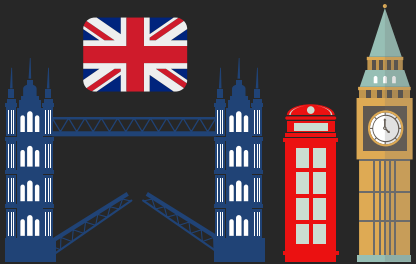


# A SUSTAINABLE BUSINESS PLAN FOR PLASTIC POLLUTION



LONDON  
POPULATION  
8,980,000

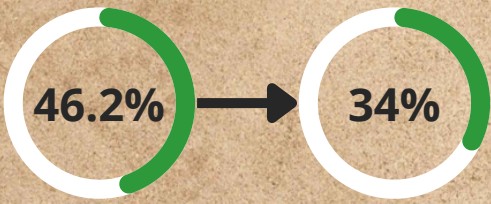


## BACKGROUND

Plastic packaging is used widely within the food sector because it is **cost-effective, hygienic, versatile, light and can extend shelf life**. However, plastic waste in the environment has become a key public concern.

(Plastic food packaging waste, 2019)

Collected in the UK for recycling



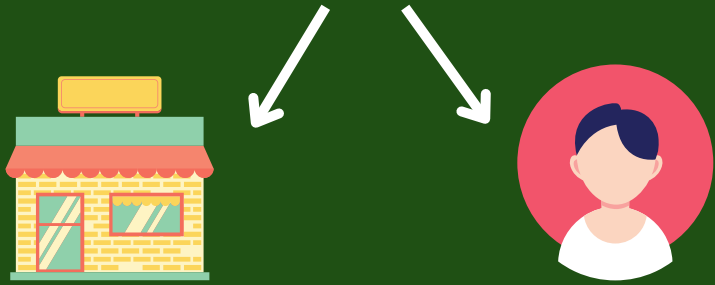
Actually recycled

## VALUE PROPOSITION & SERVICE PROVIDED

- Biodegradable packaging for fast food restaurants, to help reduce plastic waste. (Kennedy, 2021)
- Made with barley, wood fiber and bio plastic
- Provide companies the initiative to start focusing on sustainable development. In particular to help companies minimise production process, supply chain and carbon footprint.



## CUSTOMER SEGMENT



FAST-FOOD RESTAURANT CHAINS  
(MCDONALD'S, KFC, SUBWAY)

INDIVIDUAL CONSUMER

## KEY PARTNERS

- Government (Department for Business, Energy and industrial energy, 2022)
- Wood fibre supplier
- Bioplastics supplier
- Environmental organizations
- Fast-food restaurant chains



## KEY RESOURCES



- Barley
- Wood Fibre
- Bioplastic

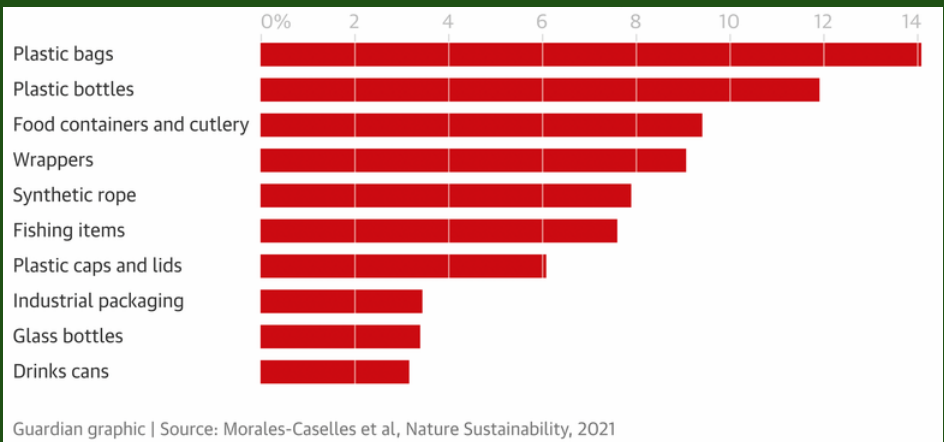


**Barley** malt is a key ingredient in Corona beer, so manufacturers end up with barley straw as a byproduct once they extract the barley seed. According to Corona, the process uses **90 percent less water than traditional packaging.** (The Optimist Daily, 2021).

### Additional Resources:

- Warehouse
- Factory
- Employees (Cleaning staff, creating the packaging staff)
- Packaging Designer

## TAKEAWAY FOOD AND DRINK LITTER DOMINATES OCEAN PLASTIC



Guardian graphic | Source: Morales-Caselles et al, Nature Sustainability, 2021

## COST STRUCTURE

- Production:
  - Barley is more cost effective for the UK.
  - Wood fiber is low cost.
- Marketing
- Shipping



## REVENUE STREAMS

- **Sales Revenue.** The business's revenue mainly comes from selling its product.
- **Sponsorship Revenue.** GreenPeace, WWF, Friends of the Earth, etc.
- **Donations.** Donations on the official websites or some media accounts of sponsors.
- **Merchandise.** Selling souvenirs and products made of barley, wood fibre, etc.





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