

Hue Vuong

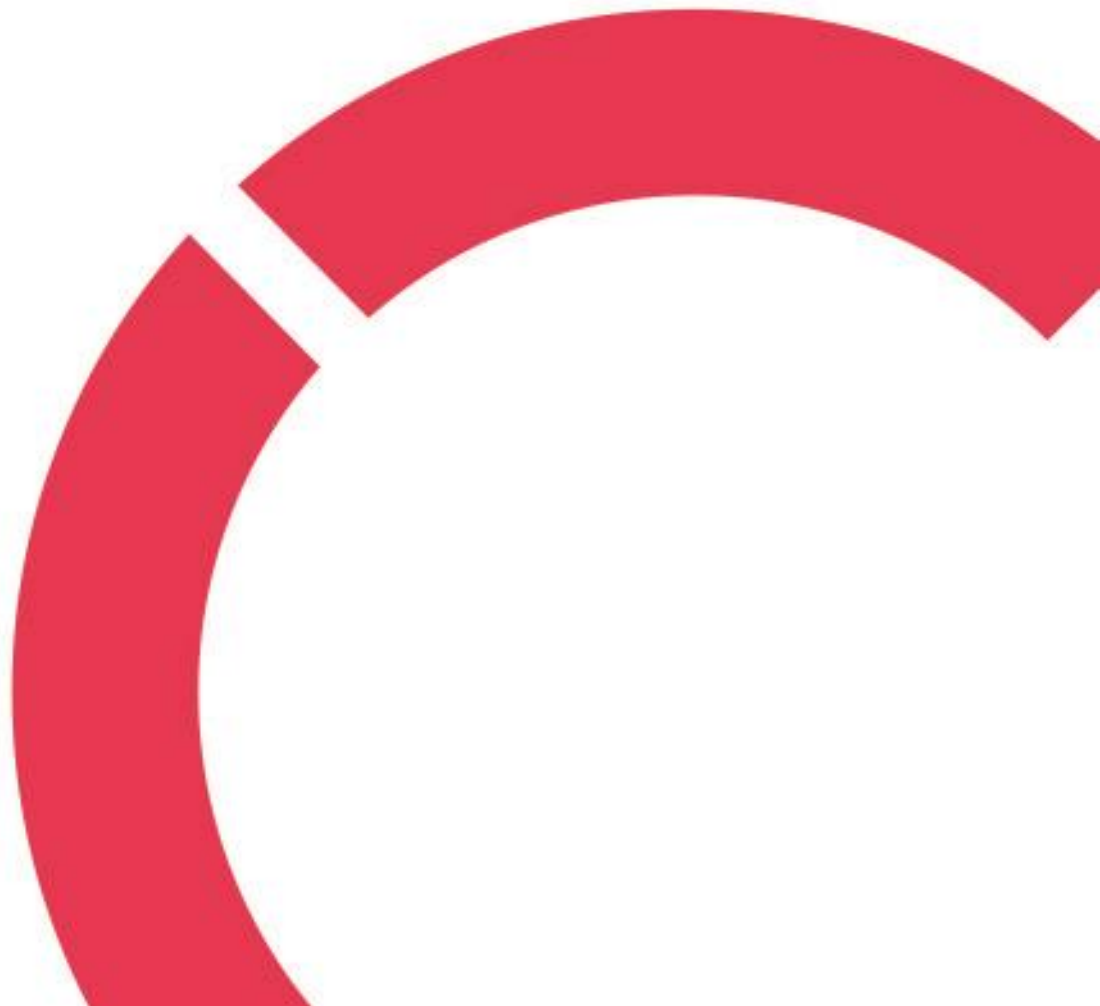
STARTUP RECYCLING WASTE COMPANY

Thesis

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ABSTRACT

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<p>Human impact has caused much harm to the environment, and this is a great concern of countries around the world in general, and Vietnam in particular. According to statistics from the Ministry of Natural Resources and Environment, every year in Vietnam about 1.8 million tons of plastic waste is discharge into the environment, which is alarming. There are many recycling companies in Vietnam, but not many people know about them, and recycling is not yet developed.</p> <p>This is also the reason why I want to establish a waste recycling company, mainly contributing to environmental protection, and creating many products that are beneficial to the environment, at reasonable prices. Plastic is also a famous industry in Vietnam, many businesses have used plastic to create many plastic products, while also emitting a huge amount of waste and polluting the surrounding environment. Instead, waste should be recycled to created products. It was also the main goal of the thesis to establish a waste recycling business, in order to devise a waste treatment strategy in Vietnam.</p> <p>The thesis includes a theoretical section explaining the definition of a business plan and using research to create a business plan for potential future businesses. Information for this thesis was gathered from books, articles, research, and other reliable sources. This thesis gives an introduction and a way to collect waste and details and explains giving a business plan to the enterprise. The business idea, vision, and strategy will be explained in this thesis.</p>		
Key words Business plan, marketing, product, recycle, waste		

ABSTRACT
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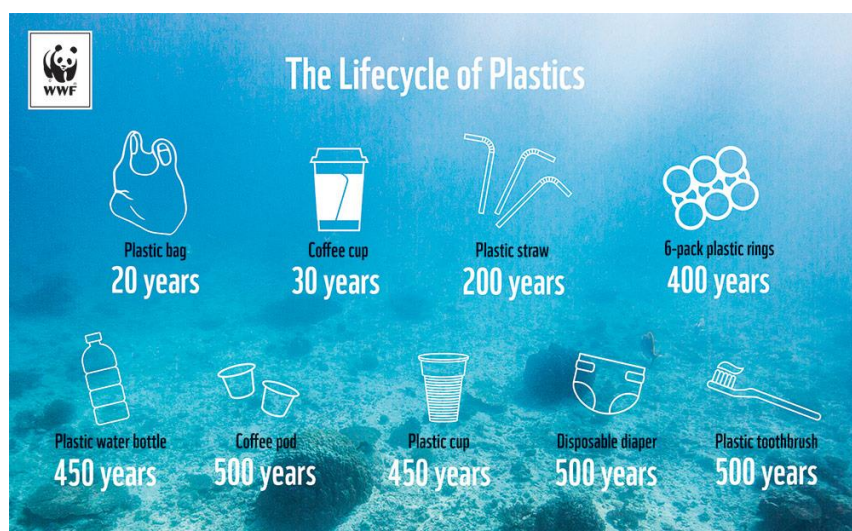
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1 INTRODUCTION

According to a United Nations report, every year the world generates about 300 million tons of plastic waste, of which about 13 million tons are dumped into the sea. More specifically, every minute, about 1 million plastic bottles and 5000 billion plastic bags are consumed. (PICTURE 1.) Of the plastic waste generated, up to 79% is landfilled or thrown into the environment, 12% is incinerated, only 9% of which is recycled. It can be said that the dizzying increase of plastic waste is having a heavy and direct impact on human life. Environmental pollution is accompanied by climate change and a series of dangerous diseases that make people's lives increasingly threatened. (Tuyen 2022.)

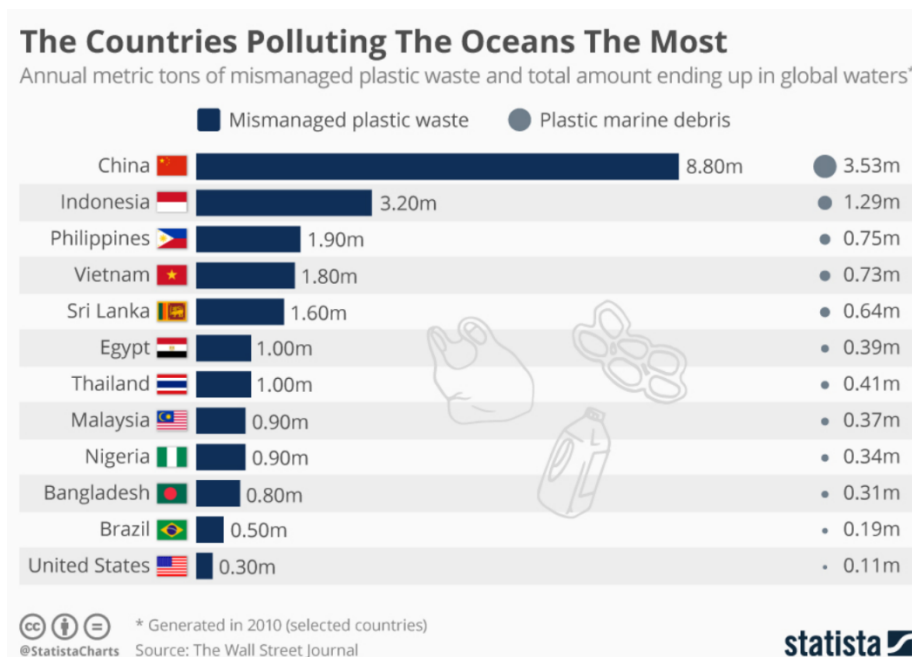


PICTURE 1. The Lifecycle of Plastics (WWF 2021)

The source of plastic scrap in Vietnam is about 18,000 tons per day, and the scrap price is relatively low. As a result, plastic beads made from recycled household plastic trash are substantially less expensive than virgin plastic beads. This demonstrates that the potential for the development of the recycled plastic sector is significant, while the plastic waste recycling business also provides numerous benefits. These advantages include saving energy for primary plastic manufacture, assisting in the conservation of a non-renewable resource known as petroleum, and resolving a number of environmental issues such as loss of urban aesthetics, clogged drains, and land degradation. (Thao 2022.)

It can be noted that Vietnam ranks relatively high in terms of pollution (PICTURE 2), with the amount of garbage increasing fast from 1.8 million tons per year in 2014 to 2.0 million tons per year in 2016. Vietnam currently produces approximately 3.27 million tons per year. Every year, around 0.28 - 0.73 million tons of plastic trash are dumped into the sea, accounting for nearly 6% of the total quantity of

plastic waste released into the sea worldwide. In Vietnam, each household consumes approximately 1kg of plastic bags every month. Every day, around 80 tons of plastic debris and bags are dumped into the environment in two major cities, Hanoi and Ho Chi Minh City. The government is continually urging enterprises in Vietnam's plastic industry to invest more in recycling technology. This can help to decrease scrap imports while also effectively managing domestic plastic waste. (Hung 2022.)



PICTURE 2. The Countries Pollution (The Wall Street Journal 2010)

To overcome that problem in Vietnam, it is necessary to have a roadmap, and solutions to attract investment and technology in the following areas reduce, separate at source, and enhance the ability to reuse and recycle waste components waste. That's also why the startup recycling waste products project was born with the desire to create more products from waste to reduce pollution not only in Vietnam but worldwide. This thesis seeks to explore the potential of using initiatives to recycle waste products, I will highlight current opportunities and future possibilities for start-ups to create practical impact in combating the problem of material waste. Furthermore, I will pay special attention to the types of materials that can be recycled and the steps that can be taken to increase the success of recycling initiatives. Overall, this thesis aims to make the recycling of waste products a viable option for our society to combat the environmental impacts of unrecognized waste accumulation.

To do that, our company will first build plastic waste collection booths, and link them with supermarkets, and grocery stores (PICTURE 3) in residential areas or, convenience stores, and markets. So that people can conveniently exchange plastic with stores, the price for 1 plastic bottle is 500vnd (0.020€),

for plastic household items or household plastic, the price is 15,000-20,000vnd/1kg (0.60-0.79e). Buying plastic from scrap yards or organize waste collection camps to protect the environment. Next, we will sort, do preliminary processing steps, then sort plastic to recycle items, and the items the company recycles are tables, chairs, shelves. We will market products to consumers and process them according to customer requirements, those ideas will be detailed below.



PICTURE 3. The Grocery Stores (HKTSOft 2016)

2 WASTE

The volume of plastic waste generated in urban areas is 1.6 million tons the rest 1.3 million tons in rural areas. The total amount of plastic waste collected is 2.4 million tons, including 1.55 million tons in urban areas and 0.85 million tons in rural areas. However, the report also noted that out of 2.4 million tons of plastic waste collected, only 0.9 million tons of plastic waste was classified for recycling and 0.77 million tons of garbage was recycled. The total loss of plastic waste to the environment is 0.42 million tons, the loss to the water environment is about 0.07 million tons. The report also points out a number of difficulties and challenges related to policy regulations and regulations on EPR (extended manufacturer's responsibility), in which the tax on plastic products is still low, not yet available. Implemented synchronously, there are no specialized resources for plastic waste management in localities. From there, the report proposes solutions such as perfecting mechanisms and policies to promote the circular economy and neutralizing plastics, raising awareness and community responsibility, development, reuse and reducing emissions waste plastic. (Hung 2023.)

2.1 Pollution

With the current problem of waste pollution in Vietnam, because there is no detailed plan and the management is still loose, the best thing to do is to bury it in vacant lots. The big source of waste about 85% of the current waste in Vietnam is being treated mainly by landfill technology (PICTURE 4), it is wasteful, requires a lot of land fund and seriously pollutes the environment of land, water, and air, especially in big cities. According to Mr. Nguyen Thuong Hien Deputy Director of the General Department of Environment, in Vietnam, there are about 1,000 landfills for domestic waste, of which less than 20% are sanitary, environmental pollution from these hundreds of landfills is present. (Duan, Thanh & Hong 2022.)



PICTURE 4. Garbage landfill (Tong 2020)

The globe is currently dealing with massive difficulties created by plastic trash, and Vietnam is no exception. Each year, Vietnam generates hundreds of tons of plastic garbage into the environment due to the habit of fast consumption, the use of huge plastic materials and utensils. As a result, we are confronted with the detrimental effects of plastic garbage more than ever before.

Most landfills today accept domestic solid waste that has not been classified at the source, has a high organic composition, resulting in low stability, occupies a huge area of land, and produces large amounts of leachate. Many filthy landfills have polluted the environment and harmed the health of nearby populations. According to Mr. Albert T. Lieberg, chief representative of the United Nations Organization (FAO), Vietnam is one of the top five countries responsible for around 13 million tons of plastic debris dumped into the ocean each year. In Vietnam. It is estimated that in Vietnam alone, the amount of plastic waste dumped into the sea each year is about 0.28 - 0.73 million tons/year (accounting for nearly 6% of the total amount of plastic waste discharged into the world's sea). Vietnam is facing many risks from plastic waste, with a huge amount of 1.8 million tons of plastic waste generated in Vietnam per year and this plastic consumption is increasing. (Son & Thuy 2022.)

Plastic garbage and non-biodegradable plastic bags are recycled at a relatively low rate, with the majority being buried, or left on landfills. A portion of it is released into the sea, killing countless of fish and aquatic creatures. The tragic deaths of marine species as a result of eating plastic bottles, jars, and things, or plastic bags, are like a death net with no way out, claiming the lives of many living species today.

The management and treatment of municipal solid waste in Vietnam is still very backward, mainly landfilling. There are many solid waste landfills in the country, but only a few are hygienic. The huge amount of domestic waste that people emit every day, if not handled properly, the first person to bear the burden is the people of Vietnam in general and the world in particular, when inhaled, swallowed and eat these. Pollution by garbage, environmental pollution is approaching, we can't ignore it anymore, let's all raise awareness about our environment and remember to reduce waste, reuse, recycle disposed of and disposed of in the correct place whenever possible.

2.2 Issue of recycling

In order to better manage the problem of plastic waste and plastic bags, since 2018, the Ministry of Natural Resources and Environment has launched a movement against plastic waste and has received a high response, interest, and consensus from the community. In particular, ministries, sectors, localities, and the whole of society have joined hands in the movement, contributing to raising the awareness of people and culture about the consumption and management of generated plastic waste as well as promoting practical measures to reduce the generation of plastic waste collection and treatment effectively. Vietnam is currently facing many problems with waste recycling, mainly due to the limitations of technology and people's awareness of the harmful effects of waste on the environment. (Son & Thuy 2022.)

Vietnam has several shortcomings, namely a lack of infrastructure and limited equipment for waste recycling. Next is the awareness of the people, the majority of people still do not have the awareness and knowledge about the proper classification and recycling of waste. Some people also consider the garbage as garbage and throw it indiscriminately, polluting the environment, and making it difficult to collect and transport waste to recycling facilities, especially in densely populated areas. The most important thing is the lack of legal regulations, Vietnam currently does not have clear and strict legal regulations on waste collection, classification, and recycling. However, in recent years, the government and civil society organizations have come up with many policies and solutions to solve the problem of waste recycling, including building recycling plants, promoting people proper waste segregation, and other policies to address the recycling problem.

To solve these problems, the first important thing is that the government has solutions to raise people's awareness about the meaning of waste recycling and raise the importance of waste recycling in the

community. There should be local education sessions on the issue of waste polluting the environment, and the benefits of using recyclables, through which people will understand the benefits of recycling and increase citizen participation. Building a professional waste collection and recycling system requires a professional waste collection system to ensure proper classification and arrangement of waste types, creating favorable conditions for the collection and treatment of waste, recycling products, build factories and workshops to recycle industrial waste in order to save resources and reduce harmful emissions, contributing to environmental protection.

The Government supports and encourages enterprises to participate in waste recycling and has policies and mechanisms to encourage enterprises to participate in waste recycling activities. The government needs to create a favorable business environment for waste recycling businesses, the government needs to create favorable condition for waste recycling businesses, reduce costs, increase business efficiency and organize charity campaigns, volunteering, implement waste recycling programs in the community, create active participation in the community and raise awareness of environmental protection.

3 RECYCLING AND RECOVERY PROCESSES OF WASTE

Plastic waste recycling has always been a hot issue in the world as we now face a large amount of scrap every day. Statistics show that 8.3 billion tons of plastic have been produced since 1950 and 60% of that usually ends up in landfills (Ha 2022).

3.1 Collection and sorting

Our company will create campaigns about the collection and exchange of empty or plastic bottles at markets, supermarkets and retail stores near residential areas. Although these have existed for a long time in European and American countries, they are now known and are gradually being implemented in Vietnam. This shows that advanced countries have long done environmental protection and see serious pollution caused by waste. But it is not too late if we recognize and accept change, and that is also the reason I want to start a business in the field of waste recycling. With the desire to help people realize the importance of environmental protection, bring quality products from waste, as well as contribute a small part of their efforts in recycling waste to protect the environment.

Our company set up designated collection stations at home, work, or community centers to encourage people to deposit their plastic. Company make sure that the bins are clearly labelled for recyclable plastics, and before building the waste collection boots, we will coordinate with local agencies to organize awareness sessions and how to use collection stations, and how to separate garbage such as. (PICTURE 6.)



PICTURE 5. Garbage Sorting (Chiocciolla 2017)

Degradable organic waste is the type of garbage that easily rots in natural conditions, producing bad odors such as leftovers, spoiled food (vegetables, dead fish, etc.), fruit peels. Non-biodegradable waste is divided into two categories recyclable and non-recyclable waste. Recycled waste is garbage that can be reused many times directly or reprocessed such as paper, cardboard, metal (iron frame, broken engine, aluminum), plastic (bottle, furniture) household plastic). The rest of the non-recyclable waste is the waste part. (Nguyen 2020.)

Local agencies will also join hands with our company to organize and propagate for people to have more information, but the most important thing is that people also need to be aware and conscious of environmental protection, the importance of environmental protection. The importance of recycling, as well as minimizing the amount of plastic used, reuse plastics wherever possible, and recycling them properly to ensure they are properly disposed of and reused.

3.2 Washing

Washing away residue and cleaning up plastic waste is an important factor. This process determines almost 80% of the quality of waste plastic beads. Because impurities can directly affect the production of recycled plastic, it is necessary to carefully classify possible impurities on waste as follows, common impurities in plastic waste were identified as, product labels left on waste, glue or glue, dirt such as mud, soil and sand, food leftovers. At this step, the waste as well as the plastic are washed, but it is still not possible to ensure 100% purity before the grinding and rolling process. (Quan 2021.)

4 PRODUCT

Our company wishes to bring quality products, suitable for customers' lives, products that are easy to use and familiar to everyone. So our company launches the first recycled product which will be furniture, daily items, and items made from plastic waste not only contributing to the protection of the local ecosystem but also inspiring everyone about recycling action mechanisms, contributing to building a sustainable economic circle. To do that, the company will directly contact all scrap yards to collect scraps and classify them so that they can provide enough materials in the production process of permeable floors as required by the customers, or the company, will take time to collect household plastic thrown away during weekend events, a group of local residents will help sort this waste into recyclable waste.

After a period of time, a total of 500 kg of waste can be collected, most of which are bottles of washing powder, bleach and other household products. The plastic waste is then cleaned, treated and crushed before being transported to a real factory, where it is molded in a specialized large furnace, one chair is equivalent to 3.6 kg of plastic waste and has dimensions of 34.1 x 34.1 x 35 cm, a table of 8 kg of plastic waste and a table top size of 55 x 55 x 36.4 cm (PICTURE 6), on the table can be covered with a sheet of white glass for customers to have. The table has four solid legs, not high, just enough to sit, so it feels comfortable when sitting to relax. The products are completely recycled from waste, so these items are completely environmentally friendly, and safe for users.



PICTURE 6. Table and chairs (SEO 2023)

The style of the product will be modern and fresh by the designers with the color depending on each waste collection, the shape at the request of the customer and the durability of the product will be proven when used. The product will be re-adjusted many times to match the preferences of the consumer once the business starts selling. The price is expected to range from 1,000,000vnd to 2,000,000vnd (50-100 euros) for each product. Although it is a designer product, it will also have certain limitations compared to goods made from plastic and wood, but not because of that, the company produces poor quality products, the company already has a research team available. Market research, research needs and preferences according to current trends of customers, so the company will check and select carefully before officially launching to the consumer market.

Since products made from recycled products are not yet familiar to the vast majority of Vietnamese consumers, start-ups should focus more on the consumer experience to encourage them to buy and use it, which can be beneficial. This means that businesses should sell both the product and the shopping experience at the same time, and can help consumers focus on the value of the products and their long-term benefits rather than their price. Furthermore, consumers can make sense of their purchases, which creates more opportunities for businesses to influence customers. All products are made from 100% recycled plastic and do not use any other colorants. As a result, the color of the final product will vary slightly between production runs. In addition, each chair has a color of recycled plastic, not a perfect finish, creating a unique look.



PICTURE 7. Coffee shop decorated with recycled waste in Saigon (Tran 2020)

And the first model will provide cafes or restaurants (PICTURE 7). with models of environmental protection. Our company will expand the scale by combining with companies and offices wishing to use products designed and recycled from environmental protection waste. This is a fairly new model in Vietnam, restaurants and cafes are now also tending to use recycled furniture that is both safe for the environment and contributes to environmental protection. Due to the increasing and positive spirit of environmental protection among young people today, the trend is that young people will want to go to stores using recycled furniture and decorations. The company wants to hit this market mainly and this is also a potential market for recycled products today.

5 DEFINITION OF STARTUP

A startup is a creative person who is actively involved in investigating, developing, and selling new products, services, and business models. An innovative start-up enterprise is a legally incorporated business that uses intellectual property, technology, and a novel business model to realize an idea with the potential for rapid growth. Thus, the concept of startup firms may be regarded as businesses that have all three essential characteristics, which are enterprises that have fresh and creative business ideas and run on those same innovative business ideas documents indicating that they are capable of growing in accordance with rapid state requirements.

5.1 Purpose of startup

The aim of a waste recycling startup is to reduce the amount of waste in landfills and oceans and to create new products from it. By recycling, it is possible to help conserve natural resources and reduce the environmental impact of the process. When recycling waste, we save a part of materials and effort compared to new production, reducing costs when having to import materials from abroad. If the waste recycling industry develops, it will be an important source of raw materials for other manufacturing industries such as paper, metal, plastic, glass. In addition, the company can create jobs and contribute to the local economy by selling recycled products, has been creating jobs for local people. Open job opportunities for those who do not have or do not have a degree who are having difficulty in finding a job.

The work of recycling from waste helps workers earn income by collecting and sorting waste, or working in recycling factories, reducing part of the number of unemployed workers. In short, a company's goal is to promote sustainability, reduce waste and create a more circular economy and reduce the amount of non-biodegradable plastic waste that spills into the environment, contributing to protecting the environment school. At the same time, the recycling of plastic products also saves resources and energy, reduces production costs, creates products of high economic value, and contributes to promoting green economic development. Resource saving in the production process because plastic production consumes a lot of resources and energy while recycling plastic waste saves resources and energy.

Company create new products with designs from customers, this recycled product can be brought to market at a reasonable price, helping to increase sales and profits, encourage green economic development and protect the environment, create jobs for the community, from waste collectors to recyclers and manufacturers. Currently, with the movement of joining hands to protect the environment, family members are very supportive as well as love and prioritize the consumption of items that are recycled from waste, so recycling has become an industry indispensable industry, especially for developed and developing countries, not only because of the economic benefits it brings, but also make a great contribution to the protection of a healthy ecosystem. Therefore, in the future the recycling industry will be increasingly favored and invested in development with advanced technology, becoming a strong and important industry.

5.2 The business structure

An organizational chart is a diagram that depicts the positions, reporting relationships, and official channels of communication within an organization. It describes the fundamental responsibilities of the departments, divisions, job descriptions, powers and responsibilities for positions in the organizational structure chart, as well as the departments' working procedures. In addition, it displays the internal structure and hierarchy, informs employees of who to report to and who to contact if problems arise, clarifies roles and responsibilities, and assists management, it knows the number of employees in each department and how to allocate personnel and other resources most effectively. (Dinh 2021.)

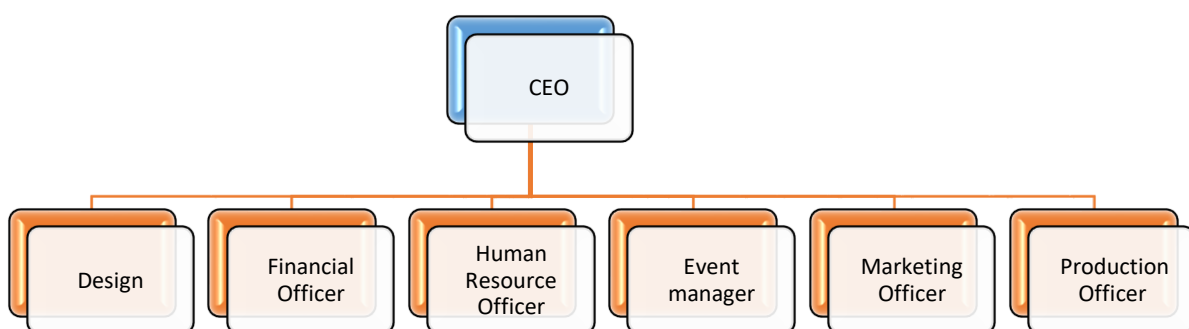


FIGURE 1. Structure

The CEO at the company will have general control over the entire business process such as marketing, sales, products, finance. The CEO not only keeping stability, but also responsible for helping the business strong growth and development. The CEO not only represents the executive, but also has to know

a lot of different areas because they solve many problems that are sometimes unrelated to the business responsible for the stable operation of the organization, but also the person who makes the organization grow stronger.

Financial Officer will be responsible for all financial operations, directly managing budgets by researching and analysing the company's financial plans, preserving assets by managing risks and ensuring books and records accurate financial statements, ensure stable and effective financial activities, develop strategies for growth or increase efficiency from time to time, predict investments as well as anticipate risks.

The Marketing Officer needs to have a deep understanding and knowledge of marketing communication and many other areas of expertise to promptly advise the CEO. They have both professional and management capabilities to handle work, analyse the market, assign employees to work effectively, understand the market, customer psychology, as well as competitors, and have sensitivity be sensitive to the times to promptly make strategic plans and directions for businesses. Their main roles are product development, diversification of marketing communication channels, market research, customer care development of distribution channels, public relations, sales management.

The HR is the person responsible for planning and developing human resource strategies for the company, the role of the HR director is to find the right candidates for the company. They also have the responsibility to train those candidates to they can maximize their ability and creativity to contribute to the company, thereby creating a solid internal resource for the development of the company.

Production Officer is a person in a position of direct responsibility for the production efficiency of the company and its partners based on current production capacity, answering questions about product quality as well as product quantity according to customer needs supply chain. They are also the ones who directly manage related departments and direct workers to ensure the correct implementation of production requirements.

The event manager is responsible for the activities of organizing workshops to connect customers with the company, is the event manager will develop marketing strategies based on critical sales information, and support activities launched by the marketing officer. The event manager will advise clients who will participate in activities, introduce and advise them about the company's products and build sales promotion and advertising campaigns for the company.

The designer's job is to take requirements from customers or businesses and analyse it, then design simulate the image, color, size and function of the product. They will also have to update the market trend continuously and use it as a theme for their design and be responsible for the image and brand of the business. Create eye catching products, in line with market trends. Designer will be the one to breathe life into dry products, making them more attractive and more artistic.

5.3 Strategies,mission, vision

Partnering with other businesses and organizations is an effective marketing strategy used by successful plastic recycling companies. For example, the company might partner with a local retailer or manufacturer to create a self-contained recycling system. This not only helps to create a steady supply of ingredients, but also demonstrates the company's commitment to sustainability and environmental responsibility to customers and the community, in partnership with grocers and retailers. retailers to create plastic film and bag recycling programs, which raise awareness and help consumers reduce use. Creating innovative, high-quality products from recycled plastic materials, focusing on product aesthetics to attract environmentally conscious customers.

Social media sites are also an effective marketing tool for plastic recycling businesses, the company will promote the campaign on social media, reward consumers who recycle with the company, this encourages them to participate in the company's recycling programs. By sharing educational content about recycling and sustainability, highlighting partnerships and products, and interacting with customers, plastic recycling businesses can build a strong online presence strong and attract new customers. Obviously, the amount of plastic waste that is not recycled each year will cause a loss of billion, showing that the potential for the development of the recycled plastic industry in Vietnam is huge.

In order to promote the plastic recycling market in the coming time, Vietnam needs to implement synchronously legal solutions, economic solutions and solutions to raise public awareness, change the habits of the community habit of consuming and disposing of plastic waste, attract investors to financially support recycling projects and support capacity building. In order for a plastic recycling business to develop sustainably, it is necessary to attach itself to the responsibility of ensuring environmental standards through the investment in modern machinery and technology and the observance of environmental laws.

It is necessary to promote propaganda and raise people's awareness of the harmful effects on the environment of plastic bags and single-use plastic products. People should also form green consumption habits, both contributing to reducing the amount of plastic waste in the environment, creating raw materials to produce plastic products, limiting the import of raw materials from abroad, thereby promoting the economy, circular economy in developed countries.

Human take action to protect the environment and encourage people to use recycled products when recycling waste means making your actions part of the solution to reduce pollution. As important members of society, we need to realize our important role in protecting the environment. Instead of ending its life in landfills, let your waste have a chance to contribute to a greener life.

5.4 Benefit establishing the company

Plastic trash is endangering the environment, ecosystems, and human health. We shall have to suffer the heavy repercussions of plastic trash if no tangible and practical effort is taken to prevent this catastrophe. So, what can we do to address the issue of plastic waste? The most efficient and cost-effective approach is to handle and recycle plastic garbage, transforming it into useful and environmentally friendly goods.

The development of the recycling business is regarded as an effective method of reducing trash in the environment. This is also a breakthrough that offers up new opportunities for the clean business at a time when initiatives to replace disposable plastic products are not truly adequate and consumer demand is not particularly high. The amount of plastic garbage dumped into the environment is increasing as the need for human consumption rises. The amount of residential solid trash created across the country is estimated to be around 60,000 tons per day, with metropolitan regions accounting for 60%. This rate is predicted to rise at a rate of 10-16% each year by 2025 (Pham 2022).

The increase in plastic waste in the composition of domestic solid waste is one of the problems for domestic solid waste treatment in Vietnam. Recycling plastic waste means recovering used plastic materials and products to create useful items, which will help reduce adverse impacts on the environment, reduce solid waste and solid waste pollution, helping our living environment become cleaner more

beautiful. Plastic recycling not only contributes to reducing the amount of plastic waste in the environment, but also creates raw materials to produce plastic products, in order to limit the import of raw materials from abroad and keep the environment safe living. If we promote the domestic plastic recycling industry, we can meet 50% of the raw materials for the plastic industry (Bao 2022).

The government is encouraging businesses operating in Vietnam's plastic industry to invest more in technology to recycle plastic waste. This can help limit the import of scrap and handle domestic plastic waste well, because even though the plastic industry grows by 15% - 20% per year, our country still must import 80% of raw materials for processing production in this industry. Recycling plastic waste helps protect human health and the environment against the risks of pollution, when plastic waste is discharged into the environment, it will gradually disintegrate into microplastic particles, which will be absorbed into the underground water stream. used for daily life, invade our food and become extremely toxic substances to the human body, when absorbed, cause multi-organ failure, even cancer. When burning plastic waste, it will create exhaust gases containing toxic substances dioxin and furan, causing poisoning, reducing immunity, dysfunction, birth defects in children and polluting the air. (Anh 2022.)

Therefore, recycling waste will reduce hazards, contribute to protecting human health and the living environment. Besides, when Earth is gradually warming, recycling waste will help minimize the greenhouse effect. Timely treatment of plastic waste will create a favourable space for the improvement and planting of trees, helping to balance the ecology and keep the air fresh. Recycling plastic waste helps to reduce oil consumption, the life cycle of disposable plastic products is usually very short, while their production consumes a lot of petroleum-based materials, using a lot of energy volume and generate a lot of emissions.

The plastics needed to make plastic utensils are made from natural gas or crude oil derivatives, this means that, if we produce more and more disposable plastic products, more non-renewable fossil fuels will be consumed. According to a study, recycling 1 ton of plastic bags can save the equivalent of 16.3 barrels of crude oil (Hoang 2023). As a result, recycling plastic bags and plastic debris has the potential to drastically reduce the quantity of oil consumed each year. Currently, the government's top focus in Vietnam's environmental management policy is waste recycling and reuse in general, and plastic waste recycling in particular. Aside from the potential provided by government incentives and the de-

mand for raw materials in the plastics industry, other obstacles for firms will be ensuring environmental standards through investment. Investment in new machinery and technology, as well as adherence to environmental regulations.

6 BUSINESS PLAN

A business plan is a detailed summary of an enterprise's business plan that helps businesses identify clear goals and keep on track by drawing a full picture of possibilities and challenges. A clear and well-invested business plan will assist companies in identifying holes in their thinking about the company's development route before it is too late. The more precise and exact the plan's substance, the more probable it is to be realized. A business plan is an important aspect in the process of generating funding for startups, as it helps the company persuade investors to invest in its idea. (Doan 2023.)

6.1 Market analysis

Nowadays, environmental protection campaigns have been widely popularized in Vietnam, it also contributes to encouraging people to use recycled items to contribute to environmental protection. Especially today's young people are also aware of the importance of environmental protection and recycling, and tend to use and go to places where there are many recycled products from waste. This will be an opportunity for business when combined with food and beverage outlets. For a new company, especially in recycling, it is extremely important to analyse the market in which the company will operate.

The goal of a business is to be there for the customer at the right time and to provide the right products to solve the customer's problem. Market segmentation is a strategy in which the market is divided into smaller groups based on different characteristics. Market research generally focuses on the size, growth, and structure of the market. When entering an existing market, the main objective of the business is to provide customers a product that is better than what competitors are selling, even the slightest improvement to an existing product can affect a customer's purchase from a new product company.

6.2 Competitive analysis

To be able to understand the market and capture the changes in customer purchases, competitor analysis is an indispensable step. That is a way to help businesses understand the scale of operations,

strengths, and weaknesses of their competitors, then they will give appropriate orientation and marketing strategies for the business.

TABLE 1. Competitive analysis

Names	Competitors	
Thanh Tung 2 Co.ltd	Location	Factory Vinh Tan Commune, Vinh Cuu District, Dong Nai Province. Showroom 169 Tran Hung Dao, City Dong Hoi, Quang Binh Province.
	Products & price	Table: 20e-200e, Chair: 20e-200e, Picture: 35e, Clock: 35e
	Key competitive advantage	The company has a wide range of products
	Distribution channels	Direct distribution (E- commerce)
	weaknesses	It is not well-known, the goods are priced too high.
	Strengths	Quality of the products, return policy, exclusive recycling Many volunteer activities to donate recycled products to students in disaster-affected areas
PLAS-TICPeople	Products & price	provide furniture for business and coffee shop
	Key competitive advantage	Many supporting projects provide furniture for coffee shops and households
	Distribution channels	Direct distribution (E- commerce)
	Weaknesses	It is not well-known.
	Strengths	Get recycling for homes and businesses There are many big projects related to furniture recycling supply furniture for many restaurants and famous

It can be seen that in Vietnam currently, there are not many businesses dealing with recycling items from waste, although many companies have successful products and projects. But not many people know, has not yet resonated and has not really attracted many investors and customers, as not really utilized to its utmost potential what the business possesses.

The number of businesses trading in recycled products from waste is not much, although many businesses have had successful products and projects. But it is not known by many people, has not resonated, and has not really attracted many investors and customers, as well as has not really brought into full play the potential that the business possesses. But in the future with the popularity of environmental love and environmental protection in Vietnam, more and more workshops about making products from waste by hand, and in localities or schools all there are propaganda sessions about environmental protection, and support for products made from waste.

Those things also contribute to changing people's thinking about using recycled products. Although not much, but it also shows people that using recycled items also contributes to environmental protection. The problems that people often worry about when using recycled items are the high price and the lack of good looks like those made from plastic. But the company mentioned above has solved the aesthetic problem of the items, they create many different items from tables and chairs, clocks, with many beautiful models and in accordance with current trends. However, the price is still higher than the current market, and the company's products have not really been promoted and propagated widely. Each of us, everyone wants to contribute to environmental protection, more or less, but we don't know where to start and how, PLASTICPeople has seen that, and they receive processing products from waste of households and businesses. Helping them contribute to protecting the school and limiting the amount of waste generated at the communal houses, this is also a way to help people feel and experience products from waste, so they will have a different view of waste products.

6.3 SWOT analysis

To be able to decide what the next step to achieve the goal is, whether the set goal can be achieved or not, the business needs a SWOT analysis here. It helps in strategic planning, brainstorming ideas, making decisions, developing strengths, eliminating or limiting weaknesses, and financial resources. The model shows not only advantages and disadvantages but also threats to help businesses cope more effectively in the future, with plans to avoid the best risks.

TABLE 2. SWOT analysis

S	W	O	T
<p>Focus on easy-to-consumer products like tables and chairs</p> <p>Provide a variety of products</p> <p>Design towards simplicity, sophistication, and many conveniences in life. These designs are mainly aimed at young audiences.</p> <p>Design according to customer requirements</p>	<p>New to entrepreneurship</p> <p>High price</p> <p>Unpopular</p> <p>Few people know</p>	<p>The trend of using products from recycled is more and more</p>	<p>Rapid market changes and consumer needs</p> <p>Competition between big rivals</p> <p>Changes in consumer psychology and consumption habits.</p>

The strength of the company is that it will bring a lot of potential for customers, help them have a great experience when using products designed by themselves, and use their own waste to create those products. Customers will feel that this will also be an achievement when they join hands to protect the environment. This is what the company aims to help customers realize protecting the environment is not too difficult or time-consuming, bringing waste to the company, we will create products as desired by the customer. The focus is on providing the best personalized customer experience to all our customers, which is our main strength.

The weakness of the company is that it is not easy to start a business and they make mistakes, plus it has to compete with companies that have been at the forefront of this field, and do not know the specific situation of customers because it is quite new in Vietnam. The company must experiment to consult customers about waste products, which is quite time-consuming. The first time must make customers know what the brand is about, why customers should use the service, if using the company's services and products, and what customers will get. The company's mission is to help customers answer all those questions and show them the benefits of using the company's products. For customers to change their usage habits and accept a completely new product is a challenge for the company, because each customer will have a belief in the product they are using, a challenge for startups in general and other companies in particular.

Although this field is still quite new in Vietnam, the company believes that with current trends and developments, it will be successful in the future. Since everyone is now aiming to protect the environment and make life greener and cleaner, the company will have many opportunities to reach out to customers. The company will organize workshops and projects on environmental protection or let customers experience creating products from waste themselves, allowing customers to touch and feel the company's products and services existing and will gradually change the customer's habit of using the product.

In order for the company to develop steadily and create trust with customers, the product quality must be good and offer breakthrough products to compete with major competitors and find local partners to work with help to reach local customers. Company focus on producing domestic products that are favoured by customers to meet market demand and increase market share, look for ways to reduce production costs and optimize production processes to ensure better profits, and keep a close eye on the market, and consumer needs and quickly adapt to respond to changes and threats in the market.

7 MARKETING PLAN

A marketing plan is a strategic road map used by a business to organize, execute, and monitor its marketing strategy over a specified time period. A marketing plan may include distinct marketing strategies for each of the company's marketing teams, but they all serve the same business objective. The objective of a marketing plan is to organize your tactics and strategies in writing. This will help you measure the success of your campaigns and remain on track.

7.1 Sale distribution channel

Target customer analysis, the company's product line is aiming to be interior products or basic items in daily life, so target customers are middle-income people, young people, young people, and young people enterprise. The ultimate goal of every distribution channel is to sell products, so a detailed analysis of customers and demographics will help businesses shape the necessary direction and approach. Distribution channels built on user behaviour analysis will be a solid foundation to help businesses prepare for the next step. Individual customers are the end consumers, who have the need to buy and are willing to pay to buy products, especially today's young people. This is a group of customers with relatively diverse product needs (good product quality, beautiful, reasonable prices, packaging designs), accounting for a relatively high proportion. Institutional customers are distributors, wholesalers, retailers, and stores that want and are willing to distribute the company's products. This is a group that has requirements for discounts, sales bonuses, and timely orders related to product distribution.

Direct distribution channel is a distribution model from the producer to the consumer without going through any intermediary channels. The mission of this channel is not only sales, but also a part of business strategy, it will help businesses build an image in the minds of customers, especially flagship stores or showrooms or can use distribution channels on the internet platform, including platforms such as website, Facebook, Instagram and e-commerce platforms in Vietnam. Although modern, the operating costs of modern distribution channels will be much lower than those of traditional distribution channels, because the company can save space costs as well as be easier to access.

Direct distribution reaches out to a new set of customers who love online shopping. For that reason, the company will also focus on developing and expanding this distribution channel more. The reason

the company chose this form of distribution is because it helps businesses connect more directly with users, monitor and track directly the process of goods being sent to customers, easy to detect and remove. It eliminates inefficient processes, capture consumer needs and tastes, can work directly with customers when a need arises or a complaint occurs, easily set prices and deliver experiences great purchases for customers. The indirect distribution channel is a distribution channel where the company needs to go through at least one intermediary including wholesalers, retailers, then new products can be provided to customers. Enterprises only supply products from the production-consumer zone and the production-retailer-consumer zone.

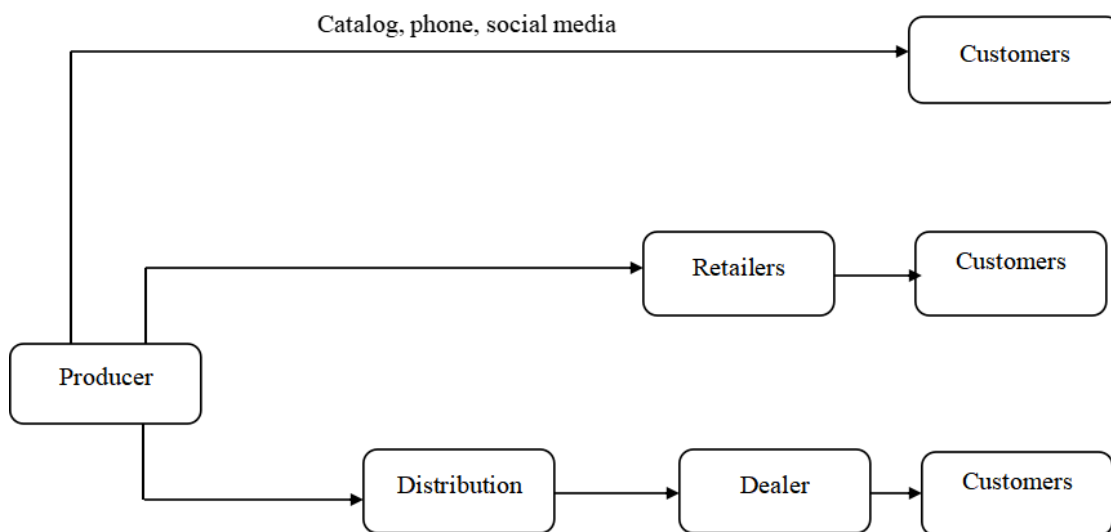


FIGURE 2. Distribution

7.2 Financial of business

Making a financial plan for the business, it has the following contents, the expected business results and profits according to the division policy in the company's charter. A financial plan should include a projection of financial needs at each stage through the company's balance sheet, projections of cash flow plans, capital mobilization and use of capital, proposed solutions to risks and have a method to organize, adjust and ensure that financial resources are used in the most effective way.

Financial statements are written papers that describe a company's operations and financial performance. The balance sheet, as a snapshot in time, provides an overview of assets, liabilities, and shareholders' equity. The income statement focuses on a company's revenues and expenses over a given time period. The statement delivers a company's profit amount known as net income after subtracting expenses from revenues. The cash flow statement (CFS) assesses a company's ability to create cash in

order to pay debt obligations, cover operating expenses, and fund investments. The statement of changes in equity explains how profits are retained within a company for future growth or distributed to third parties. (Chris 2023.)

The following company will collect financial data and identify financial needs, as well as build a financial plan table to better understand the cash flow planned to invest and the legal obligation of the business. In this step, the company may require the assistance of a financial planner, who will assist in gathering the essential paperwork about assets, liabilities, tax deductions, balance sheet, income and costs, employees, pension funds, insurance policies, brokerages, and bank records. Furthermore, the financial plan must explicitly describe issues such as retirement age, retirement benefits, asset distribution, potential inflation, and potential future dangers.

The construction of a financial strategy must begin with the company providing implementation options for the challenges discussed in the previous step. The development phase contains parts on presenting the plan's advantages and cons, understanding tax rules and the financial system, and considering occupational health and safety risks. Then, implementing the plan is an important step in the construction process; firms may take 4-6 months to implement the planned plan. At this stage, the intricate aspects connected to taxes and insurance should be addressed as much as possible, and if possible, consult the legal department or outside lawyers to make the most informed decisions. It is likely that at the end of the implementation process, the financial plan will receive many offers of cooperation if it is a plan built on meticulous, professional with many great ideas.

While deploying, businesses also need to monitor and monitor each step of that process, portfolio reviews, insurance updates, investment picks, taxes and market reports, documents that need to be watched carefully in order to anticipate and avoid pitfalls risks may occur. Besides, it is also necessary to make the most of their ability to probe, observe and grasp market changes quickly, proactively adapting to those changes accordingly.

8 INTEGRATED MARKETING COMMUNICATION

Integrated marketing is a form of marketing in which all communication and advertising instruments are synchronized and coordinated. Although integrated communication is not new, it continues to play a crucial role in the implementation of marketing campaigns by businesses. Due to the rapid development of the Internet, there are now more marketing channels than ever before, and each channel can reach and target distinct customers. Integrated marketing communications (IMC) is a valuable instrument for businesses that wish to communicate brand messages as a unified whole, as opposed to separately. Especially in today's increasingly competitive business market, it is inevitable that consumers will frequently receive unofficial business information. Therefore, IMC tools will aid businesses in communicating with consumers in a clear and consistent manner. Integrated marketing communication consulting (IMC) will assist businesses in identifying the elements required for highly effective marketing. (Theodore 2021.)

8.1 Determine the target

Targeting young people with love and environmental protection, restaurants have the desire to build a store with recycled items from waste, families, and businesses wishing to have recycled items designed for themselves and by themselves. Properly grasping the psychology of young people who like to participate in workshops on recycled products from waste, the company cooperates with localities to organize workshops on environmental protection and product usage needs recycling.

The communication goal is to promote and encourage people to use recycled products and make customers aware of the company's brand, the business goal is to have sales, the marketing objective is to create brand awareness, build engagement with target customers, and expand to new customer groups. One goal is also to be present on every touchpoint that consumers visit, optimizing the customer journey to and interacting with brands and products.

8.2 Big ideal

Developed from the insight that consumers look for recycled products with durability, safety, good product quality and especially environmentally safe and affordable prices, the creative team identifies durable products quality and environmental friendliness must choose Greenlife as the main message of the campaign.

In order to attract customers, the first criteria are durability, quality, and environmental friendliness, which clearly show the features of the product, which are the basic conditions of customers when deciding to buy a product. The product is made completely from 100% waste, does not mix chemicals or any other ingredients, safe and convenient. If you are looking to buy a product that fully meets your needs and desires, is durable, quality and environmentally friendly, then choose Greenlife right away.

8.3 Enforcement

An integrated marketing communication process will be implemented including 3 stages, the first will be a period of 2 to 3 weeks to introduce products to the market and customers. This is followed by a boom in TVC launches that capture customer attention and customer purchase conversions. Finally, the process of customers knowing about the product and starting to change their buying habits.

Stage 1 teasing, this will be the slogan for this phase, have you chosen the right product for you? Stirring up the product theme and TVC teaser has created a big turning point, changing the way the company communicates. Did you understand correctly, choose the right product for you? Shaped the story for Greenlife's product line. This phase takes place for 2 to 3 weeks with the aim of creating user interest in the brand.

Stage 2 booming, choose Greelife products because you are making the right choice. Give affirmative sentences to emphasize in TVC, stimulate customers' curiosity. Launching TVC with the current pollution story in Vietnam and you want to join hands to protect the environment and contribute to reducing pollution, come to our company to support products that are completely recycled 100% from garbage waste. Each product you buy at the company will help the environment reduce 3-5kg of waste. If you chose Greenlife then you're probably right, and if you haven't, give it a try. The right to choose and I

choose Greenlife's products is the main highlight in this period. Phase 2 takes place in 6-8 weeks with the goal of spreading the core message, group interaction on social networks to help shape the brand. Stage 3 sustain, quality products will be key in this phase, behind the company's story with how such product communication will bring both emotional and rational value to people. consumption. Products manufactured from Greenlife are a choice that benefits customers and the environment. This phase takes place in 4 weeks with the maintenance and affirmation that Greenlife has chosen the right direction of conversion when using marketing correctly and bringing quality consumption value to users. Key activities that create integration create impressive effects like with social media, with the goal of optimizing the customer journey across many touch points, the company will promote communication activities on the online platform, increase customer engagement interact and connect with the target customer group.

Facebook is a series of diverse posts on the official fan page providing users with information about the ingredients and features of the product, especially emphasizing the keywords that are environmentally friendly and protect the environment. The image of the post is designed in sync with the green color scheme, reminiscent of the clean, green life we are all aiming for. Each post includes a signature section that leads to a link to buy products on websites and e-commerce platforms. The brand's official fanpage becomes the main communication channel on the social networking platform. More than 40 influencers sharing about products, brands and campaign messages also contribute to increasing brand coverage, interactivity, and discussion on the online platform. In addition, the campaign covers 10 hot groups and 7 hot pages with a large number of followers to spread product images to the community.

TikTok, with an entertainment content creation platform that focuses on fun and brevity like TikTok, the company chose an approach to break messages into groups of content, educational content about products focused on function of each product line. At the same time, a series of videos with influencers reviewing products. In order to increase interaction and discussion on the online platform and spread the company's message, the company will organize workshops to share and encourage people to use recycled products.

Advertisement, in the promotion mix, ads are evaluated as a qualitatively strategic means to gain or maintain a point of difference in the user community. Understanding the necessity of advertising in its promotion strategy, the company always focuses on and promotes intelligence and constantly tries to propagate marketing to increase its business revenue. Regarding the advertising requirements, the

company has fully met the strict requirements that an advertising message needs to have. As a company that produces goods and products made from waste, whose main source of supply is 100% from waste, the image of landfills is said to be the core and featured image in each media video marketing of products.

However, it will not be too serious and stressful, instead the company will do it in a meaningful, simple, comfortable, unique way and always leave an unforgettable meaningful message in the hearts of each audience. Designing advertising messages with the message environmentally friendly, safe and durable products. With the aim of bringing its goods to consumers, the company will use a variety of advertising forms such as radio and television, pictures, newspapers, outdoor advertising.

The company will use promotion for products, sales promotions are marketing activities that provide additional motivation or value to the selling unit, or the end consumer, in order to promote sales. Consumer oriented promotions are aimed at consumers to stimulate them to buy immediately, such as giving discount vouchers, trial samples, and sweepstakes at company workshops. Currently, most businesses are applying promotions to encourage shoppers to buy more in the last months of the year, the golden week or golden shopping programs have stood out quite a lot use. The company will also use promotions with various forms such as discounts, incentives for shoppers, or a small gift of a product such as a mirror or comb when a customer buys the product.

The company will PR products to increase the prestige of the brand and products through quality press units, and serve the purpose of encouraging and convincing the target audience about the effectiveness and features of each product line, the company products will be mentioned on famous and reputable articles in Vietnam such as Afamily, Lao Cai, Channel 14, Vietnamnet, Giadinhnet, Thanh Nien, Tuoi Tre, Zing etc. The PR content focuses on the aspect of evoking the topic of environmental protection and the use of environmentally friendly products, portraying at the same time the rational and emotional benefits of the product, emphasizing manufactured products 100% from waste brings sustainable value to individuals, communities and society.

The company will carry out personal sales in order to be able to contact and understand the needs of customers, the company will train an extremely large and well-trained personal sales team. The company's personal selling strategy is implemented in a very orderly manner with the emphasis on understanding customers through interaction, direct communication at the point of sale, or workshops. From there, the company will develop or improve its products to best meet the needs and desires of all

groups of potential customers. The biggest advantage of this form is that the seller can see the buyer's reactions and questions, thereby adjusting the message accordingly. Along with that, shoppers will have been able to see, experience and capture all information about the product in the most accurate way before choosing to buy.

The company will use direct marketing by posting images and product information on the company's official website so that customers can order goods right on the website, there will be a toll free phone number for consumers to order or contribute comments via email, or can order by mail, sell by mail, sell through catalogs. Customer care centers advise more information about products and promotions for consumers.

The company sponsors organizations from events, community programs, or projects on environmental protection, helping the environment to be green, clean and beautiful to have the opportunity to expand the scale of operations and customers in the current market. In addition, thanks to sponsorship, businesses can also improve their reputation, increase brand recognition, strong connections and increase interaction with customers.

9 CONCLUSION

The purpose of this thesis was to understand the current state of pollution and to make a business plan for a startup in recycling products from waste, the capabilities and challenges of the startup company, and the importance of waste recycling market planning, and business planning accordingly. This thesis clarified the importance of a business plan, helping businesses analyse different factors that play an important role, in the future role of the business, it gives the company a guide to determine if the business is profitable or not. Along with the current trend of young people, and the government's supportive policies on waste recycling, the company's business model has a high opportunity for development and is suitable for today's needs.

Therefore, this study aimed to create a possible solution for starting a business in Vietnam. It began with theoretical concepts and had a solid foundation for me to develop the business plan implementation section including the business model, competition, marketing plan, management, and finance described concise goal. It is considered a prerequisite to have a suitable marketing campaign with quality products, affordable prices, promotional activities, and a sales strategy that should be built on market research. In summary, with existing efforts and resources, I have analysed and proposed solutions and developed a reasonable plan for starting a business. During the research period, I read many different books and articles with different opinions about everything. In this thesis, the most up to date information has been collected and presented in a logical, easy-to-understand manner. Hopefully, this thesis might be able to help other people who are interested in writing a business plan.

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