

**ECOBICKS PLASTIC COMSUMPTION MARKETING
ACTION PROJECT-(16-03)**

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Executive Summary

The whole report was about the concept of Ecobrick and its marketing in the new market of Fiji. Ecobrick is a concept in which the waste and non-recyclable plastic are packed into the plastic bottles to a density that it becomes solid. These are then used for making furniture and other different types of products. This report talked about the different marketing platforms which are used in Fiji and thus can be used by the Global Ecobrick Alliance. The report also talked about the number of barriers that can be hindering the overall process. In the end section, the report talked about the finances of the whole project along with the evaluation strategies that will be used to measure the efficiency of the whole project.

Needs statement

Before standing the marketing of the concept in Fiji, first, it is important to identify the different needs and current status of the marketing in Fiji. So following is the overall scenario of marketing in Fiji as of now:

The marketing channels and strategies used previously by the alliance

The alliance has been operating in the market for a long time and thus they have introduced a lot of initiatives for the efficient management of waste and non-recyclable plastic in different parts of the world. The concept of Ecobrick is also the same in which the people pack the non-usable and waste plastic in a plastic bottle to a density that it becomes ultra-rigid to be used for different purposes such as making furniture, using in the ground construction, and other decorative items as well. The firm has been connecting different countries with its initiatives. So the firm provides training to the people about the concept of the same (Ecobricks.org., 2022).

The firm has also been engaged in marketing initiatives as well. Following are the marketing platforms that have been used by the firm in previous times to make their concept familiar to a wide range of populations:

CNN Indonesia: the alliance issued and YouTube Video with CNN Indonesia on the concept of Ecobrick. The video showed the people of the alliance meeting with the native citizens and residents of Indonesia and telling them about the concept of Ecobrick. However, it can also be stated that the platform of CNN Indonesia was more focused on providing information to the target audience and less focused on marketing. Currently, the video is also available on the Youtube Channel of CNN and more than 60000 people have seen the video so far (Ecobricks.org., 2022).

Korea TV: the alliance also performed the marketing in collaboration with Korea TV as well. The concept of the Ecobrick was communicated to the people of Korea via this news channel. Currently, the whole video is also available on the website of the news channel as well. In this video, it can be seen that the students in the school in Korea have been making the eco-bricks and then using the eco-bricks for sustainable use.

Indonesia Jogja TV: Indonesia Jogja TV has been talking about the concept of Ecobrick on their official website. So this has been also the form of marketing that

the alliance has used so far to make the concept familiar to the people living in Indonesia.

Spot.ph, Philippines: the website of this news platform has been talking about the concept of Ecobrick very efficiently. It has been interpreted in the platform that the problem of plastic and its management is very huge in the current environmental scenario. If not solved, it will cause a number of other problems as well for the environment. So Ecobricking is one of the most efficient methods that can be used to solve the same problem (Ecobricks.org., 2022).

Individual documentary: one individual documentary is also available on YouTube Channel “Russell Maier”. The whole documentary has been efficient in describing the problem of plastic and thus how the concept of eco-bricking might be helpful to solve the problem. This documentary has also been seen by over 63000 people around the world.

Definition of a successful marketing campaign in Fiji

Fiji is a very small country when considered area-wise. However, the literacy rate of Fiji is around 91.6%. at the same time, more than 50% of the population in the country are regular internet users. The economy of the country is also increasing and enhancing at a decent rate. Being a developing country, there is the availability of all the resources in the country (Education.stateuniversity.com., 2021). So the successful marketing campaign in Fiji will be consisting of all the platforms including print, electronic as well digital media. The reason behind the statement is that a huge part of the population has been using the internet according to the data of 2017, thus it will be easy to reach this demography with the use of digital platforms of media (Datacommons.org., 2020). Moreover, around 72.6% of the household in Fiji have a television as well. Thus the use of television and channels for the marketing of concept is also going to be a good idea. At the same time, the literacy rate of the country is also very efficient and thus there is no doubt that print media such as television will also be a good medium to inform the people about the concept of Ecobrick. The three daily newspapers in Fiji named The Daily Post, The Fiji Sun, and the Fiji Times has the maximum reach in the country (Static1.squarespace.com., 2021).

Demographics to includes strategies to appeal to them

There are going to be different approaches to appeal to the different types of demographics for the marketing. For example, social media and digital media will be focused on the most due to the fact that most of the people in the country are connected by the internet. Following are the different demographics who will be focused on and targeted along with the media platform that will be used to connect to them:

Young generation: the young generation of the country will be targeted with the help of digital media only. The reason behind the statement is that a major part of the youth population uses the internet and social media platforms to gain knowledge and information about something. So, social media and digital media platforms will be helping significantly to enhance the reach of the alliance to the young generation of Fiji (Curtin and Papworth, 2018).

Household people: television is the platform that is used by the people who spend most of their time in the home. So the television will be used efficiently to connect with this demography of the population. It will help the alliance to make the concept familiar to the people who spend their time at home only.

Children: the children's magazines will be used for the marketing of concepts among the children of Fiji. The concept of Ecobrick is very easy and thus children can also play a major role in the same.

Social media sites to be used

Old age people: old age people of the country will be targeted with the help of newspapers only as the demography of the population uses the newspaper to attain knowledge and information ().

Different social media sites will be used for the marketing of the concept in Fiji. The use of social media platforms and sites will be helping significantly to establish two-way communication between the alliance and different people of the country. The following sites will be used or the same:

Facebook: there are around 557,600 Facebook users in the country and thus this platform will be used efficiently for marketing.

Instagram: there are more than 100,000 users of Instagram in the country and thus it will also be an efficient social media platform for the same.

LinkedIn: LinkedIn has also more than 150,000 users and thus it will also be used for the social media marketing of concept by Global Ecobrick Alliance (Napoleoncat.com., 2020).

Platforms used for marketing in Fiji

Currently, all types of marketing platforms are being used in Fiji by different businesses. Following is the description of different marketing platforms in Fiji:

Print media: The three daily newspaper in Fiji named The Daily Post, The Fiji Sun, and the Fiji Times has the maximum reach in the country.

Electronic media: there is a number of television channels in Fiji that can be used for marketing. Some of the channels includes Australia Plus, Sony Channel, AXN Asia, Eurosport Asia Pacific, etc.

Social media platforms: as defined in the earlier section, there is huge number of Facebook, Instagram, LinkedIn, etc (Sharma, 2018).

Resources available already for the deliverable

Human resources: first of all the firm has trained an efficient number of people about the concept Ecobrick. Thus if the alliance aims at providing the training to people in Fiji, they have got enough human resources to make such a team and train the people about the concept.

Financial resources: alliance is totally based on the funds which are received by selling the Authenticated Ecobrick Sequestered Plastic. Thus it might not be possible for them to spend the huge sum of financial resources on the marketing as long as they don't have an efficient source of funding. Moreover, the firm also receives financial support from NGOs, companies and the government when they provide training of eco brick making process to their people.

Needed resources

So the alliance might in the need of generating the financial resources to spend on the marketing platforms in Fiji. The marketing platforms cost a huge amount to publish the advertisement and thus it will be necessary to generate financial resources (Ecobricks.org., 2022).

Need for sustainability in the long term

There is no doubt that the initiatives of the alliance must be sustainable for the longer term. So there are going to be the different materials introduced every year to ensure sustainability in the process. For example in the upcoming year, the population will be made familiar with the GoBrik platform. Similarly the year after that, the concept of Brikcoin will be introduced to the people of Fiji.

Goals and objectives

The aim of the organization here is to market the concept of Ecobrick in the market of Fiji so as to ensure the efficient management of plastic waste.

- To identify the efficient marketing approach for the concept
- Identification of demographics to be targeted
- Identifying new initiatives and materials
- Finalizing the Budgeting of the whole project

Methodology and timeline

This project is going to use the PRINCE2 methodology for the efficient completion of the project. Following are the stages of this methodology that will be followed during the project:

1. **Startup the project:** In this stage of the project methodology, it will be identified what goals and objectives are the whole project is planning to achieve. For example, the marketing plan along with the need for marketing will be discussed at this stage of the project methodology (Islam and Evans, 2020).
2. **Initiate the project:** the meetings among the different important and relevant stakeholders will be taking place. The meetings will be about the finance available, different target audiences, and the type of communication that will be used for the marketing of the Ecobricks (Dahabreh et al., 2021).
3. **Direct the project:** in this stage of the project, the direction of the use of different marketing techniques and strategies will be identified (Dahabreh et al., 2021).

4. **Control stages:** The control stages will help to ensure that every step is taken in the project proposal is efficient for the overall project and thus is not violating the success and performance of the project.
5. **Manage Product Delivery:** it will also be ensured that the human resources hired for the job and communicating to the people are carrying the relevant skills and talent for the same (Mousaei and Javdani, 2018).
6. **Managing stage boundaries:** it will also be analyzed that the different activities at the end of the project have been completed in the defined and planned budget only (Esteki et al., 2020).
7. **Closing the project:** In this stage, it will be ensured that the different demographic population has been informed and the efficient use of the marketing mediums has been executed (Bishop, 2018).

Task and milestone	Due date
Identifying the goals and objectives	30 April
Identifying the different demographic audiences to be targeted	10 May
Analyzing the available budget	15 May
Identifying the different modes of funding for future	20 May
Identifying the different means of marketing to be used	30 May
Selecting the most efficient marketing channels to be used	5 June
Identifying the need for other marketing strategies and approaches	15 June
Recruiting the team to present the concept offline to the population	30 June
Giving the execution to the planning	20 July
Evaluating the success	20 August

Task and milestone			15	20	30	0	1	3	2	2
			-	-	-	5-	5-	0-	0-	0-
			M	M	M	J	J	J	J	A
	30-	10-	ay	ay	ay	u	u	u	ul	u
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Identifying the goals and objectives										
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Giving the execution to the planning										
Evaluating the success										

Barrier

Following are some of the barriers that might be impacting the marketing and operational process of the alliance in Fiji. The mitigation strategies for the same have also been discussed:

Barrier	Description	Mitigation strategy
Financial barrier	Marketing requires a huge financial investment. Thus it might be a barrier for the alliance.	The firm will have to ensure a source of funding from the relevant stakeholders such as the government (Piggott-McKellar et al., 2019).
Unfamiliarity of people	People in Fiji are completely unfamiliar with the concept of Ecobrick and thus it might be a barrier for the same.	The concept of Ecobrick will be described in very simple words so that it can be understood by all.
Lack of interest	There are also the chances that the people in Fiji might not be interested in a	Different advantages of this concept will be communicated to the people in Fiji.

	concept like this.	
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Evaluation

Key performance indicators: first of all the key performance indicators will be set for the efficient evaluation of the efficiency of the whole project (Dahabreh et al., 2021). So if the milestones are being achieved during the overall project, it will efficiently indicate that the project is moving ahead toward closure and success of the project (Shtefan and Elizarova, 2018).

Specific stage in the methodology: the methodology being used in the project has also a separate stage which is dedicated to analyzing the efficiency of the project. so it will be the other evaluation method for the same. This stage will efficiently be identifying if the project has taken place as planned or not.

The overall success of the project: the performance of the project after the closure will be the other evaluation method. if the whole project is taking place within the defined budget within the defined timeline, it will indicate that the overall project has been successful (Isai et al., 2021).

Budget summary

The budget comprises revenues, costs- both fixed and variable and profits. The revenues will be the sales that will be generated by selling eco-bricks. It will keep increasing in all quarters as the product has good demand. The variable expenses are those which change as per changes in sales level. The materials are taken 16% of sales, labor is 12% of sales and other overheads are 5% (Dahabreh et al., 2021). The fixed costs are those which have no fluctuations over the period. However, to some extent, these are impacted as the activity level changes beyond labor (Gaffney 2019). For example, for more sales, more space, labor, and advertisement are required. Profit is the amount left after all expenses are deducted from the revenues. The breakdown of the budget can be seen in the table presented.

Detailed budget

Below is a quarterly budget prepared for the operations of the company. The revenues, variable, and fixed expenses can be observed in the budget.

	Detailed Budget				(in '000)	
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
	Revenues					
	Revenue from operations	1200	1670	1980	2000	6850
Less	Variable costs					
	Material	192	267.2	316.8	320	1096
	Labor	144	200.4	237.6	240	822
	Overheads	60	83.5	99	100	342.5
	Total	396	551.1	653.4	660	2260.5
Less	Fixed costs					
	Electricity	80	80	90	90	340
	Rent	70	70	70	70	280
	Salaries	130	130	150	150	560
	Administrative expenses	35	67	67	69	238
	Stationery and printing	23	25	26	23	97
	Telephone	4	4	4	4	16
	Advertising	140	170	180	190	680
	Total	482	546	587	596	2211
	Total expenses	878	1097.1	1240.4	1256	4471.5
	Profits	322	572.9	739.6	744	2378.5
	Profit margin	26.83%	34.31%	37.35%	37.20%	34.72 %

As per the forecasts, the profits will be 878,000 in the first quarter and the profit margin is 26.83%. The profit margin will increase to 37.2% by the end of quarter 4. The average profitability during the year is expected to be around 34.72%.

Future funded plans

The turnover of the company in the next year is expected to be around 6,850,000 during the year which is targeted to be increased by 2 to 3 times. It will be done by expansion of development facilities and setting up new production units. The financial requirements can be met through a variety of sources such as retained profits, equity, and debt. Below is a summary of how the future operations of the company will be funded-

Future funded plan	(in '000)
Bank loans	5600
Issue of equity	7000
Short term borrowings	3200
Other long-term debts	1200
Total	17000

It can be seen that around 17,000,000 or 17 million will be raised through different sources over the next 5 years. This is done so that the business can produce more eco-bricks as these are increasing in popularity. The business of the company is sustainable as it has a very low carbon footprint. The demand is constantly growing for which the financial requirements will be met by a variety of sources such as bank loans, debts, and equity (Bragg 2021).

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