

Project Plan

Team:

Jake Brock, Robert Hines, Samantha Arnold, Sabrina Arnold, and Isaiah Mann

Summary:

Our team's intentions were to help Powers Paper Co. by recycling wasted paper and cardboard, but a recent tour of the facility has showed us that we needed a change in plans. Since we were unable to help Powers Paper and were falling behind, we decided to keep our recycling project and help more than one business out. Our new project consists of calling businesses around our community and advising them on recycling at the work place. The recycling center is helping us provide recycling bins to these businesses. Our team is also writing an article for the newspaper on recycling, how easy it is, and why more people should do it.

Market analysis:

The following businesses would be best for our project:

- Gas Stations
 - Snack foods and drinks stored in cardboard boxes are shipped in constantly
- Retail Stores
 - Products stored in boxes are always being shipped into store
- Grocery Stores and Fast Food
 - Food and drinks are brought into store in cardboard, cans, etc.

Company Description:

Our team's goal is to get more businesses to make a habit of recycling. We want people in the community to notice these small changes and possibly get inspired to recycle at their homes. Our team is helping make this happen by calling up businesses and informing them of our idea and proposition, then asking them if they would be interested in doing this with us. We get the recycling bins for them, bring them to the workplace, and tell them how to get it picked up. We are also recycling at the schools.

Organization and Management:

- Jake Brock
 - Notes
 - Business plan
 - Writing newspaper article
- Robert Hines
 - Power Point Presentation
 - Research
 - Communications director
- Isaiah Mann
 - Research
 - Phone calls
 - Brochure
- Sabrina and Samantha Arnold
 - Research
 - Three-fold Poster
 - Recycling transports

Marketing:

We will be distributing brochure at these possible locations:

- Fast Food businesses
 - McDonalds
 - Huddle House
 - Food Court
- Gas Stations
 - Marathon
 - Kroger gas station
 - Shell
- Others
 - Kroger
 - Doe Valley Express
 - Meade County Bank

Services:

We advise and inform businesses about recycling and arrange for them to get the recycling bins. We are also helping recycle at our local schools.

Funding/Financials:

Our project does not cost anything. We just inform while the Recycling Center supplies bins and picks them up. Money is only needed to gather paper for brochures and fliers. Businesses will save money if they agree to our project and in the long run we hope many households will do the same.

Appendix:

The following resources have been used and provided information for our project.

- Stuart Pepper Middle School
- Green and healthy schools program
- www.kystudentventures.org/resources
- Meade County Recycling Center
- Powers Paper Co.

We would like to thank the local businesses for their cooperation and the recycling center for helping supply information, bins, and pickup.