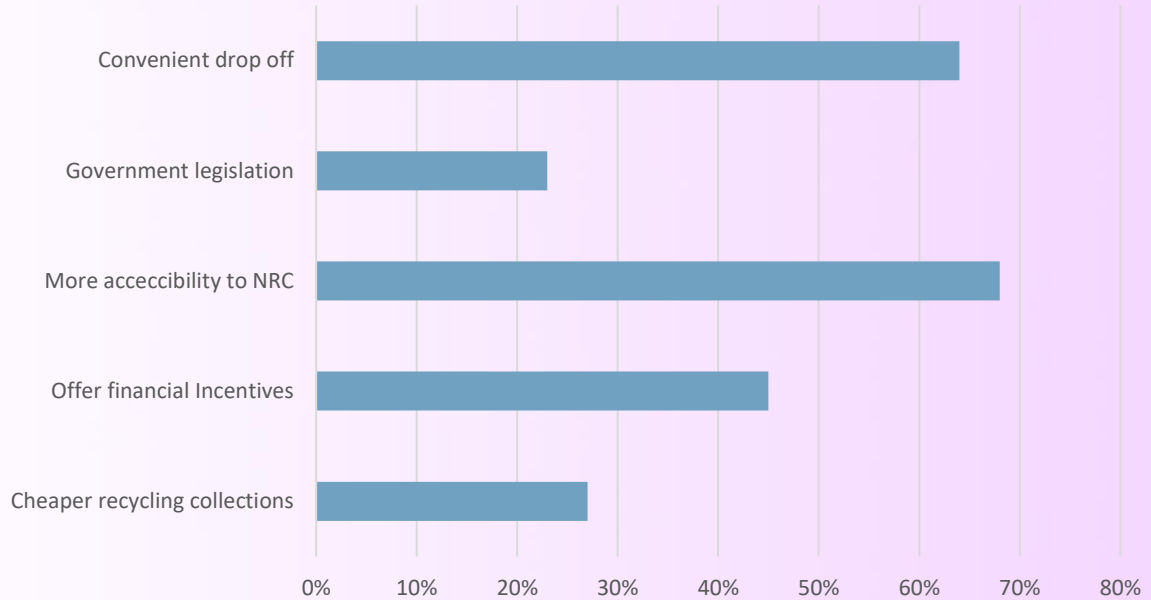


Chart Showing how convenient Negril Residents find recycling

Market Needs cont'd

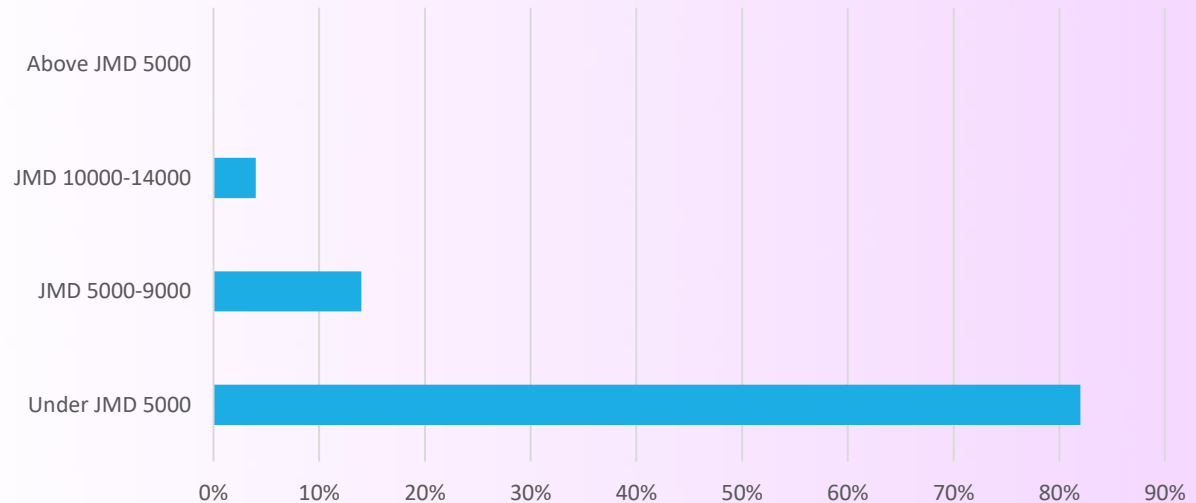
What can be done to make the Negril Recycling Center services more appealing?



Market Needs cont'd

- Reasonable fees for annual collection and recycling of plastic bottles.

Chart 15. How much is your household willing to pay for recycling collections each year?





Market Growth

- In the last 5 years RPJ has collected over 7.4 million pounds of waste plastic increase the amount of plastic waste collected from the current 11%.
- The RPJ will pay \$10 per pound for plastic bottles that are brought to their collection sites and \$8 per pound for plastic bottles that are collected by them.
- The private sector has committed to invest over \$800 million, in 2019, to expand RPJ's operations and infrastructure across the island.



Strengths

- 1.Strong brand image prior to fire destruction
2. Location advantage
3. CCTV camera installed
4. Strategic Partners- NCC, Nuh Dutty up JA

Weaknesses

- 1.Limited staff to operate NRC
- 2.Difficulty of developing brand awareness as NRC start up operations post destruction
3. The size of the facility to house
4. Lack of adequate resources to facilitate potential growth and demand.

SWOT

Opportunities

- 1.Participation within a growing industry geared towards a “Greener Environment”
2. Government and Private sector providing incentives for plastic bottle recycling
- 3.Introduction of recycling bins throughout Negril and its environs

Threats

- 1.Poor public perception
2. High cost for expansion and marketing
3. Inadequate attention to promote research on the benefits of recycling
4. Getting the buy in from the community

Positioning Strategy

- NRC is committed to help preserve the environment by offering a convenient collection and drop off system for plastic bottles for the Negril environs.

“Recycle today to preserve Our Environment Tomorrow.”





Marketing Objectives

- Maintain a strong positive growth in the number of persons using NRC annually.
- Implementing school recycle programmes and provide workshops.
- Design social marketing projects to address many elements of specific recycling opportunities (barriers, motivations, awareness tools) of residential and commercial institutional groups.
- Achieve a steady increase in market penetration for collection of plastic bottles.
- Develop public education campaign.
- Offer internship programs in the company

Market Segmentation



DEMOGRAPHICS

- Residents
- Age 21-40
- Over 50 years
- Education
- Employment



GEOGRAPHICS

- Geographics Area
- Negril
- White Hall Road
- Parts of Hanover



BEHAVIORAL

- Behavioral
- Business Owners
- Residents
- Married couples
- Females

Marketing Mix

Price

- J \$10.00/ lb bottles delivered to the site & J\$ 8.00/lb collected off site.

Promotion

- Issuing recycling bins.
- Organize community & school tours.
- Organizing workshops in civic center.
- Advertisements

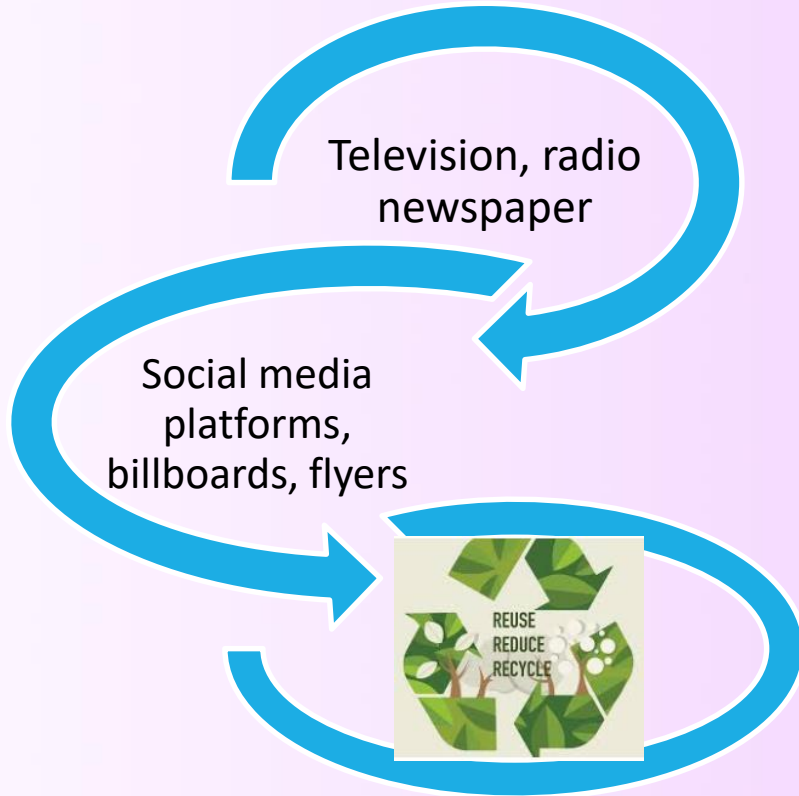
Place

- NRC
- Curbside pickup

Product/Service

- Program primarily focused on raising awareness
- Encouraging people to engage in a life-style change of recycling

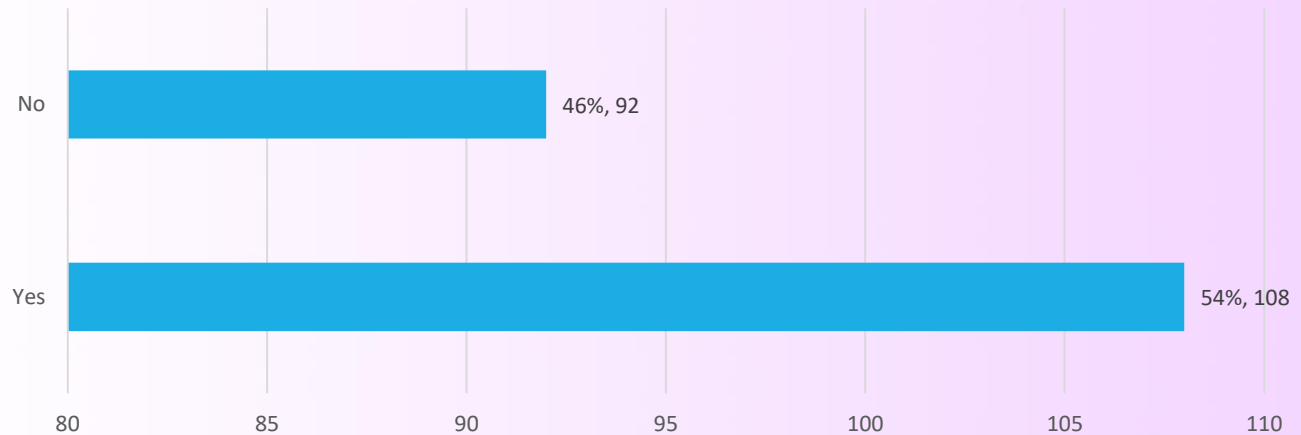
Communication



Market Research Highlights

- Lack of awareness, education and its impact has resulted in the exacerbation of the problem of the low levels of plastic recycling.

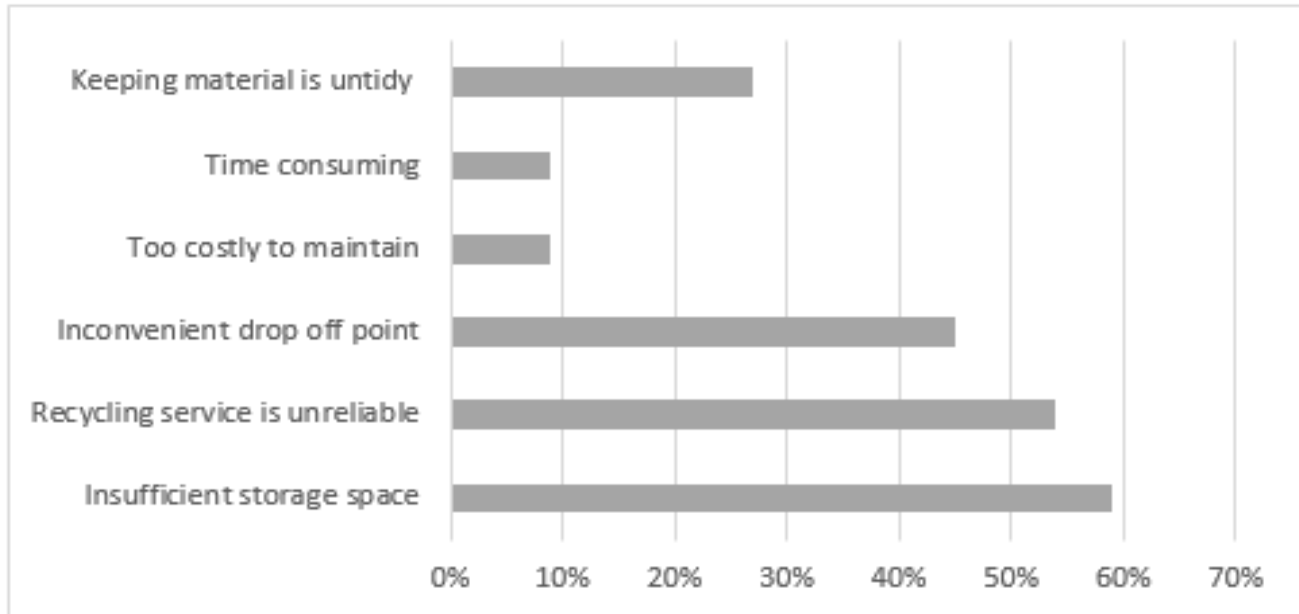
Chart 5. Recycling of Waste



The results in Fig 5 showed that most respondents recycled their home waste (54%), while a significant number of respondents did not recycle (45%).

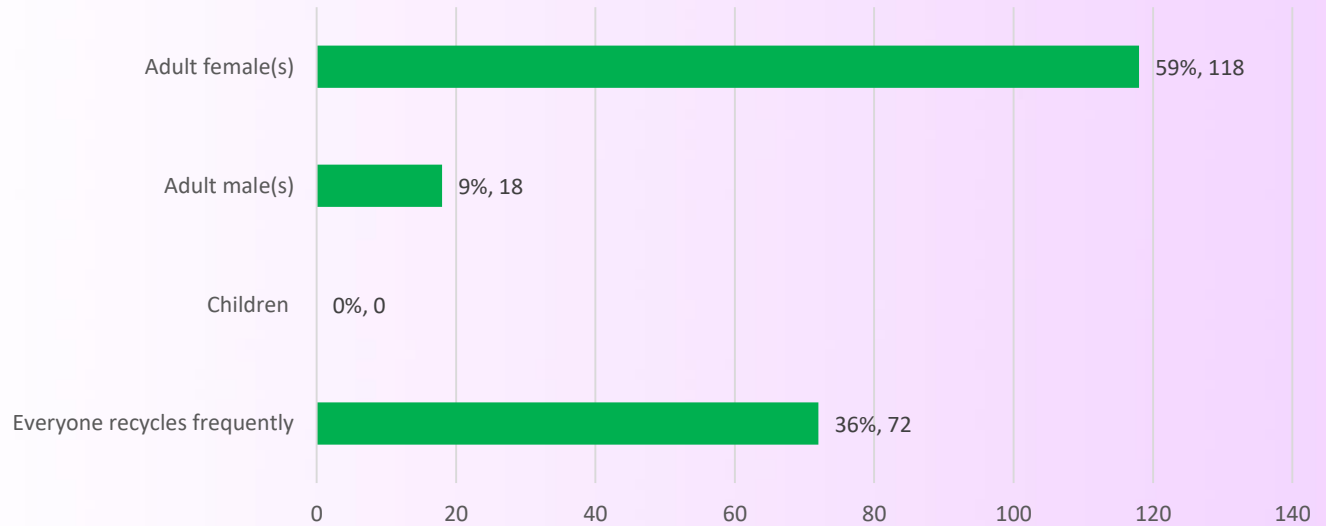
Market Research Highlights cont'd

Chart 18. What prevents you from recycling your waste?



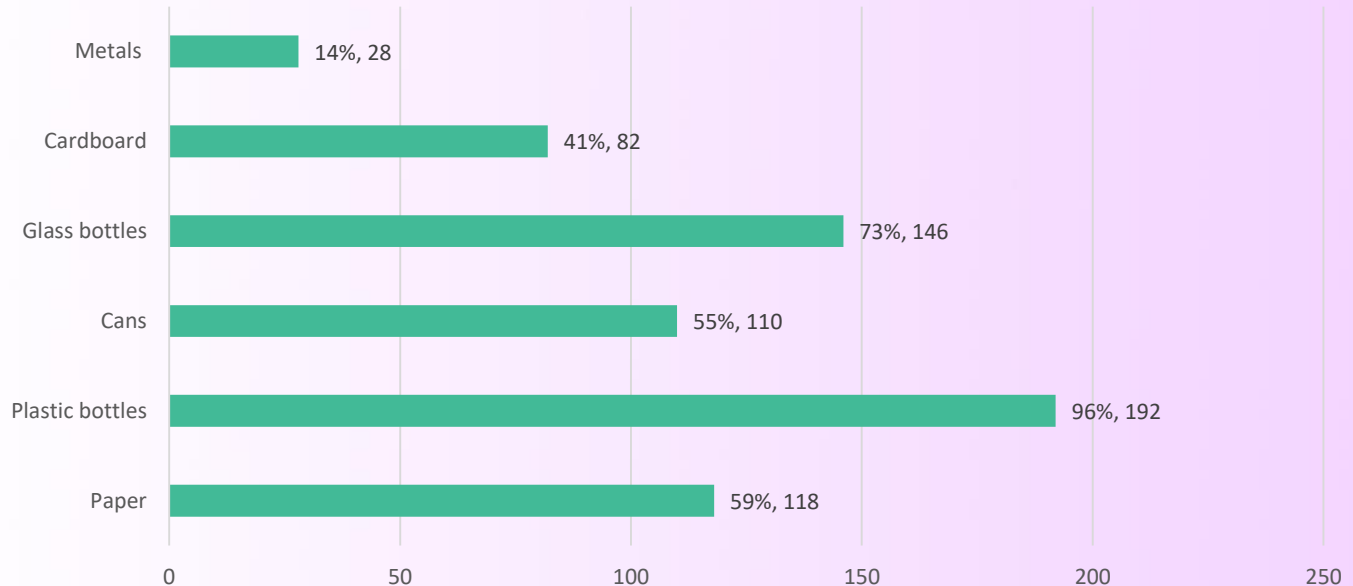
Market Research Highlights cont'd

Chart 6. Frequent Household Recyclers



Market Research Highlights cont'd

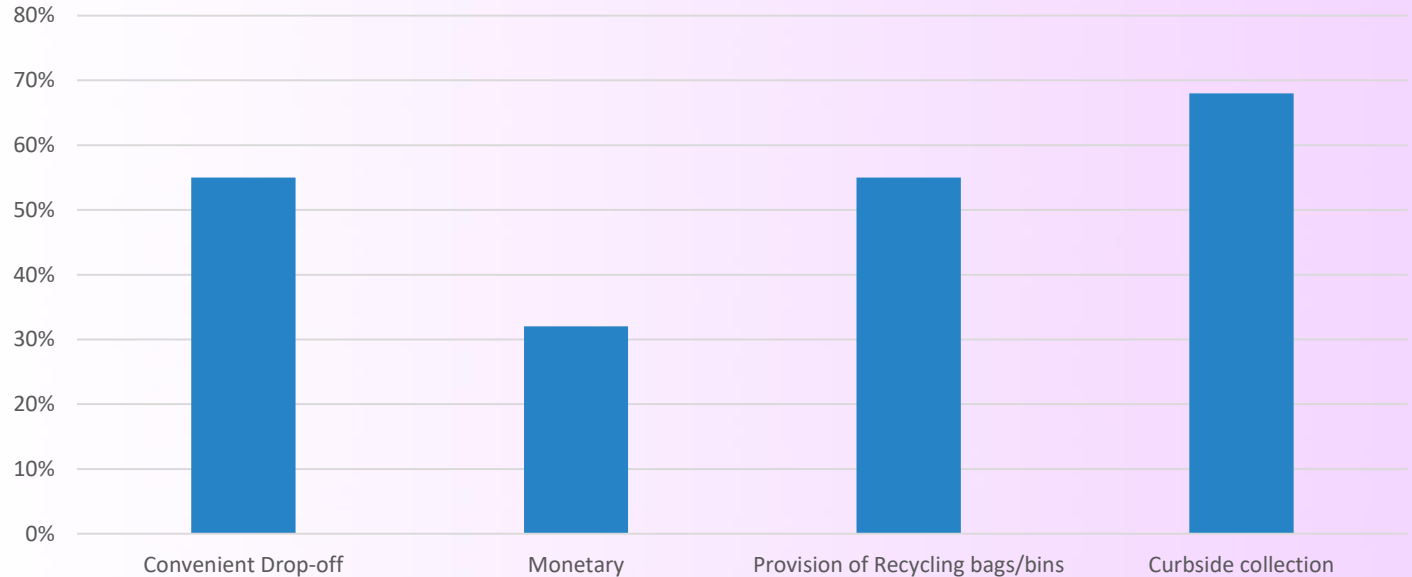
Chart 13. Types of waste generated by Negril residents' Household and Businesses



The statistics in Chart 13 showed that 95% of waste generated by residents and business operators is plastic. Glass bottles accounted for 73% followed by cans at 55%.

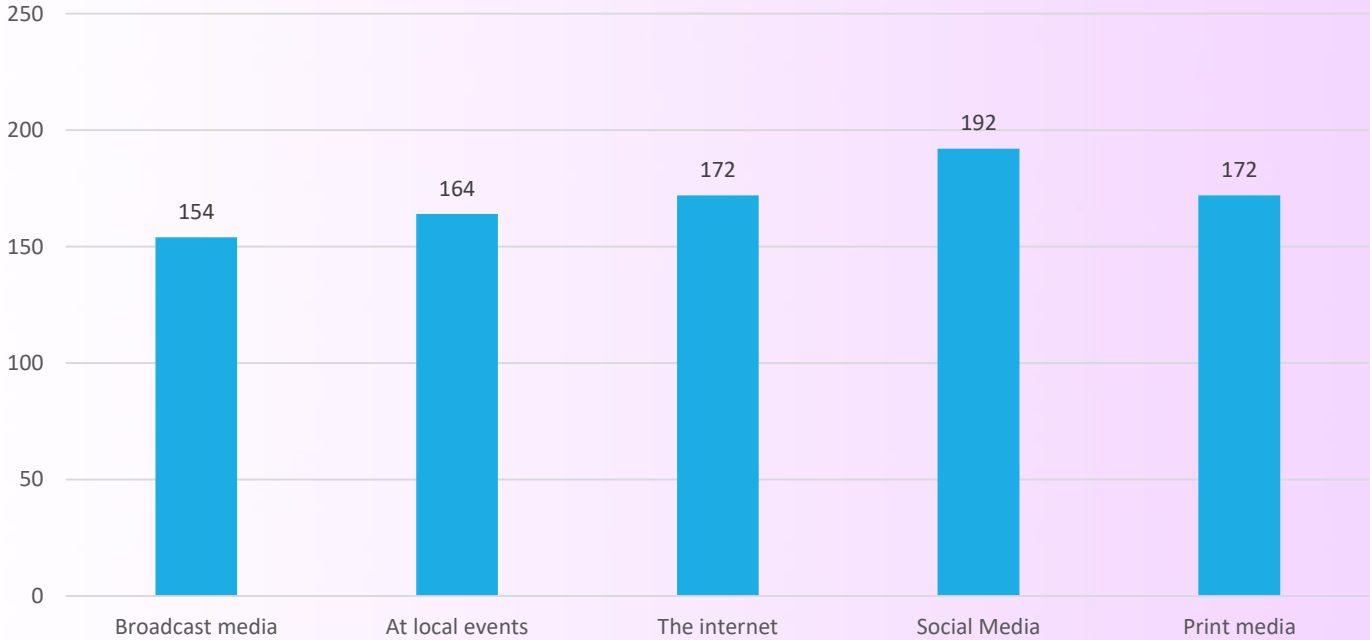


Chart 16. What incentives would make you interested in the Negril Recycling Center



The results in Chart 16 indicated that 68% of the respondents prefer curbside collection followed by convenient drop-off and provision of recycling bags/bins at 54%. An overall 32% of total responses preferred monetary incentives.

Chart 12. Ways to Heighten Awareness of the Negril Recycling Center



Financial Highlights





Financial Objectives

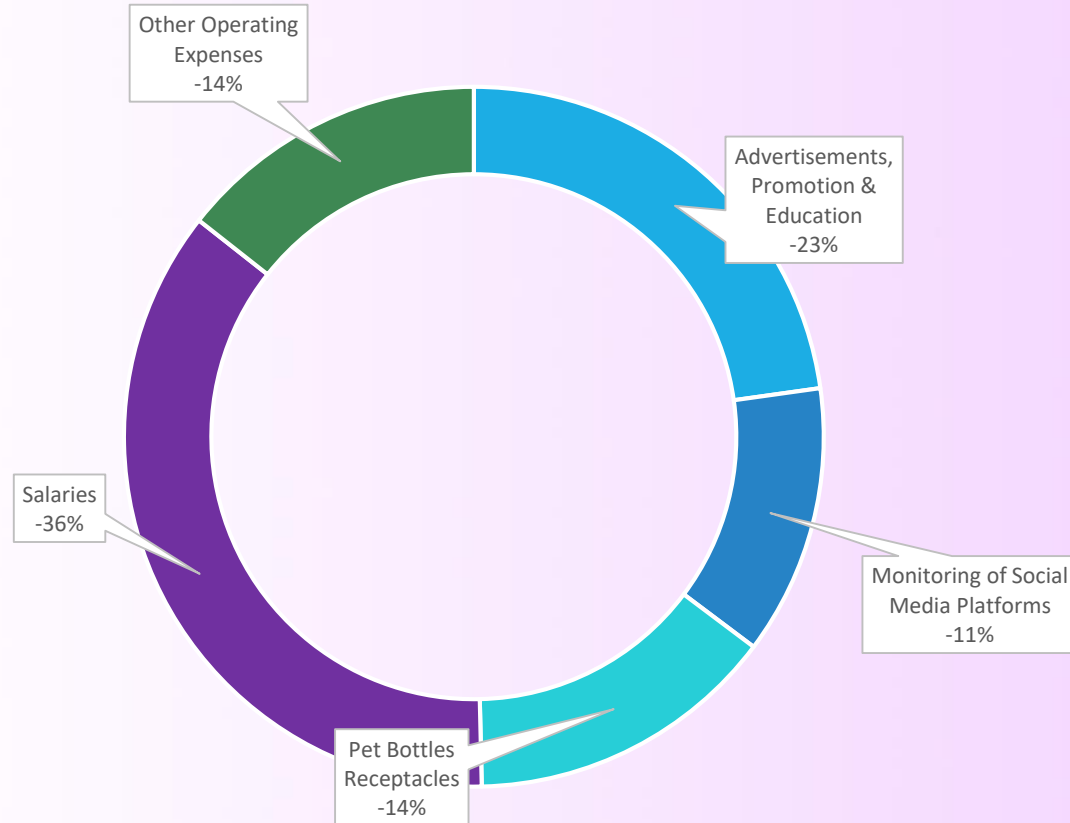
- Engage in greater collaboration with donor/funding agencies to ensure that 90% of expenses are paid through these sources.
- To ensure that funds are expended efficiently at all times, and to ensure that result base budgeting is achieved.
- To ensure that you get the best value for money.
- Increase revenue by 60 %
- Reduce cost by 15 %

Marketing Budget for Negril Recycling Centre
For the Years ended June 30
Expressed in JMD

| | Projected | | | |
|--------------------------------------|--------------------|--------------------|--------------------|--------------------|
| | 2021 | 2022 | 2023 | 2024 |
| Advertising Category: | | | | |
| Advertisements | (500,000) | (400,000) | (420,000) | (378,000) |
| Promotional Brochures & Flyers | (300,000) | (240,000) | (240,000) | (240,000) |
| Education and Outreach Programs | (150,000) | (165,000) | (198,000) | (217,800) |
| Monitoring of Social Media Platforms | (520,000) | (520,000) | (600,000) | (600,000) |
| Pet Bottles Receptacles | (600,000) | (300,000) | (360,000) | (396,000) |
| Salaries | (1,500,000) | (1,200,000) | (1,380,000) | (1,380,000) |
| Other Operating Expenses | (600,000) | (480,000) | (432,000) | (518,400) |
| Total | (4,170,000) | (3,305,000) | (3,630,000) | (3,730,200) |
| Finance by: | | | | |
| Partnership & Donations | 7,000,000 | 10,000,000 | 8,000,000 | 9,000,000 |
| Fundraising Events | 2,105,174 | 2,526,209 | 2,778,830 | 3,195,654 |
| Income from the Recycling Center | 2,500,000 | 3,750,000 | 5,250,000 | 6,300,000 |
| | 11,605,174 | 16,276,209 | 16,028,830 | 18,495,654 |
| Surplus/ (Deficit) | 7,435,174 | 12,971,209 | 12,398,830 | 14,765,454 |

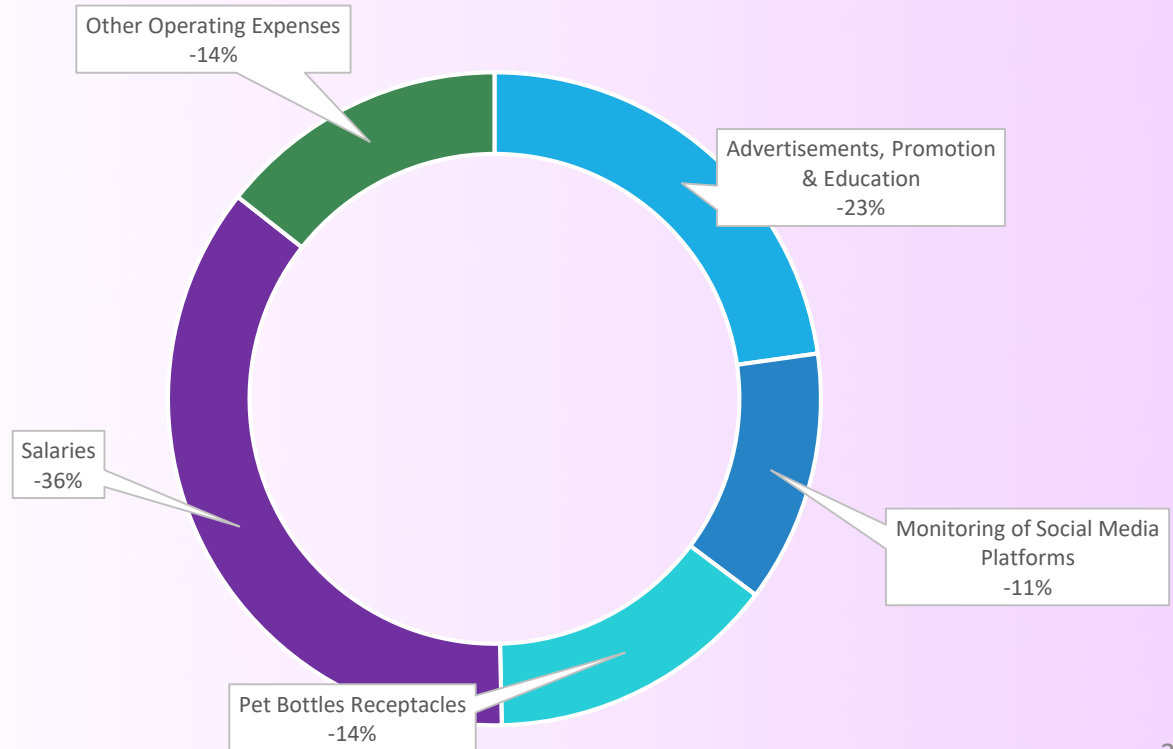
Finance cont'd

Where the money goes: 2021 Marketing Budget



Finance cont'd

Where the money goes: 2021 Marketing Budget



Finance cont'd

| Income Forecast | | | |
|------------------------------|----------------------|----------------------|----------------------|
| Income | 2021 | 2022 | 2023 |
| Pet Bottles | 5,506,541.00 | 6,883,176.25 | 8,948,129.13 |
| | - | - | - |
| Partnership & Donations | 7,000,000.00 | 10,000,000.00 | 8,000,000.00 |
| Fundraising Events | 2,105,174.00 | 2,526,209.00 | 2,778,830.00 |
| Total Income Forecast | 14,611,715.00 | 19,409,385.25 | 19,726,959.13 |



| Expense Forecast | | | |
|--------------------------------|----------------------|----------------------|----------------------|
| | 2021 | 2022 | 2023 |
| Cost of Pet bottles | 1,674,459.37 | 2,093,074.21 | 2,720,996.47 |
| Gross profit | 12,937,255.63 | 17,316,311.04 | 17,005,962.65 |
| Capital Expenditure | | | |
| Truck | | 2,400,000.00 | |
| Operating Expense | | | |
| Salaries & Wages | 3,500,000.00 | 3,850,000.00 | 4,620,000.00 |
| Utilities | 3,000,000.00 | 3,600,000.00 | 4,140,000.00 |
| Truck Expense | | 2,000,000.00 | 3,000,000.00 |
| Total Operating Expense | 6,500,000.00 | 11,850,000.00 | 11,760,000.00 |
| Marketing Expense | | - | - |
| Marketing Expense | 4,170,000.00 | 3,305,000.00 | 3,630,000.00 |
| Total Marketing Expense | 4,170,000.00 | 3,305,000.00 | 3,630,000.00 |
| Total Expense | 23,607,255.63 | 17,555,000.00 | 15,390,000.00 |
| (Deficit)/ Surplus | 8,995,540.63 | 1,854,385.25 | 4,336,959.13 |

Implementation

| Milestones | | | | | |
|--|------------|----------|------------------|--------------|------------|
| Plan | | | | | |
| Milestones | Start Date | End Date | Budget (J\$) | Manager | Department |
| Marketing plan completion | 1/7/20 | 30/8/20 | 0 | ABC | Marketing |
| Advertising Campaign | 1/10/20 | 1/11/20 | 500,000 | ABC | Marketing |
| Development and monitoring of social media platforms | 1/10/20 | 1/12/20 | 520,000 | Outside firm | Marketing |
| Completion of Promotional Brochures and Fliers | 25/9/20 | 15/12/20 | 300,000 | ABC | Marketing |
| Recycle programs in every Negril schools | 25/10/20 | 15/12/20 | 0 | RPJ | Marketing |
| Totals | | | 1,320,000 | | 35 |



Strategy Evaluation

| Negril Recycling Center Balance Scorecard | | | |
|--|--------------------------------|-------------------------|-------------------------------|
| Areas of Opportunity | Measure or Target | Time Expectation | Primary Responsibility |
| Customers | | | |
| Increased Awareness | 40% increase in customer base. | Annually | Operations Manager |
| Customer Satisfaction | Customer Satisfaction Survey | Semi-Annually | Operations Manager |
| Operations / Processes | | | |
| Employee Moral | Employee Survey | Semi-Annually | Operations Manager |
| Service Training | Job performance evaluation | Semi-Annually | Operations Manager |

NRC Balance scorecard cont'd

| | | | |
|--|---|----------|------------------------|
| Reduce Processing Time | Standardize Processes | Annually | Operations Manager |
| Improve Service Quality | Standardize Processes | Annually | Operations Manager |
| Community / Social Responsibility | | | |
| Increase corporate recycling participation | 70% increase in company recycling activities. | Annually | Administrative Officer |
| Increase community activities | 40% increase in event participation. | Annually | Administrative Officer |

NRC Balance scorecard cont'd

| | | | |
|--|-----------------------------|----------|------------------------|
| Business Ethics / Natural Environment | | | |
| Ethics Training | One Annual Ethics training. | Annually | Administrative Officer |
| Financial | | | |
| Increase Revenue | Increase revenue by 60% | Annually | Financial Officer |
| Reduces Expenses | Reduce expense by 15% | Annually | Financial Officer |

Remember to Recycle



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*Thank
you*

