

# GreenVETAfrica

## BUSINESS MANAGEMENT IN GREEN WASTE INDUSTRY MODULE

### Unit 3: IDENTIFYING CLIENTS / TARGETS



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## Overview

- **Industry Overview of the Selected Area of Operation**
- **Identification of targets/clients**
- **Customer Needs and Preferences**
- **Geographic Considerations**
- **Market Entry Strategy**



# What is a Business Model?

It is how a business proposes to create, deliver and capture value.

- Creating Value is the promise made to the potential customer
- Delivering Value is honouring the promise
- Capturing Value is the profit/gains made from both the value creation and value delivery.

The tool for developing a Business Model is [The Business Model Canvas \(BMC\)](#).

# Industry Overview of the Selected Area of Operation



- ✓ The size,
- ✓ growth trends, and
- ✓ key players in the waste management

industry

# Identification of targets/clients



- **Segmentation**

1. waste management segmentation (municipal solid waste, industrial waste, hazardous waste)
2. geographic location of the business,
3. customer demographics (e.g., residential, commercial, industrial),
4. specific waste management needs of clients (e.g., recycling, composting, landfill disposal).

# • Customer Needs and Preferences



- Identification of specific needs, preferences, and disturbing points of target customers
- Conduction of:
  - ✓ surveys,
  - ✓ interviews, and
  - ✓ focus groups discussions to gather insights into:
    - customer preferences,
    - service requirements,
    - pricing sensitivity, and
    - satisfaction levels

- **Geographic Considerations**



- Consideration of:

- ✓ population density,
- ✓ urbanization levels,
- ✓ industrial activity, and
- ✓ waste generation rates





- **Market Entry Strategy**

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- **Consideration of:**

- ✓ Based on business objectives, resources, and capabilities of the business



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# *Thank you*



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