

# GreenVETAfrica

## Business management in green waste industry module

Unit 3B: Development of a business strategy and setting of business goals



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# Overview

- Setting of Mission and Vision
- Determination of type of clients for the waste management business
- Setting of clear and measurable business goals and objectives
- Strategic Planning
- Exploration of Business Model Innovation
- Risk Management
- Resource Allocation
- Performance Measurement
- Customer Focus



# 1. Setting of Mission and Vision

## Mission

**Mission** defines the organization's business, objectives, and how it will reach these objectives.

## Vision

**A vision** also details where the organization aspires to go.

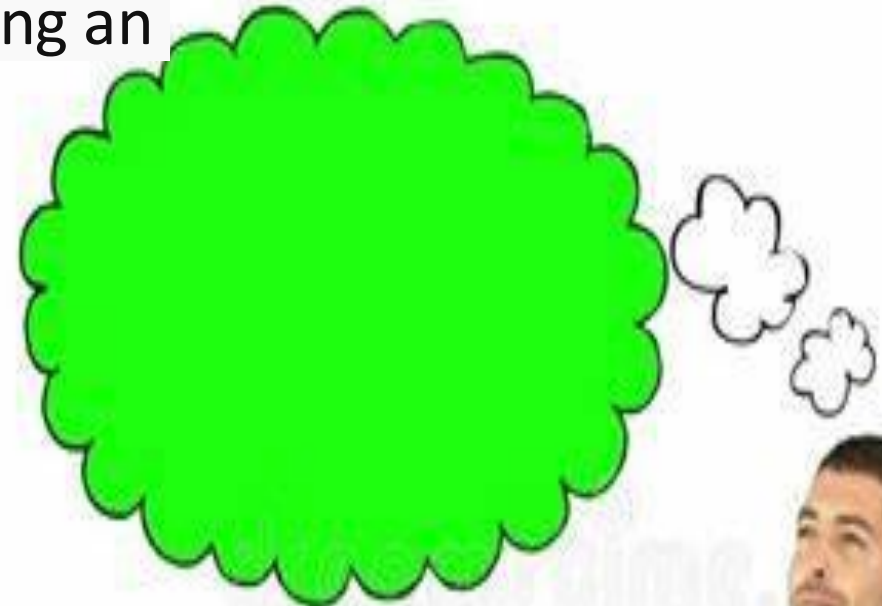
## 2. Determination of type of clients for the waste management business.



Determining the types of clients for a waste management business is essential for creating an effective strategy.

These clients listed below.

- Residential clients (**Household clients**)
- Commercial Clients
- Municipal Clients
- Specialized Clients



### 3. Setting of clear and measurable business goals and objectives

This can be in a short-term or long-term target for;

- revenue growth,
- market share expansion,
- customer acquisition, and
- operational efficiency.



## 4. Strategic Planning

- Key strategies and initiatives to act
  - market (clients) expansion,
  - service diversification,
  - technology adoption,
  - sustenance of operational excellence.



# 5. Exploration of Business Model Innovation

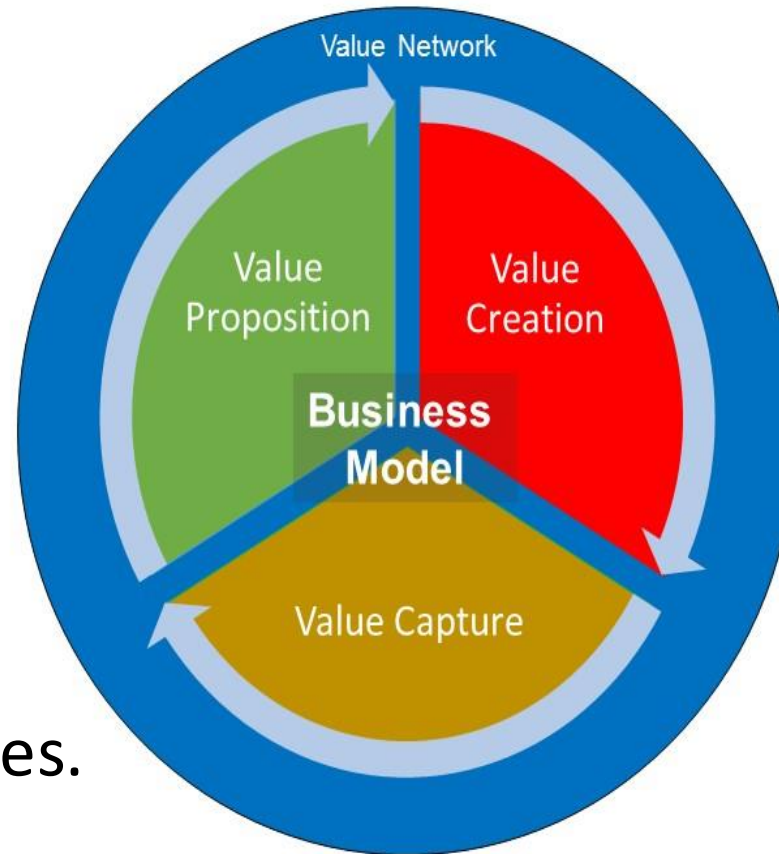


## The 4V's of a business model

Exploration of options

such as:

- pay-as-you-throw pricing models,
- waste-to-energy conversion technologies, and
- value-added recycling services.



- ▶ Who are your customers and what do they value?
  - Target customers
  - Solutions
- ▶ How is the value chain configured?
  - Production
  - Distribution
- ▶ What is the economic logic of making a return?
  - Revenue and cost architecture
  - Financing
- ▶ What is the role in the value network?
  - Partners
  - Complementarities

## 6. Risk Management

Development of a risk management plan to identify, assess, and mitigate potential risks and uncertainties

## 7. Resource Allocation

Development of effective allocation of resources to support the implementation of the business strategy and achievement of goals

## 8. Performance Measurement

Establishment of key performance indicators and metrics to track the progress and success of the waste management business





# 9. Customer focus



Prioritization of customer satisfaction and loyalty through:

- provision of exceptional services
- addressing customer needs and preferences
- building of strong customer relationships,
- solicitation of feedback, and
- continuous improvement of service quality to retain customers and gain a competitive edge.



Let's answer this



How do you develop a business strategy?

# GreenVETAfrica

# *Thank you*



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