

# PROBLEMS

**17,000,000+** metric tonnes of plastic enter the ocean annually

**4,000,000** tonnes of bagasse produced in Vietnam annually

Reluctance to use bio products due to the stereotype "high price"



# BAGASSECO'S SOLUTION

Use biodegradable products + Recycle abundantly available materials + Sell green products at a reasonable price

## OVERVIEW

The habit of using plastic products is no longer a rare phenomenon in our society. Simultaneously, bagasse - wastes from sugarcane - is usually thrown away or burned, which is both wasteful or harmful to the environment. Combining the two existing issues together, our business model - Bagasseco - came up with the idea to solve both problems at the same time. Bagasseco is a business recycling bagasse to produce eco-friendly packaging products. We aim to encourage people to use green products and raise awareness about environmental problems.



# CIRCULAR ECONOMY MODEL

# BUSINESS MODEL



Potential manufacturer



Retail

Wholesale

Warehouse

- We transport our products to warehouses at the beginning of each month
- Convenience stores and supermarkets
  - Customers through e-commerce platforms

- Small and medium-sized restaurants
- Amusement parks

## UNIQUE VALUE PROPOSITION

Existing models

VS.

Our unique model



### Strengths

- Better product coverage
- Eco-friendly ingredients
- Biodegrades after 30-90 days
- Hard and sturdy
- Better health guarantee
- No worry about leakage

### Opportunities

- Organic usage trend
- Better alternative to styrofoam and plastic
- Abundant sources of materials

### Weaknesses

- Difficult storage
- High production cost
- Customers unaware of the product

### Threats

- Many competitors
- Potential alternatives such as paper, bioplastic, etc.



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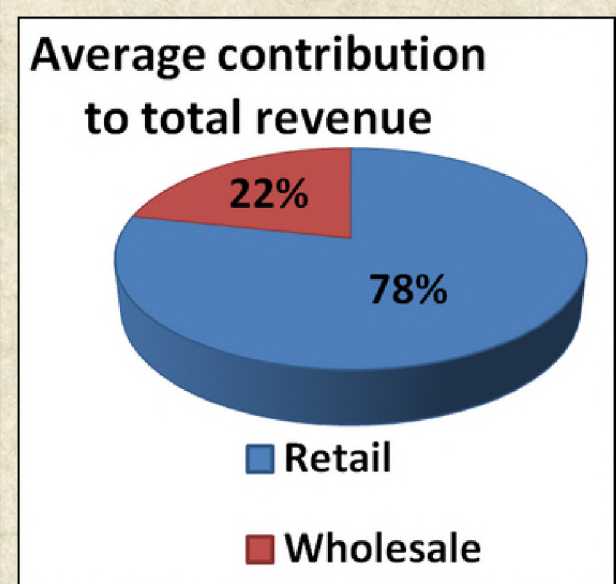
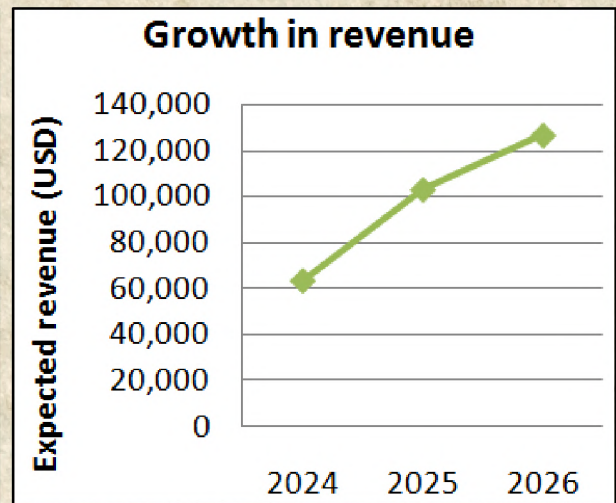


# STRATEGIC PLAN

**B2C TARGET AUDIENCE**

Sales & Marketing Strategies

	Year 1(2024)	Year 2(2025)	Year 3(2026)
<b>RETAIL</b>			
Goal (bags of products)	8,000	10,000	11,000
Region	Hanoi	Northern Vietnam	Northern Vietnam
Revenue (USD)	63,364	79,205	87,126
<b>WHOLESALE</b>			
Goal (bags of products)	0	3,000	5,000
Region	N/A	Northern Vietnam	Northern Vietnam
Number of customers	N/A	2	3
Revenue (USD)	0	23,761	39,603
<b>Total revenue (USD)</b>	<b>63,364</b>	<b>102,966</b>	<b>126,729</b>



**Age**: 20-50 years old → **Run ads accordingly**

**Socioeconomic status**: Middle class, monthly income ~ \$800 (office workers, households, etc.) → **Offer discounts for combos**

**Behaviors**: Usually online at 12:00 PM, 8:00 - 10:00 PM → **Run ads accordingly on main platforms: Tiktok, Facebook, Instagram, etc.**

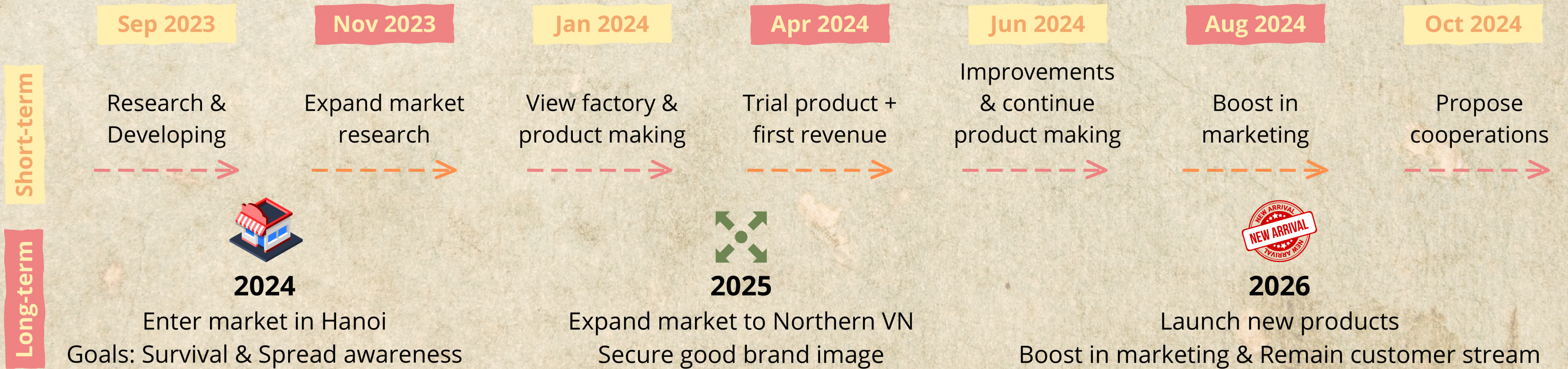
**Interests**: Environment lover, usually use boxes to pack food, fond of recycling → **Advertise in Facebook groups for environment lovers**

**Purchasing methods**: E-commerce platforms → **Offer coupons and free delivery vouchers**

**B2B:**

- Promote through SEO
- Collab with potential local partners: Winmart, AHA coffee, etc.
- Run PPC campaigns

## SUCCESSION PLANNING



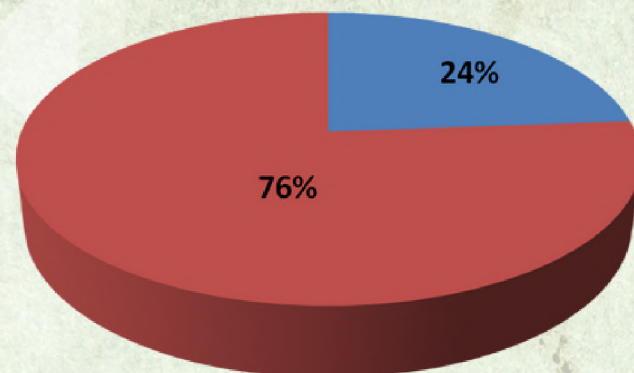


# INCOME PROJECTION

INCOME PROJECTION (in USD)			
		2024	2025
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Sales	Money from selling products	63,364	102,966
Costs	Manufacturing cost	-6,345	-9,517
	Material cost	-20,302	-30,453
<b>Gross profit</b>		36,717	62,996
<b>Gross margin</b>		~57.9%	~61.2%
Selling expenses	Marketing cost	-6,345	-9,687
	Shipping fee	-2,115	-3,173
	Cost incurred	-2,115	-2,961
Administrative expenses	Wages	-12,689	-21,148
<b>Income before tax</b>		13,453	26,027
Tax expenses		-6,336	-12,356
<b>NET INCOME</b>		<b>7,117</b>	<b>13,671</b>
<b>Net margin</b>		<b>~11.2%</b>	<b>~13.3%</b>

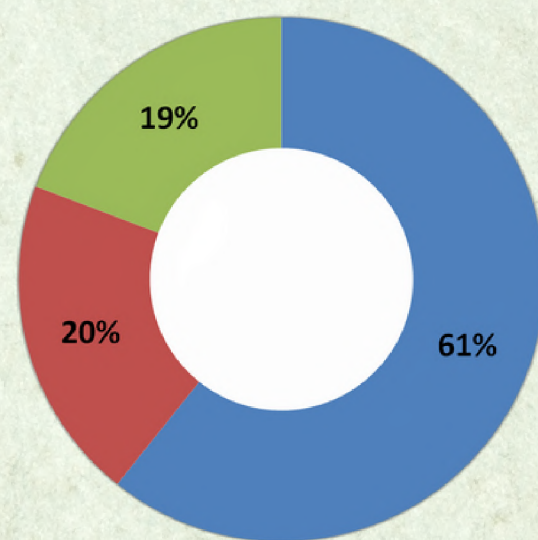
Average percentage in total cost

■ Manufacturing cost ■ Material cost



Average percentage in total cost

■ Marketing cost ■ Shipping fee ■ Cost incurred



# SOCIAL IMPACT

Our company follows the triple bottom line framework: People-Planet-Profit in order to focus on social and environmental concerns while still making a profit.

**People:** When our profit reaches \$200,000, we plan to invest 5% of our profit into assisting farmers with setting up sugarcane farms to increase their income as well as increase our loyal material sources.

**Planet:** With our business model, an estimated amount of 1200 bagasse tons will be effectively used. Over 800,000 plastic and styrofoam products are replaced with eco-friendly ones.

**Profit:** After reaching 100,000 sales, we plan to launch new products such as bags, plates, bowls, etc. with new usage of materials to broaden our market and generate profit.

## ABOUT US

### WHO WE ARE

Bagasseco is a business idea founded by 6 students all over Viet Nam, aiming to protect the environment and change the habit of using disposable items. We adopt the organic way to grow sustainably by recycling bagasse into disposable consumables.

To convert agricultural leftovers that are now damaging the environment into goods that are valuable to our community.

Core Value 3S: **Sustainable Development - Saving - Strategic**

### OUR MISSION

### OUR TEAM



CEO

Le Mai Ngoc Linh



COO

Ng. Ngoc Phuong Linh



CFO

Tran Vy Ngoc



CMO

Ngo Duc Trung



CCO

Le Quynh Mai



CBO

Hoang Linh Nhi

## SDGS



We aim to provide customers with a better alternative to plastic packaging which is more prone to cause cancer and other health problems.

Bagasse packaging is a wise and responsible way of recycling sugarcane waste instead of disposal.



The planet can get rid of tons of plastic and styrofoam products thanks to the usage of green products like ours.