



## Executive Overview

Domani is an Australian not-for-profit organisation with 20 years of experience in water and electricity conservation. We are now embarking on our next revolutionary mission – *reducing Australian food waste and addressing the tragic issue of starvation in East Timor, one of our closest neighbours.*

Domani calls this mission the 'Agri Initiative'. It will be the saviour of Australia's detrimental food waste issue, whilst improving Australia's farming practices and seriously degraded soil. Our nation wastes 3 million tonnes of food every year, equating to \$5.3 billion. Domani will also implement the **Agri Initiative** in East Timor, as poverty there reaches 40% of the entire population. The East Timorese are dependent on agriculture, and improved farming will be beneficial to their economy. The **Agri Initiative** involves the distribution of home waste receptacles (HWRs), industrial waste receptacles (IWRs), and waste decomposition systems (WDS) to collect waste for the mass production of organic fertiliser for Australia and East Timor. In the first year of production the receptacles will focus on industry to gain profit, after which Domani plans to introduce HWRs.

Promotion will allow for the initiative's expansion, using the Internet, television, radio, brochures, and sales representatives. The Domani marketing and financial teams have undertaken great research into cost-efficient manufacturing and reasonable prices for our services and products. Larger companies and industry can expect to pay \$4200 for an IWR, and homes will pay \$15 for a HWR. Our service aims to encourage consumers to reduce waste, whilst turning what waste there is into a useful product for all.

## Product/Service Information

The **Agri Initiative** is a new system of food recycling in the industry and home. The food waste will be transported to our conservation facilities, in conjunction with government sanitation services. There it will be transformed into a natural fertiliser to promote crop growth and the 'reinjection' of nutrients into the soil. This will also reverse soil degradation. The WDSs within Domani facilities combine the food waste in an advanced, yet environmentally friendly process of high pressurisation and heat. The final product is a liquefied fertiliser free of artificial or industrial chemicals, and ideal for agricultural use. Domani IWRs and HWRs provide Australian companies and homes with a safer, cleaner option for their waste removal, and they do not have to change their normal practices. These receptacles are at the core of our service, helping to manage Australia's massive food waste issue.

## Production and Delivery

Whilst Domani's major focus is food waste, we also believe in the use of recycled materials for the manufacture of our products. All HWRs will be made with recycled plastic from a number of sources, including food packaging. IWRs will be assembled with durable and cost-efficient steel. Our manufacturing process is non-invasive – we do not add any other materials to the mixtures of recycled plastic or steel. This ensures easy recycling again in the future, less waste and more cost-efficient processes. Additionally, we enforce strict quality control measures, testing the strength and durability of our products.

Our service delivery is also cost-efficient and environmentally friendly. Councils and government have agreed to integrate our service into their waste management, therefore avoiding the use of extra trucks. This saves money on transportation costs and avoids more pollution from our own trucks. The government will also save money as we promote greater awareness of food consumption and the disposal of food waste. All organic fertiliser will be allocated to farms throughout Australia, helping to reverse the negative effects of soil degradation, caused by many years of unsuitable European agricultural methods. Australian waste will be made useful. The industrial service will be introduced first, with homes to follow once viable business has been established. Following our national implementation, Domani will begin the **Agri Initiative** in East Timor, which involves the shipping of our organic fertiliser to farms there. With the fertiliser encouraging more crop growth, families dependent on agriculture will earn more money and achieve higher living standards. In turn, more food will be available, alleviating starvation and poverty. A more prosperous East Timor is the only possible result, and mass Australian food waste will be a thing of the past.

## Marketing Analysis

Our Australian target market is extremely broad. Domani's mission is to create a food waste management revolution through the **Agri Initiative**, leading to more sustainable practices, healthier crops, a more aware and educated community and a prosperous future for East Timor. Domani plans to use a number of methods to promote this revolutionary new service. In order to reach all Australian demographics, we will advertise in print, television, radio and Internet. It is crucial we reach Australians of all ages and social status, as Australia has a dire food waste record. \$5.3 billion dollars (or 3 million tonnes) worth of food is discarded every year in Australia, and this must be resolved. A household wastes 25% (197 kilograms) of food every year, whilst 20-25% of primary industry food is wasted. Our advertisements will focus on the need for such a revolution, and the ease in which it can be achieved. Included in our advertising will be our not-for-profit values. During these unpredictable economic times, people will certainly be conscious of how they spend their money, and will be less enthusiastic in making massive lifestyle changes. This initiative actually involves little or no change – consumers will only have to place their organic waste in the HWR, having paid a mere \$15. All money spent by industry and household consumers is redirected into Domani, covering manufacturing, employee and management costs.

Additionally, income will be set aside for further research into more sustainable and cost-efficient processes for the future. Cheaper products will also result.

Our marketing team has undertaken detailed research into the food industry, and their acceptance of the **Agri Initiative**. Our team of sales representatives have specialised in the promotion of conservation programs for water and electricity for 20 years. They will now tailor their sales methods to encourage large food producers and supermarkets to take part. In essence, very little will change in the removal of their waste, but they will pay a slightly higher fee than their current service. This will not be a problem, as they will be recognised with the Domani Environmental Rating (DER), acknowledging their efforts in lowering food waste and helping the environment. These companies will be able to incorporate this in their own advertising, as will Domani. The DER highlights organisations within Australia that strive for change, leading to higher sales across the industry, more jobs and economic stimulus for the benefit of Australia.

### Financial Analysis

With all relevant financial research, Domani is prepared to implement this daring and revolutionary program. The only assistance required is a \$200,000 investment from the Natural Resources Advisory Agency, to be used for educational materials and advertising, which will raise awareness for our cause, products and services. Domani has seven factories in place in all Australian coastal state capitals, and our facilities will be expanded to accommodate the DWSs. Additionally, government docks will be used for future trade with East Timor, as it will be more cost-efficient. This is not only helpful for Domani, but the East Timorese.

	2010	2012	2014	2016
<b>Starting Investment</b>	\$68,100,000	\$64,348,047	\$58,974,076	\$51,991,021
<b>Raw Materials</b>	\$1,200,000	\$0	\$0	\$0
<b>Gross Profit</b>	\$66,900,000	\$64,348,047	\$54,200,476	\$51,991,021
<b>Operating Expenses</b>				
<b>Leases, Rates, Insur.</b>	\$1,750,000	\$1,380,000	\$911,635	\$843,220
<b>Setup/Maintenance</b>	\$11,200,000	\$4,060,000	\$3,889,070	\$391,060
<b>Marketing &amp; Edu.</b>	\$562,430	\$487,350	\$110,500	\$75,440
<b>Wages</b>	\$984,010	\$1,436,729	\$1,657,000	\$1,933,800
<b>Operations</b>	\$444,721	\$460,920	\$472,870	\$473,550
<b>Distribution/Transport</b>	\$4,010,792	\$6,220,972	\$7,285,980	\$8,896,000
<b>Total</b>	\$18,951,953	\$14,045,971	\$14,327,055	\$12,613,070
<b>Profit from Sales</b>	\$0	\$3,672,000	\$7,344,000	\$29,522,880
<b>Tax</b>	\$0	\$1,101,600	\$2,203,200	\$8,856,864
<b>Net Profit</b>	\$49,148,047	\$49,200,476	\$37,670,221	\$45,723,197

### Future Goals

As a modern company, Domani has considered the issues affecting the global community today. Our initiative's goals are consistent with the *UN Millennium Development Goals*, reflecting the realistic aims of the global environment. Our main consistent targets are:

- "Poverty and Hunger Target 3: *Halve, between 1990 and 2015, the proportion of people who suffer from hunger.*"
- "Global Partnership Target 1: *Address the special needs of least developed countries, landlocked countries and small island developing states.*"

Our short-term goals are to distribute IWRs focussing specifically on Australian industry and improving the poor quality of Australian soil through the **Agri Initiative** natural fertiliser. By 2010, Domani will have begun setting up the WDSs around Australia, and 2012 will see our industrial service's implementation. In 2014, the Agri residential service will be well underway, creating yet more fertiliser for Australian farms. Shipping to East Timor will begin in 2016, with the East Timorese government and our past profits fuelling our project's growth.

Our long-term goals are ambitious, but far from impossible. By 2020, Domani aims to halve Australia's total food waste every year, resulting in only \$2.3 billion (1.5 million tonnes). Also, we hope to increase East Timor's arable land to 15% of the entire country from the original 8.2%. Australian industry and farming will be more sustainable, everyday Australians will know how to get the most from their food, and keep cash in their pockets. By 2025, we hope to establish DWSs in East Timor, avoiding the mass waste Australia has experienced for years. Australia will be a model nation in the G-20, and we hope that eventually other member nations will follow our example.

### Summary

Domani is undertaking a project that will change the face of Australia's farming and food industry, creating a more cost-efficient benchmark for trade and manufacture. Australians will learn to be more sustainable consumers, halving the horrific waste that drains the economy and wastes water in production. The **Agri Initiative** will expand into East Timor, alleviating starvation and poverty. Domani's initiative is revolutionary, and the use of our new WDSs will usher in a new age of sustainability, technology and prosperity. Get ready to be waste-free Australia.