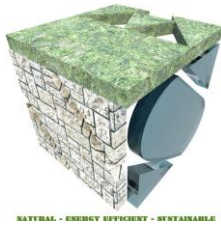


NATURAL - ENERGY EFFICIENT - SUSTAINABLE

Natural, Energy Efficient and Sustainable, Products and Services

Case Study - Company A



Product(s)

Description

Company A is an SME which offers a range of purpose built wetlands system which are used for the treatment of wastewater:

- Constructed Wetland - a soil based marsh system in which the wastewater flows over the soil.
- Reed Bed Systems - a gravel based system in which the wastewater flows vertically or horizontally through the gravel substrate.

Once installed, the product has a lifespan of between 20 and 50 years.

Advantages of this type of system when compared to other sewage treatment systems

- Low maintenance
- Zero to low electricity costs and carbon footprint
- Potentially low capital costs
- Long lifespan

Disadvantages of this type of system when compared to other sewage treatment systems

- Larger area needed
- Can only be used in specific scenarios (e.g. can't be used in small gardens)

Advantages of this particular design

- Broad range of options available

Disadvantages of this particular design

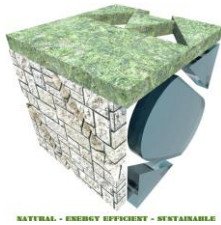
- The number of choices can put off some buyers

Advantages of using this supplier

- Strong expertise

Disadvantages of using this supplier

- The additional training and accreditation can cost more (when compared to a supplier that lacks similar training / accreditation)



The Industry

We project that there will be industry shake up, resulting in an increased focus on where effluent goes post septic tank. This shakeup will lead to move to exchange electrical filtration systems with natural solutions such as the products we offer. This carbon neutral option will be preferable to other technologies with a significant carbon footprint.

The technology can be used to complement all sewage treatment networks, and equates to a sizable market.

SWOT ANALYSIS

Strengths	<ul style="list-style-type: none"> • Versatility • Low Overheads • Cutting edge • Good product
Weaknesses	<ul style="list-style-type: none"> • Innovation limited by staff time • Time limitations • Poor debtor management • Lack of clarity on certain design issues
Opportunities	<ul style="list-style-type: none"> • Publishing a book • Zero Carbon Future
Threat	<ul style="list-style-type: none"> • Legislation changes can stop some projects or demand alterations to design

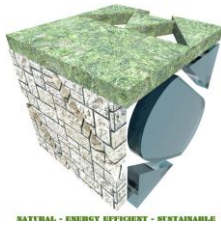
Pricing

The company is unsure how important pricing is, in regard to marketing the products. Due to the bespoke nature of most installations, comparing prices directly with competitors is difficult.

Prices at the time of writing are approximately €2.50 for each plant planted (they can be supplied only for €1.50). Design of a constructed wetland system costs in the region of €500 with €75 per hour for labour.

Due to the bespoke nature of the product, each specific installation is likely to vary in price. However the initial costs are largely offset by the low running costs and maintenance.

As with all septic tanks, they require regular desludging which is left to the client to organise.



Marketing

The company markets the products through a variety of material:

<i>Medium</i>	<i>Comments</i>
Leaflets	<ul style="list-style-type: none"> • Low Cost • Rarely used
Website	<ul style="list-style-type: none"> • Very low costs • Proven results
Articles in printed literature	<ul style="list-style-type: none"> • Opportunities only come occasionally • Free
Training courses	<ul style="list-style-type: none"> • Generate income

In addition the company also infrequently attends trade shows and other themed events to demonstrate the product and raise awareness.

These methods have been selected as the most viable due to their minimal cost and because other methods (i.e. printed adverts) have failed to provide evidence of a significant return.

Customer Service

Sales are largely conducted on site, due to the need to visit each site to calculate the approximate cost. Very rarely, a customer will visit the company office which is located in a central position in Ireland. The company website is regularly updated and informative, so most customers will look at the website before visiting.

Each installation is bespoke to ensure suitability of purpose. This design process helps ensure that all installations are of the highest quality.

Telephone and email support is provided for customers, and this support is provided free of charge in most scenarios.

The staff members are highly trained, attending courses to keep up to date with the latest developments in the industry and claim to be the best in Ireland.

Financing

Company A offers a credit option to subject to certain criteria.

Grants are occasionally available for certain scenarios, check with the company for more information.