

PROJECT # 1, BUSINESS BRIEF

WASTE ORGANIZING CABINET

Global Services & Solutions (GSS), an environmental and renewable energy company, is actively planning to start manufacturing and marketing the *Waste Organizing Cabinet*, a patented recycling equipment, as the first phase of a big project. Second phase would be a Total Recycling Program, starting from selected small cities to an eventual nationwide implementation to at least double the present recycling rate.

Importance of recycling cannot be over-emphasized, considering the stress already placed upon natural resources, in addition to the pollution problems. Recycling saves energy and reduces green house gases emission. Proposed *Waste Organizing Cabinet* is an indispensable tool to achieve the optimal results. It can ensure the best quality and quantity of recyclables and can help achieve the goal of almost zero waste, stopping the waste of money on landfill areas and significantly reducing cities' cost of solid waste management. Moreover, it will double the volume of recycling industry, creating new jobs and opportunities.

Different models of *Waste Organizing Cabinet* will be inexpensively produced, mostly from recycled plastics, employing cost-effective and innovative manufacturing techniques. *Waste Organizing Cabinet* can fulfill the dire need for efficient and economical equipment to facilitate recycling at homes. It can organize and tame the task of recycling in a way that is almost effortless. It will integrate recycling into our lifestyle with grace, convenience, and ease.

Waste Organizing Cabinet models--stand alone, under the main kitchen counter, and in a kitchen island--will be produced and sold through retail store chains, furniture stores, and on the internet. Every home is a potential customer. In the second phase, a system for the implementation of Total Recycling Program (consisting of two alternate models) will be established to achieve a recycling rate of 90 % (Please see GSS Solid Waste Management Strategy).

A prototype of *Waste Organizing Cabinet* was displayed at Living Green Expo, in Minnesota, in 2002, and people expressed eagerness to buy it upon availability in the market. Its marketing should be without problems, once properly introduced (by educating the public about the importance of recycling through commercial media). This equipment is already patented (#6,209,978) and so far no other equipment comes close to it. Secondly, we are aiming at high volumes of sales at a low-profit margin, making it less attractive for potential competitors.

Global Services & Solutions has a strong vision for environmental solutions. We have developed this patent of *Waste Organizing Cabinet* to solve the solid waste management problems and to better protect our environment. Former Vice President Al Gore was awarded a Nobel Prize for growing awareness about global warming problems. As every problem brings opportunities, GSS would like to avail the opportunity to humbly contribute to the solutions. (www.gsnsinc.com)