

Executive Summary

In 2021, the We Are Social report shows that there is an increase in the use of mobile devices by 345.5 million, an increase of 1.2% from 2020 (Kemp, 2021). Then it experienced a return increase of 3.6% in 2022 to 370.3 million mobile devices (Kemp, 2022). DKI Jakarta in 2021 contribute at least 2 million pounds of electronic waste annually (BPS Province DKI Jakarta, n.d.). According to the Ministry of Environment and Forestry in 2020, the amount of electronic waste (e-waste) in Indonesia is 2 million tons, and only about 17.4% of this electronic waste is properly processed; the rest ends up in landfills (Katadata, 2021). Based on information from EWasteRJ, management of electronic goods that are no longer used and originate from households in Indonesia, 39.1% are stored, 23.3% are given to scavengers, 13% are disposed of in trash cans, 10.2% are repaired to function again, 8.4% are exchanged, and 6% are given to other people. Even though it has dangerous contents, the components of e-waste that are properly processed are also able to provide potential revenue and income for the state and e-waste processing companies. In 2040, Indonesia has a potential of 14 billion US dollars if the e-waste is properly processed and its components are reused (Ramdhani, 2021). The large potential for electronic waste, the high amount of electronic waste that is not properly processed, and the behavior of storing household electronic waste can be a good business opportunity. Effective and efficient collection of e-waste from e-waste owners spread across the community is needed to increase economic value and create a sustainable e-waste supply chain for e-waste processing companies. Our target customers are e-waste processing companies or big e-waste collector in Indonesia.

The value we offer is easy and practical electronic waste collection so as to increase economic value and ensure the continued availability of raw materials (e-waste) to consumers, namely electronic waste processing companies. Cost Focus is the company's competitive strategy to survive in the e-waste collection industry.

As a business start, the company opened electronic waste processing services focus in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas, with its warehouse in the two areas (West and East) of Jakarta. The company's initial capital is IDR 33.8 billion to purchase assets and cover company operational costs.