ENTREPRENEURSHIP
Eco-Wallet Business Plan 2019-2020

Group Number: 57

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1. EXECUTIVE SUMMARY

Eco-Wallet is a mobile and web-based application where consumers could receive digital receipts when completing a purchase. This concept would put in practice an environmentally friendly approach by reducing the amount of paper wastage.

When it comes to **Eco-Wallet**, the two target customers are consumers who shop in-store and organisations. Consumers may download the **Eco-Wallet** application for free from the AppStore of Google Play Store, create a profile and receive a unique identification number. Upon completion of a transaction, the cashier would ask the customer whether they would like to receive the receipt via the Application, which the cashier would be able to do when given the identification number. Through this, consumers would be able to use this application to store their purchases receipts instead of printing a physical receipt. This way it would be more convenient for consumers because their receipts would be stored in one place hence they would be easier to find in case of the need to exchange or return an item arises.

The second market that we would like to target are businesses such as supermarkets and catering establishments including hotels and restaurants. This is because these outlets generate a high volume of receipts per day which means that excessive paper consumption is carried out. Apart form that, these two types of market sectors are the most frequented by consumers in accordance to our study. Implementing **Eco-Wallet** helps minimise running costs for businesses because the amount of cash register paper rolls which are currently bought monthly will be decreased if not eliminated. Moreover, **Eco-Wallet** helps business to adapt to a more environmentally friendly approach of generating receipts, which is a substantial benefit as it can be advertised as a Corporate Social Responsibility activity.

In regards to growth potential of **Eco-Wallet**, it has been determined through the research carried out that consumers are willing to incorporate this application in their lifestyle because most participant have found this application environmentally friendly, as well as a new approach to reducing paper wastage in Malta.

After a number of months, the application will be improved in order to accommodate not only receipts, but even credit notes and vouchers. Moreover, during the second year, the application will be distributed abroad in English speaking countries such as Cyprus or Slovenia. The application will continuously be developed to add more features such as the ability for consumers to scan and upload receipts which were generated by establishments who don't make use of the application, hence they got printed. Lastly, advertisements of promotions that shops are currently offering will be advertised within the App which provides another income for **Eco-Wallet**.

In regards to the distribution of **Eco-Wallet**, it has been prices for business at 40% of what they are paying now. This would give the businesses 60% decrease on what they currently pay. Therefore, from the business earnings, costs of advertising, office property, licenses and Google Play Store Fee and other expenses such as utilities will be incurred. Profit will be generated by offering this service on a subscription fee basis to businesses. As a result, **Eco-Wallet** will be able to maintain operating through the profits gained every quarter as well as the funding obtained from the B-Start Scheme Grant which would help the business improve the services offered as to widen our customer base.

2. BUSINESS OVERVIEW
2.1 PROPOSED PRODUCT/SERVICE

Mission Statement

We are committed to improve the environmental quality of our community by transforming printed receipts into digital receipts with minimal effort required by businesses and consumers.

Vision Statement

We envision a sustainable future for upcoming generations with a significant reduction in paper wastage, by going digital.

2.2 LEGAL CONSIDERATIONS

Eco-Wallet is a 'Partnership en nom collectif' (General Partnership) which will be operating on an unlimited liability. This form of partnership was chosen so that each partner has the same control when it comes to decision making and management of this start-up. Moreover, since each partner will invest the same amount of capital, everyone will have equal rights and responsibilities towards the business. This is reflected in the Partnership Deed which is certified by a Notary.

2.3 REGISTERING THE BUSINESS

After issuing the Partnership Deed, all partners are to register as Self-Employed with Jobsplus. In order to receive an Income Tax number, the 'Registration of a Partnership' Form is to be submitted to the VAT Department in conjunction with a copy of the Partnership Deed. Moreover, all partners are to fill in and submit the 'Partnership Registration Form', but only one partner is to fill in the 'Value Added Tax Application form' for VAT Department.

It is after all of these permits and requirements are fulfilled, that the organisation may start trading.

Operating as a 'General Partnership' impacts the partners within the business as it is on the basis of unlimited liability, which means that personal assets may be withheld or seized in the case where the business would not have enough liquidity to settle its liabilities. However, this form of partnership distributes responsibility equally amongst all partners, to the contrary of a 'Limited Liability Partnership' where it would only be one partner carrying the responsibility of having unlimited liability.

This imposes a positive impact on the service being offered since all partners who formulated and developed the concept of **Eco-Wallet**, will have equal rights to the management of the business. Moreover, business costs are decreased because corporation tax does not apply to Partnerships, in contrast to Limited Liability Companies. Within a Partnership, profits at the end of the year are distributed in accordance to the partnership deed and then each partner declares his share of income and pays income tax.

3. MARKET ANALYSIS
3.1 COMPETITOR AND GAP ANALYSIS

3.1.1 GAP IN THE MARKET.

The gap which is currently present in the market is that of consumers being able to store receipts digitally and have them contained in one particular place. This gap in the market proposes excessive paper wastage because at this point in time, shops are printing a physical receipt upon every transaction and consumers are in the risk of misplacing receipts, since they are not contained within one digital place. This gap in the market provides an inconvenience to consumers. This is because when a consumer is in the of returning or exchanging an item, the receipt generally needs to be shown to the shop assistant.

3.1.2 ALTERNATIVE PRODUCTS

An application which has similar features to **Eco-Wallet** is Apple Wallet.

Apple Wallet is a mobile application within the iOS operating system which allows users to store wallet-passes. This means that they are able to store documents such as coupons, boarding passes, student ID cards, event tickets, movie tickets and transportation cards. Credit, debit and prepaid cards can also be stored on Apple Wallet, as well as loyalty cards.

Figure 1: Logo of Apple Wallet

However, when using Apple Wallet, consumers do not have the opportunity to receive digital receipts and have them categorially stored within the App. In contrast, **Eco-Wallet** provides these features in order for consumers to be able to receive receipts digitally instead of printed, with the main aim being to reduce paper consumption.

3.1.3 COMPETITORS

Presently, since **Eco-Wallet** is an innovative concept, no current competing applications are in operation, however and organization that has the potential to become a competitor is Apple. Apple have Apple Wallet which is a similar concept and due to the size and financial stability of Apple, they are able to conduct further research and re-create a more fine-tuned version of the concept of **Eco-Wallet**. Hence, upon launch of the **Eco-Wallet** app, competitors may emerge and implement its concept, especially if they are already established businesses and have the appropriate funding and resources.

Moreover, **Eco-Wallet** will have both an EU patent and EU Trademark, in order to have the necessary rights over potential replicas which may emerge.

3.2 TARGET MARKET

The target markets for this business are consumers (business to customer approach) and business organisations (business to business approach).

- Consumers who shop in-store

Consumers in general are one target market because this mobile and web-based application aims to achieve its main objective, that of reducing paper wastage, by providing a convenient and sustainable solutions for the reception of receipts when completing a transaction. Since consumers are part of the supply chain whereby receipts must be issued by law, consumers are a suitable market to target.

As an application, **Eco-Wallet** is highly convenient for the end-users (consumers) because the process of returning or exchanging an item is facilitated due to all receipts being stored on the database. The risk of misplacing a receipt becomes obsolete.

- Business Organisations which print out receipts

Organisations such as supermarkets generate a high amount of receipts on a daily basis because consumers regularly frequent such outlets. Moreover, the receipts generated by supermarkets are generally quite lengthy, which means that excessive paper consumption is conducted. From a business perspective, this high amount of receipts is also costly for businesses as they would need to buy the necessary cash register paper rolls and ink. Hence by adopting **Eco-Wallet**, businesses would be benefitting from a reduction in the cost of such consumables.

Other types of organisations which are being targeted are hotels and clothing retail outlets. Clothing is an item which is commonly returned or exchanged by the buyer; hence the adoption of **Eco-Wallet** would facilitate such transaction by eliminating the risk factor of misplacing receipts.

3.3 TYPICAL CUSTOMER
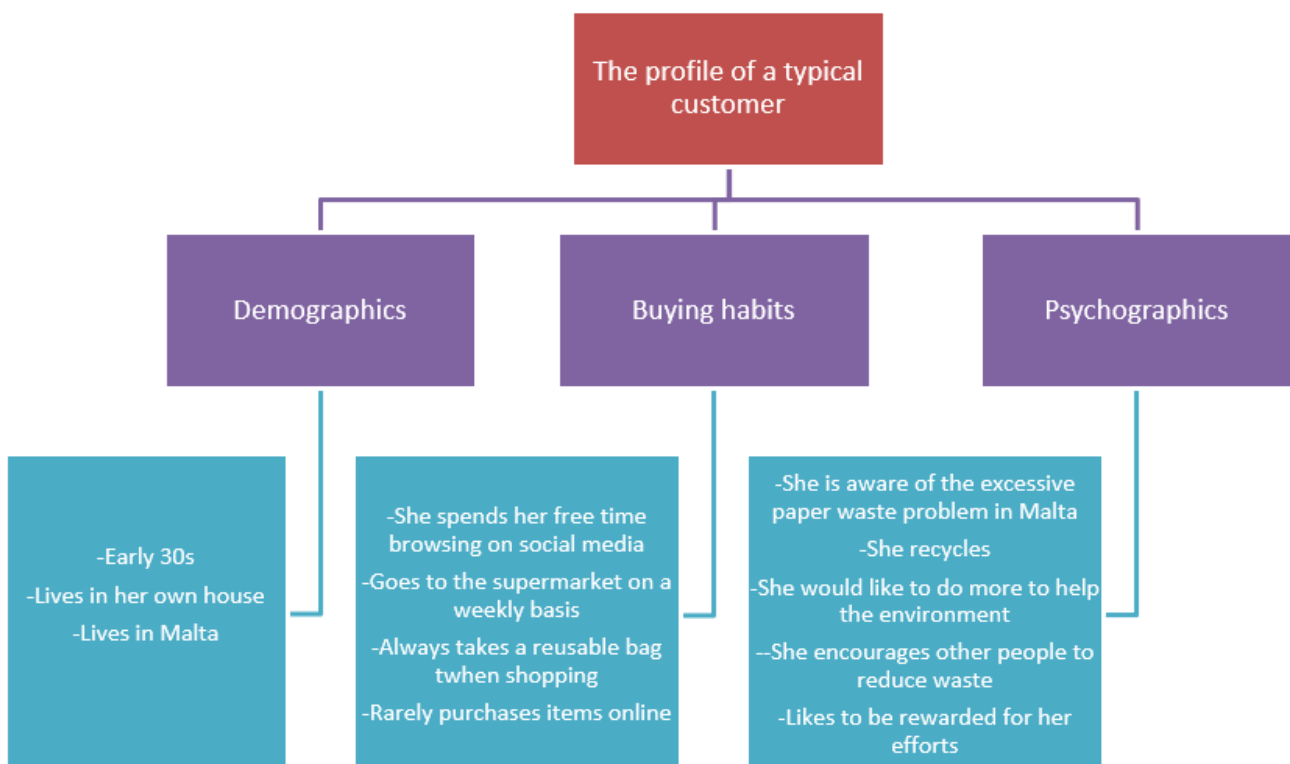
Figure 2: Flow chart describing the typical customer

3.3.1 CUSTOMER RESEARCH

The aim of quantitative research conducted by distributing a questionnaire, is to understand the consumers' perception on the current environmental situation in Malta, specifically paper wastage, as well as obtaining feedback about the concept of **Eco-Wallet**. The questionnaire is compiled of questions such as whether participants have ever needed to return an item but couldn't find the receipt and whether they believe that **Eco-Wallet** would be an effective mean of reducing paper wastage. Participants were also asked if they would consider downloading and making use of the free **Eco-Wallet** application. The data collected has been analysed with the use of graphs, charts and tables generated on Microsoft Excel.

Findings

The Comparison between gender and the consideration of making use of the application
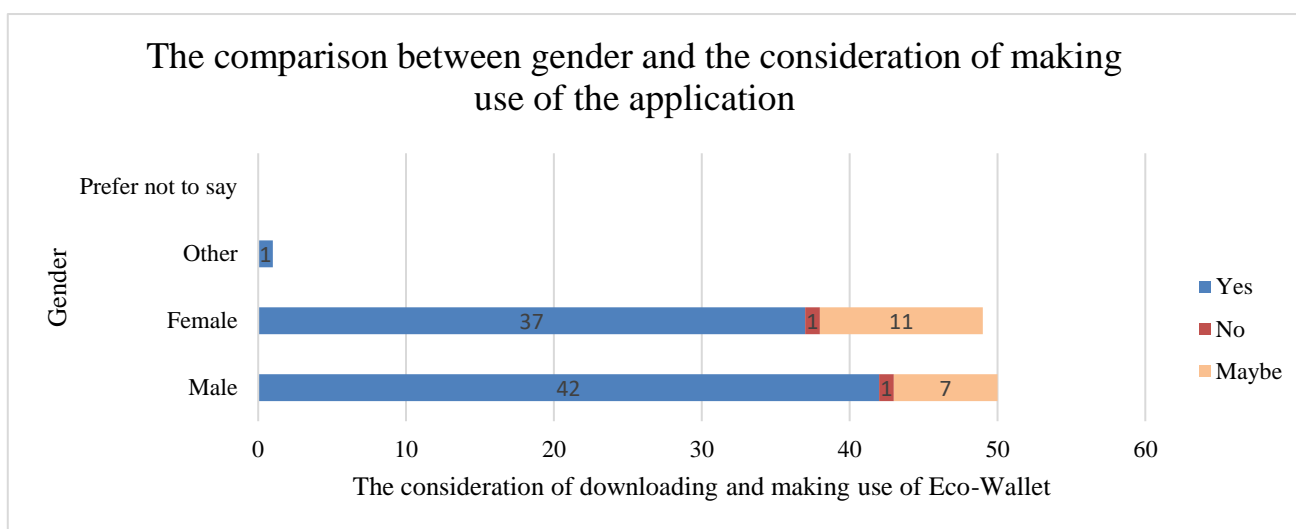
Figure 3: Relationship graph between gender and the consideration of downloading and making use of the application

As it is shown in Figure 3, from all respondents, the gender which would consider downloading and making use of the application **Eco-Wallet** are males, with a total of 42 respondents. However, 7 males have stated that they would maybe consider using the application. On the other hand, when it comes to females there were 37 who stated that they would make use of the application whilst 11 stated that they would maybe consider doing so. A combined total of 2 respondents out of 100 have stated that they would not download **Eco-Wallet**. This shows that the majority of respondents may potentially be downloading the application once it is launched.

In regard to the reasoning provided by participants as to why they would download the app, multiple positive answers were received. Most respondents commented that it would be more convenient for them to have their receipts stored within one place as it would give them better control in tracking their purchases. Moreover, they expressed that the exchanging of a purchased item would be able to be carried out more easily without having the responsibility of losing the respective receipt. On the other hand, another predominant comment was that the concept of **Eco-Wallet** is a good initiative for the well-being of the environment as it helps in reducing paper wastage.

Moreover, participants were also asked to state any suggestions or comments which they may have in regard to **Eco-Wallet**. Some of the received ideas are that a section could be added within the application whereby their spending would automatically be calculated as to help them track their purchases. This is considered as an opportunity for **Eco-Wallet** as it would make the app more desirable for consumers due to the added feature. Another common suggestion received is to implement **Eco-Wallet** in all types of retail outlets regardless of the size. This is also an opportunity which the management has taken into consideration as the business will grow further and possibly adapt the application to be available for smaller business who may not currently have the apparatus for the app to be implemented.

These comments show that consumers are in favour of the concept and are not only considering of downloading it themselves but are already thinking of more ways for **Eco-Wallet** to develop and grow further.

The comparison between the frequency of purchasing in-stores and the frequency of not finding the receipt when needing to return/exchange an item
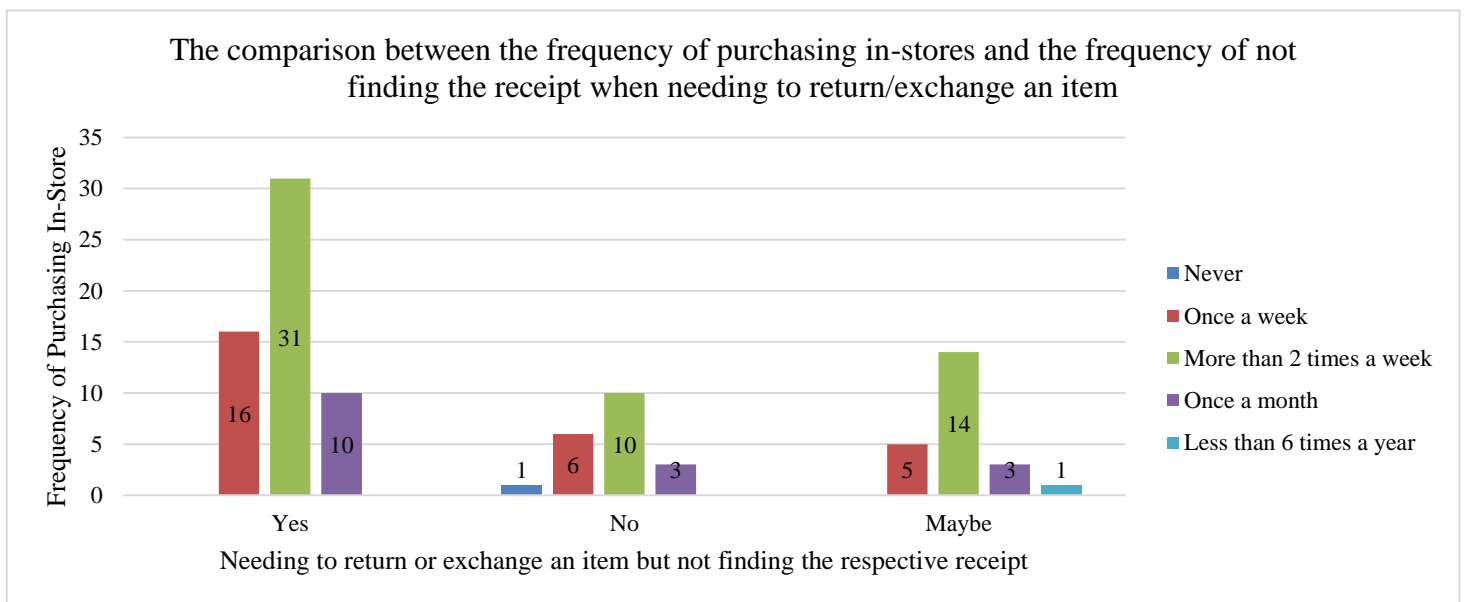
Figure 4: The relationship between the frequency they visit an in-store and the return and exchange of an item

Figure 4 is a relationship graph displaying the frequency that consumers purchase items in-store (not online) along with whether they have ever needed to return or exchange an item but could not find their traditionally printed receipt. 31 respondents whom all shop in-store more than 2 times a week, have admitted that they have experienced the need to return or exchange an item but could not find the receipt. In such instances, shops may decline to process the return/exchange since no receipt can be shown as proof of purchase hence **Eco-Wallet** is useful as such risk is obsolete.

The respondents who shop once a month, which makes them infrequent shoppers, have still encountered the issue of not finding the receipt when it is needed. From a total of 16 respondents who shop once a month, 10 have experienced such issue. This means that it is not just the frequent shoppers who would find **Eco-Wallet** useful in terms of storing receipts.

Likert Scale showing the degree of agreement of respondents with several statements

1.	I am concerned about the environment on a global level	2.	I always recycle
3.	I believe that in Malta we have a problem of excessive paper wastage	4.	I take initiative to reduce paper consumption in my day to day life
5.	I encourage other people to reduce paper consumption	6.	I believe that the community must work towards wasting less paper
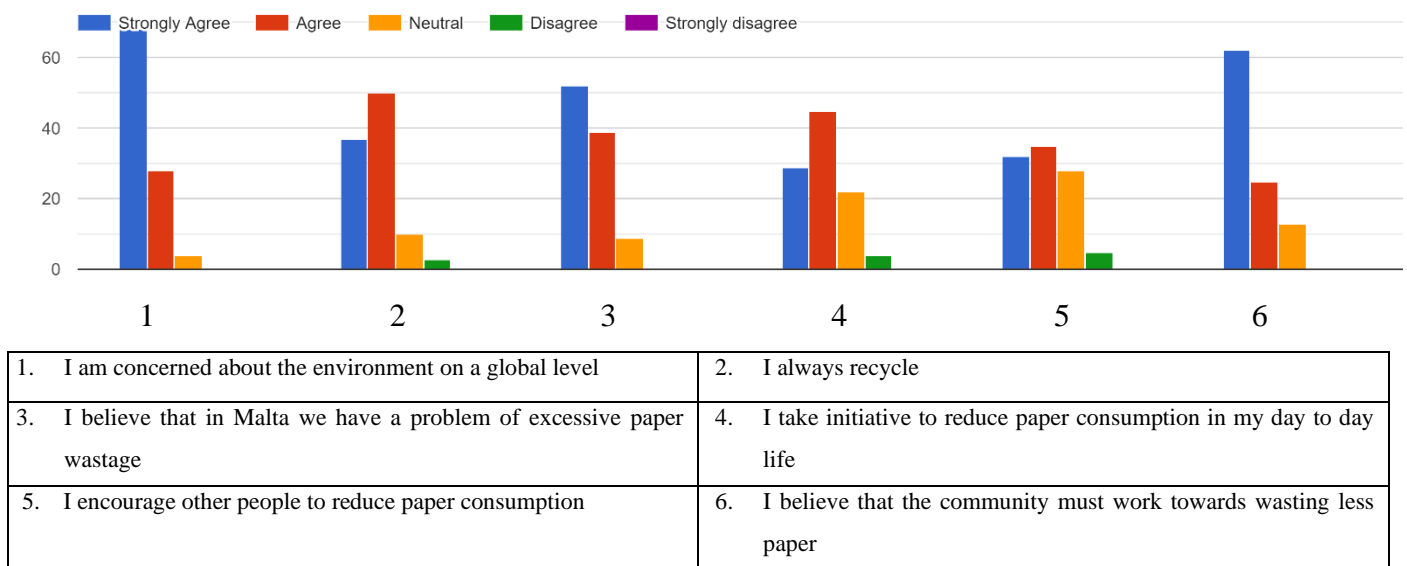
Figure 5: Likert scale

For this question, a Likert scale graph was presented to observe the attitude towards the mentioned statements. The respondents were asked to tick how strongly they agree or disagree with the indicated comments. In the third statement, 91% of respondents believe that within Malta, there is a problem of paper wastage. Moreover, the majority of respondents for the first statement, showed a great concern about the environment on a global level as 68% 'strongly agreed', 28% 'agree' while the remaining 4% were 'neutral'. This implies that the overall respondents are not only aware about the environment of Malta but also on a global level. This is seen through the initiative that 74% of the respondents are taking on the day to day basis on reducing paper wastage while the other 22% need to be more aware of on how important it is to reduce paper wastage. This was demonstrated through the second statement as 87% of the respondents acknowledged that they always recycle while only 3% answered that they 'disagree' on whether they recycle or not. The remaining 10% were 'neutral' which indicates that they sometimes recycle and other times they don't. However, these respondents are not enough to make such a big difference in reducing paper wastage and so, 67% are making their utmost effort to encourage other people to diminish paper consumption by convincing the other 33% respondents to do so. Further-more, the overall participants that took this survey believe that the community must emphasis more on this current situation in so that someday paper wastage would be eradicated.

The investigation into whether consumers use an Android or iOS operated mobile phone
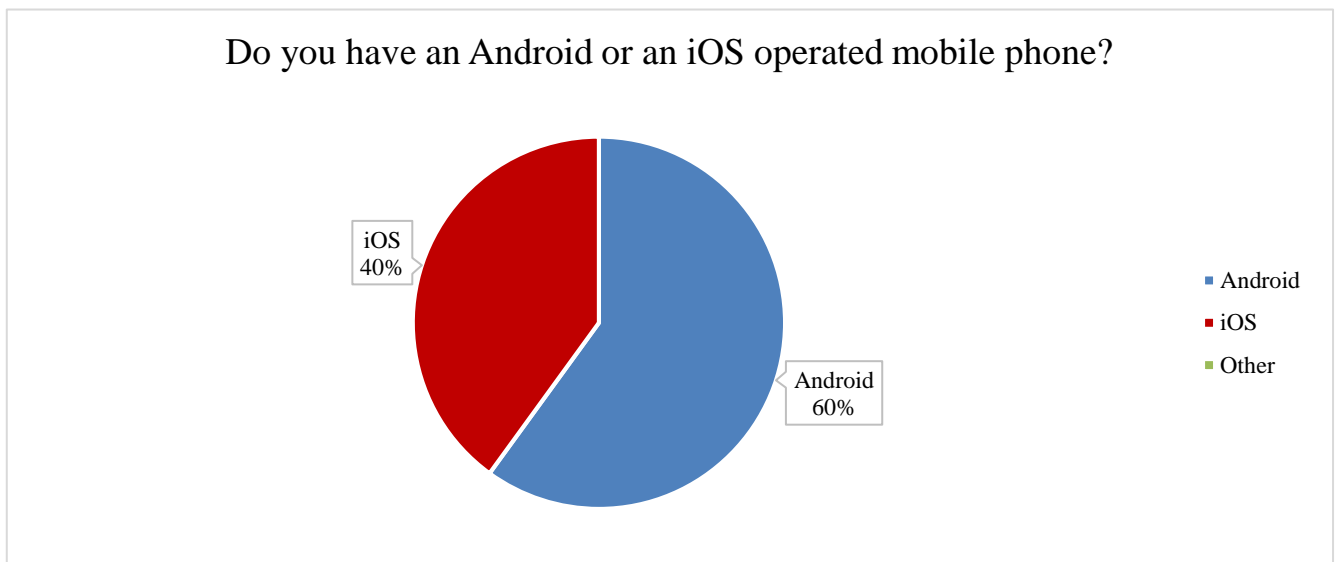
Figure 6: Pie chart regarding the operating system of the mobile phone

Within this question, participants were asked whether they use and Android or iOS operated mobile phone. This purpose of asking this question is to obtain an indication on the operating system which is majorly used in Malta. According to the research conducted, of which the results are displayed in Figure 5, 60% of respondents use an Android operating system whilst 40% use an iOS operating system. Initially, **Eco-Wallet** was only going to be launched on the Google Play Store which means that it would only be available for Android users. However, upon analysing the results of this questionnaire, it has been decided that **Eco-Wallet** will be launched on both the Google Play Store and the AppStore, as to make it available for both operating systems.

The method of advertising which influences consumers the most
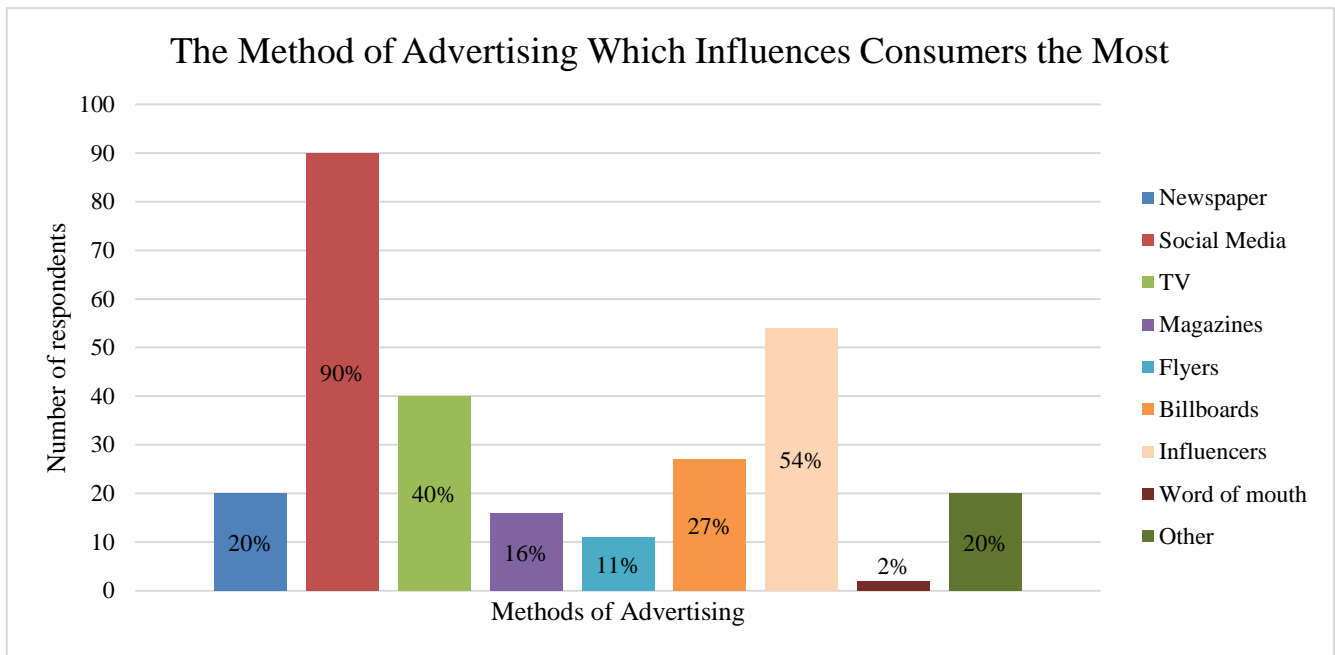
Figure 7: Method of Advertising Which Influences Consumers the Most

It is evident from Figure 6 above that the most preferred method of advertising is Social Media since 90% of the questionnaire participants responded that it is one of their preferred methods. Moreover, 54% of respondents stated that influencers are amongst their preferred advertising methods. This result is highly positive for **Eco-Wallet** since it is a digital service. This is because if consumers utilise social media, it is more likely that they are tech savvy and own a smartphone or computer from which the **Eco-Wallet** application can be used. In contrast, only 27% of respondents selected billboards and 16% of respondents selected magazines as their most influential mean of advertising. the least preferred method of advertising is word of mouth, which was only selected by 2% of respondents.

Occupation of respondents
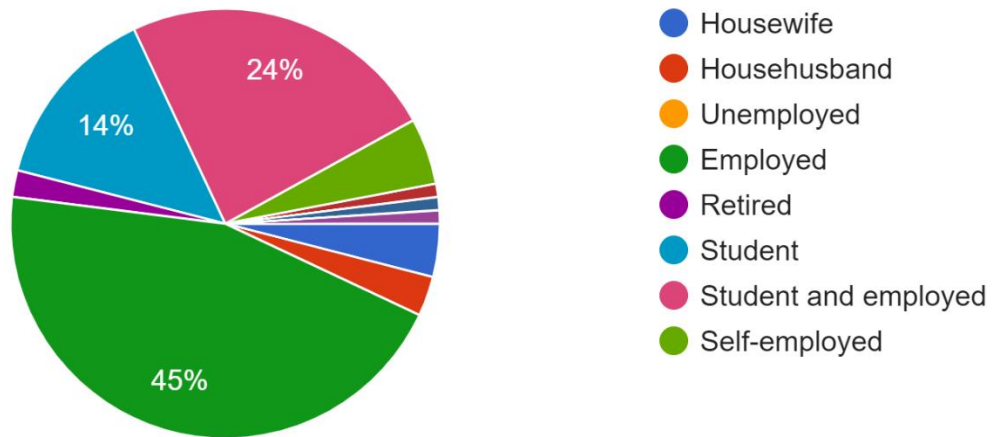
Figure 8: Pie Chart of Occupation of Respondents

The Pie Chart displayed in Figure 8 shows the occupation of participants. The most common three occupations are Employed (45%), Student and Employed (24%) and Student (14%). This provides for a wide range of spenders since employed persons receive a monthly salary unlike students, generally. This supports the decision of making **Eco-Wallet** a free application for consumers to download, as otherwise they may have to think twice.

The outlets which respondents frequent the most
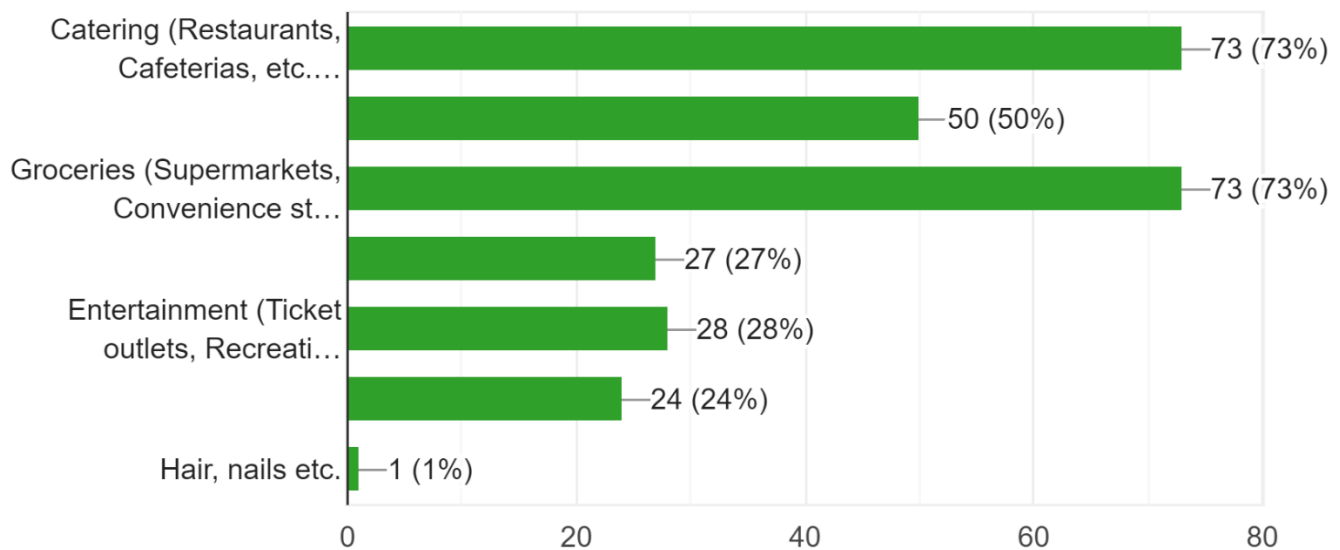
Figure 9 - Chart showing which outlets respondents frequent the most

Figure 9 shows which outlets respondents frequent the most. Catering establishments such as restaurants and cafeterias, and grocery shops such as supermarkets receive an identical vote, whereby 73% of respondents stated that they visit such outlets most frequently. This is a positive result for **Eco-Wallet**. Firstly, because both kinds of outlets are within **Eco-Wallet**'s target customers in terms of business to business trade. Secondly, throughout the interviews carried out for this research, all outlets interviewed stated that they would be interested in implementing **Eco-Wallet**. One of the interviewed outlets is Corinthia Hotel, which apart from the accommodation, also has catering establishments. The other interviewee is James Caterers which is a grocery store and the final interviewee is anonymous.

3.3.2 BUSINESSES RESEARCH

Qualitative research has been carried out in order to gain better understanding of the perception of the **Eco-Wallet** concept as a business-to-business service whereby existing businesses adopt **Eco-Wallet** and pay a subscription fee. The main research questions which were of utmost importance to the development of **Eco-Wallet** include the determination of how much money targeted businesses currently spend on cash-register paper rolls. This is because in order for **Eco-Wallet** to have a higher chance of being adopted by businesses such as supermarkets and hotels, which are part of the target audience, the cost of **Eco-Wallet** must be cheaper than the current costs which they are incurring. Therefore, interviewed businesses were asked how much money they spend per month of cash-register paper rolls. The adoption of **Eco-Wallet** can be marketed as a Corporate Social Responsibility (CSR) activity by businesses due to its concept which aims to reduce paper wastage, hence business were also asked regarding their current CSR activities, along with whether they would be interested to adopt **Eco-Wallet**.

Interviewed Businesses

James Caterers

The first interviewed business is James Caterers in respect of its confectionary shop. The Head of the Quality Assurance Department provided us with the amount of cash-register paper rolls that they use up, which is 30 rolls monthly at the cost of €32.

In regard to CSR activities, James Caterers provides discussion about the environment on television, along with partnering up with local councils to conduct educational outings for the elderly to the James Caterers factory.

James Caterers stated that they would be interested in implementing the **Eco-Wallet** application within their operations and even provided suggestions such as the incorporation of competitions and shopping discounts within the app in order to incentivise consumers to use it. However, concerns were raised regarding the VAT Lottery. This is because the VAT Lottery takes place by consumers sending in their printed receipts. During the quantitative research carried out between **Eco-Wallet** and consumers, only 2 respondents stated that they participate in such lottery. Therefore, as **Eco-Wallet** we plan to determine a suitable course of action with the VAT department in order to find a way to incorporate **Eco-Wallet** with the VAT Lottery so that it can be conducted in a more sustainable manner.

James Caterers expressed that they are willing to pay between €6 - €10 per month as a subscription fee for **Eco-Wallet**.

Company A

The second interviewed business, hereby referred to as 'Company A', wished to remain anonymous. The interviewee, whom is the Head of Marketing of Company A informed us that they consume a total of 100 cash-register paper rolls per month, at the cost of €250.

Moreover, Company A is currently participating in CSR activities however the Head of Marketing did not specify what these activities are.

Company A expressed that they would like to implement **Eco-Wallet** within their system and are willing to pay a monthly subscription fee of between €1-€5.

Corinthia Hotel

The third and final business which was interviewed is Corinthia Hotel whereby the interviewed individual is the Cost Controller. The Cost Controller provided an approximation of the number of cash register rolls which Corinthia purchases per month, that is 9770 including different sizes due to generating different kinds of receipts, such as restaurant, accommodation and taxi receipt. Moreover, the Cost Controller was asked regarding the amount of money which Corinthia spends per month on such cash register rolls, however this information could not be provided since an agreement is in place between Corinthia and the supplier of the rolls, to keep this data confidential.

The Cost Controller of Corinthia stated that they would be interested in implementing the **Eco-Wallet** application within their operations. The reason provided is that transforming to digital receipts would be a more efficient approach especially since businesses and consumers have become more reliant on technology. Another reason provided is that Corinthia Hotel issues a large number of receipts per day hence the implementation of such application would work out effectively. For these reasons, they would consider implementing **Eco-Wallet**.

Lastly, the implementation of **Eco-Wallet** at Corinthia Hotel would put this hotel in a good light and generate positive word of mouth due to the concept being environmentally friendly.

3.4 MARKET POTENTIAL

The quantitative research conducted through a questionnaire filled in by consumers, resulted that 63% of respondents would download and make use of the **Eco-Wallet** application. A further 15% have expressed their interest in **Eco-Wallet** and admitted that they would maybe consider using it.

Since the main aim of **Eco-Wallet** is to reduce paper waste, the targeted businesses are those which generate a high volume of receipts. For this reason, consumers were also asked which outlets they frequent the most. The results have shown that 73% of respondents, frequent catering and grocery outlets most frequently, such as cafeterias and supermarkets respectively. Since these are the most frequented outlets, they generate a high value of receipts which means high paper wastage. This can be shown through the research results, whereby 6% of respondents admitted that they usually leave the receipt at the cash point when completing a transaction, another 19% of respondents admitted to throwing away the receipt immediately and another 28% stated that they throw away their receipt at home. This means that a combined total of 53% of respondents, throw away their receipt within less than 24 hours of it being printed. Additionally, a further 22% have stated that they keep the receipt for a few days and then throw it away.

This shows that a large percentage of consumers do not store receipts, hence in the need of returning or exchanging an item, such consumers would find it challenging or impossible to proceed with the return or exchange, since they would not have a receipt to show to the cashier.

Only 2% of respondents stated that they keep their receipts in order to send them to the VAT Department in participation of the VAT Lottery. The Maltese Ministry of Finance provided us with the information that 3.2 million receipts are received by the mentioned Ministry in participation of the VAT Lottery.

For this reason, as **Eco-Wallet**, we have explored the possibilities of incorporating the application of **Eco-Wallet** with the VAT Department as to provide a digital alternative to participate in such lottery, however this needs further clarification with the VAT Department.

From the information gathered about VAT Lottery participations, it has been determined that the average age of participants is 56, based on the ages of the lottery winners in January 2020. This age group is not within the target audience of **Eco-Wallet** since generally, persons of such age are not computer literate and may not know how to operate the application hence it is probable that they would not have a smart phone or computer. This limitation will become less impactful in the near future since generation who will be entering into the retirement phase, will be generations who grew up around technology and would me more tech savvy.

In conclusion, persons who participate within the lottery are not part of the target population and apart from that, the target population is forecasted to widen in the coming years, since future elderly persons will be more computer literate.

4. Marketing Plan

Quarter 1 (January – March 2020)

- Launch Facebook and Instagram page in January
- Launch Eco-Wallet App in February
- Promotional Logo Tote Bags start being given out upon launch
- Cards with logo start being given out for the purpose of VAT spot checks
- Reach the 100th receipt being sent via the app hence award the hamper to that specific user

Quarter 2 (April – June 2020)

- Reach 500 likes on the Facebook Page and 500 followers on the Instagram Page through promotional adverts and word of mouth publicity
- Reach 1,000 downloads of the App due to adverts such as online posts and the cards with Eco-Wallet Logo, word of mouth and the gift set being awarded to a user when the 100th receipt being generated
- Reach the 500th receipt being sent via the app hence award the hamper to that specific user

Quarter 3 (July – September 2020)

- Update the application by introducing offers of shop that have implemented Eco-Wallet so that consumers become aware of such offers. This is another income generator for Eco-Wallet.
- Obtain an additional increase of 500 downloads of the app
- Obtain an increase of 250 likes and follows on Facebook and Instagram respectively

Quarter 4 (October – December 2020)

- Obtain an additional increase of 500 downloads of the app
- Update the app to include the possibility of storing vouchers and credit notes along with receipts
- Increase Facebook likes and Instagram follows by 250 respectively
- Reach the 1000th receipt being sent via the app hence award the hamper to that specific user

4.1 Branding

The name of the service being offered is '**Eco-Wallet**' and it was chosen as it is a representation of the service being provided. This is because 'Eco' represents the fundamental concept of **Eco-Wallet**, which is environmental sustainability and green practises, whilst 'Wallet' represents the storage of receipts within the users' digital wallet.

The logo has a green leafy background to further emphasise that it runs on the concept of green practises.

*Figure 10: **Eco-Wallet** Logo*

The **Eco-Wallet** slogan is "The Eco-Friendly Receipt Generator" to represent in a nutshell what the application does and what its purpose it. This is because eco-friendly, hence paperless, receipts are generated and stored digitally within each user's account.

4.2 Marketing Budget

Eco-Wallet has an allocated Marketing Budget of €750 per quarter as from the launch of **Eco-Wallet**, which will be utilised to promote the use of the application on social media and purchase merchandise.

Since the target customers are in-store shoppers, re-usable tote bags with the logo of **Eco-Wallet** will be given to shops who adopt **Eco-Wallet**. This is so that during the first month (or until stock lasts), every customer who asks for the receipt to be sent to him via the **Eco-Wallet** app, will be given one of these free tote bags, displayed in figure 9. The amount of stock which will be purchased is that of 200 Zippered Tote Bags with the **Eco-Wallet** Logo and these come at a fee of €225 ($249.83) along with import duty which costs €40.50.

This means that the tote bags will cost €265.50 in total. This cost will only be incurred during the three months of operation.

Figure 11: Zippered Tote Bag Quote

During the first three months, a gift set will be purchased from the Marketing budget. This gift set will be given to the lucky application user who out of all receipts being generated, receives the 100th receipt from an outlet, as from the launch date of the app. The gift set is compiled of eco-friendly products such as a bamboo toothbrush and reusable metal straws. The aim is to incentivise consumers to use the app whilst further promoting reusable products to minimise waste. The gift bag quote is displayed in Figure 10 below. It is priced at €34.50 (£29.50).

	PRODUCT	PRICE	QUANTITY	TOTAL
✕	Herb design eco food wrap. 20x30cms Sold By: Ecofoodwrapsuk Store	£4.00	1	£4.00
✕	Eco Friendly Bamboo Toothbrush With Black Coloured Bristles Sold By: EcosoGood	£2.00	3	£6.00
✕	Metal Straws & Cotton Holder, 3 Metal Straws Gift, Cotton Straw Holder, Re-usable Straws Sold By: PlasticFreeZone Store	£7.50	1	£7.50
✕	Light Bamboo Cutlery Set with a bag (6 pcs) (Seigaiha). Eco -friendly, reusable and sustainable. Sold By: BermondseyBits	£12.00	1	£12.00

Coupon code	Apply coupon	Update cart

Cart totals

SUBTOTAL	£29.50

Figure 12: Gift Set Quote for the 100th generated receipt

During the second quarter, another gift set will be awarded to the person who receives the 500th receipt via the **Eco-Wallet** app from all of the generated receipts as from the date of launch. The gift set is displayed in Figure 11.

YOUR SHOPPING BAG

	Silicone Stretch Lids – Set Of 6 CODE: GRI-SSL-O6	QTY: 1 update	£13.95	🗑
	Zero Waste Cutlery Pouches CODE: CBJ-OO2-WH-I Design: White Heart Type: Include Cutlery Set	QTY: 1 update	£17.50	🗑
	Two Tier Rectangular Steel Lunch Box CODE: OGB-TTLBOX	QTY: 1 update	£22.00	🗑

GOT A VOUCHER CODE?

ENTER IT HERE | APPLY

DELIVERY PRICING ⓘ

United Kingdom ▼

Standard UK Delivery ▼

CHECKOUT TOTALS

SUB TOTAL	£53.45
DISCOUNTS	£0.00
DELIVERY	£4.99
GRAND TOTAL	£58.44

Figure 13: Gift set quote for the 500th receipt generated

Additionally, during the fourth quarter, a final gift will be awarded to the app user receiving the 1000th receipt generated in total through the application. This is displayed in Figure 12. The purpose of such gift is to incentivise the consumers to use **Eco-Wallet** as it is a way to reduce paper wastage in Malta.

WEETY ZERO WASTE KIT

DESCRIPTION −

Kick start your plastic-free lifestyle for 2019 with the weety zero waste kit with products worth over ?60 individually. The gift set includes:

- Weety reusable cup.
- 1 x cutlery set (colour of your choice).
- 1 x stainless steel bottle (500ml) with bamboo cap.
- 1 x stainless steel straw set (4 straws and 1 cleaning brush).
- 1 x mesh woven net tote bag (colour of your choice).

Weety are a member of 1% for the planet.

FREE UK DELIVERY | SOCIAL CONTRIBUTION | SUSTAINABLE MATERIALS

INGREDIENTS/MATERIALS & PRODUCT PACKAGING +

BRAND STORY +

DELIVERY INFORMATION & PACKAGING +

REFER TO A FRIEND & EARN +

£45.00   Earn **90** reward points

Cutlery Colour: Green ▼

Figure 14: Gift set quote for the 1000th generated receipt

The first gift displayed in Figure 10 will be procured from Born-Eco which is an Eco-friendly Market Place launched by Ollie Nancarrow. Born-Eco take pride in supporting individual sellers whilst providing peace of mind due to promising that all products for sale are checked and monitoring in order to ensure that they are environmentally friendly products of high quality. Born-Eco also raise awareness regarding climate change and have advocated such views on media platforms such as the 'BBC' and 'Jimmy Kimmel Live!'. It is evident that the purpose and aim of Born-Eco is in line with those of **Eco-Wallet** and this is the reason being choosing such supplier.

The second and third gifts displayed in Figure 11 and Figure 12 respectively will be procured from Wearth London which is an organisation offering vegan, cruelty free and zero waste products of all sorts- from eco-friendly bamboo toothbrushes to wall-hung pegboards made from natural woods. On the September 2019 issue, the British Vogue Magazine stated that *"Wearth is an eco-friendly website specialising in zero waste products for everyday life"*. Wearth London also operate on the same values and priorities as **Eco-Wallet** because they strive to help decrease unnecessary packaging which most frequently goes to waste, whilst the packaging which they actually use is environmentally friendly and sustainable. This makes Wearth London the ideal supplier of gift hampers for **Eco-Wallet**.

The remaining capital from the Marketing budget per quarter will be utilised on paid promotional posts on social media platforms, such as Facebook and Instagram. This was decided because through the research carried out, it was determined that 90% of participants are affected mostly by social media advertising. For this reason, the remaining budget will be allocated to generating video shoots to promote our application and raise awareness on the possibility to reduce paper wastage as a consumer with minimal effort.

4.3 PRICING STRATEGY

In order for a business to implement **Eco-Wallet**, they are to pay a monthly subscription fee based on the number of receipts received in the App from purchases made at their outlet. The IT Developer and Support personnel part of the **Eco-Wallet** partnership will advise the Accounts Department at the end of the month about how many receipts were received from a specific business, and the Accounts Department would bill this business accordingly. This ensures fair pricing because smaller outlets generate less receipts than bigger ones.

Amount of receipts received through the app	*Price per month*
0 – 500 Transactions	€ 4
501 – 1,000 Transactions	€ 6
1,001 – 2,000 Transactions	€ 10
2,001 – 4,000 Transactions	€ 14
4,001 – 6,000 Transactions	€ 18
6,001 + Transactions	€ 25

4.4 PROMOTIONAL PLANS

One of the promotional plans for **Eco-Wallet** is that the colour green is predominant on the logo and within the app. This is because 'green' represents environmental sustainability hence will attract environmental activists and will also give out a hint to the general public who come across the logo that **Eco-Wallet** is all about sustainability of the environment.

During the first month of launching **Eco-Wallet** (or until stock lasts), consumers who have downloaded the app and hence ask for their receipt to be sent via **Eco-Wallet**, will be given a promotional gift by the cashier. This aims to incentivise the use of **Eco-Wallet** and reduce paper wastage, one receipt at a time. The gift is a zippered tote bag with the **Eco-Wallet** Logo. The reason why this is the gift which has been selected is to encourage consumers to reuse bags instead of purchasing single-use plastic bags from the cashiers.

Moreover, a competition will take place within the **Eco-Wallet** app whereby the users receiving the 100th, 500th and 1000th receipt from all the receipts generated for all users as from the date of launch, will receive a hamper of sustainable products as a reward. These hampers are displayed in section 4.2 (Marketing Budget).

4.5 DISTRIBUTION STRATEGY

The main distribution strategy for **Eco-Wallet** is the server which it will be stored on.

From a B2B perspective, the **Eco-Wallet** management will receive enquiries from interested business, a meeting will be set up whereby the sales team of **Eco-Wallet** provide information about the app, its benefits, how it can be implemented etc. Interested businesses may then chose to subscribe and adopt **Eco-Wallet** which will then be inserted within their cash point operations. Upon completion of a transaction, a question will pop up on the screen of the cashier asking whether the receipt should be printed or sent via the **Eco-Wallet** app. The cashier will ask the customer accordingly. If the customer decides to receive the receipt through **Eco-Wallet**, the cashier will click accordingly, and an additional box will pop of for the cashier to insert the identification number unique to the customer provided by the application.

From a B2C perspective, the consumer may download the app from AppStore or Google Play Store. Following this, the customer creates a profile on the application and a unique identification number will be provided. Upon completion of a transaction, the customer requests that the receipt is sent to him through the app by providing his identification number to the cashier. The customer may then log into the app and view all the received receipts in a chronological order by name of shop and date of purchase.

5. ORGANIZATION AND KEY PARTNERS

Eco-Wallet is a General Partnership which will be operating on an unlimited liability basis as a legal form of business. Within this Partnership, all partners have equal rights for decision making and management of the business.

Maria Rosaria Roxane Borg	Sales & Marketing
Mark Borg	Sales & Customer care
Naomi Thornley	Marketing
Nicole Ellul	Finance
Yanika Bugeja	IT Developer and IT Support

6. OPERATING PLAN
6.1 TIME PLAN

Eco-Wallet
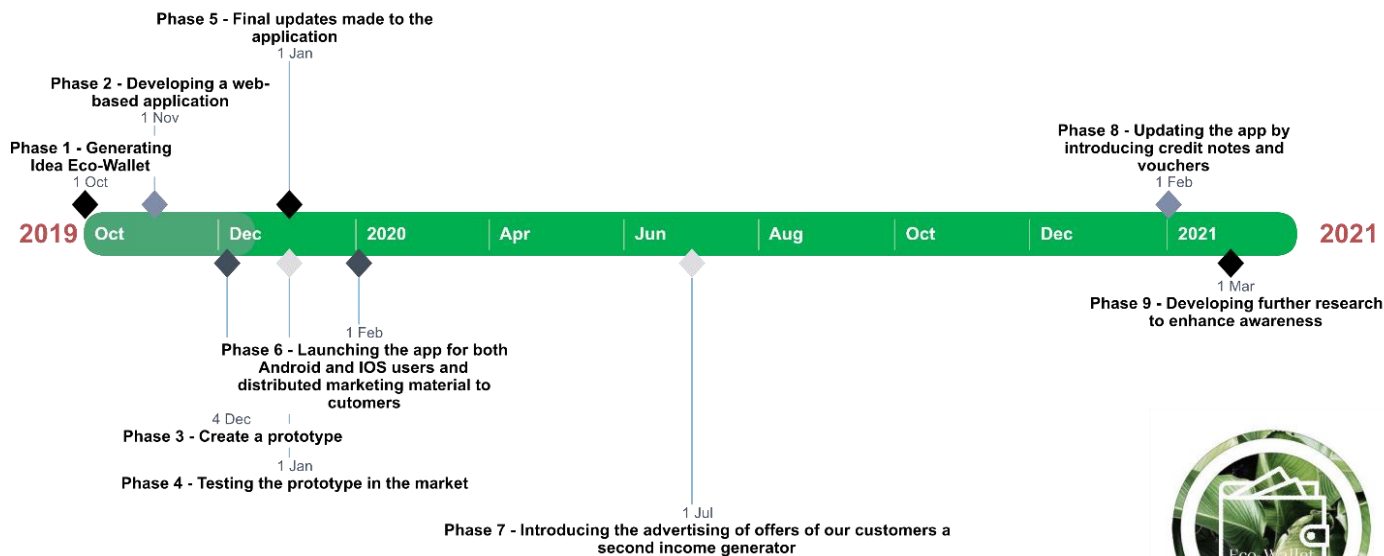
6.2 SERVICE PROCESS FLOWCHART
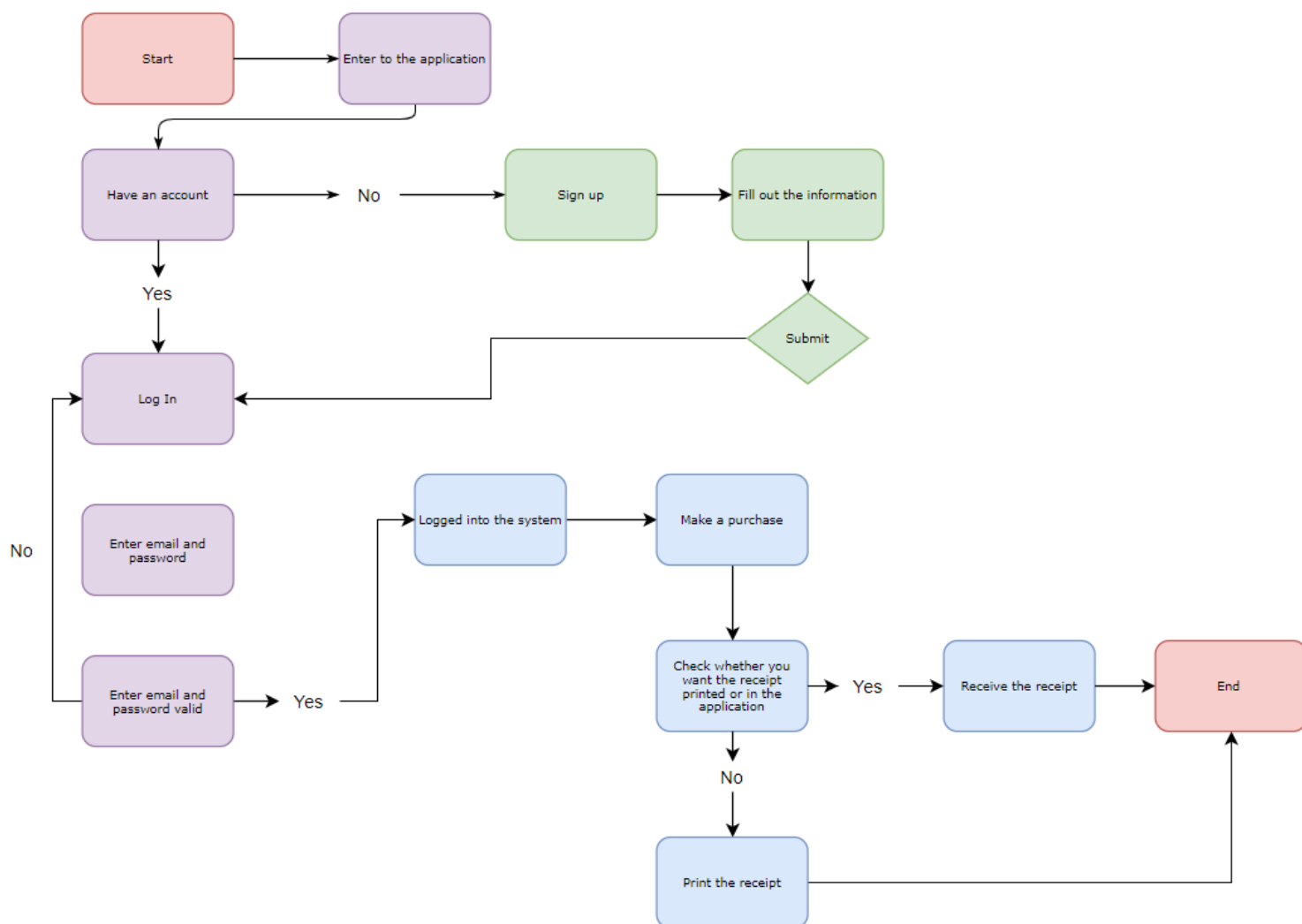
6.3 RESOURCES REQUIRED

Resources required for **Eco-Wallet** business are:

- Cards for the consumers to use when they make a purchase and request for the receipt to be sent via the **Eco-Wallet** app. The cashier stamps the card and the aim of such cards is to show to VAT Officials in the event of spot checks. These cards are displayed in Figures 13 and 14.
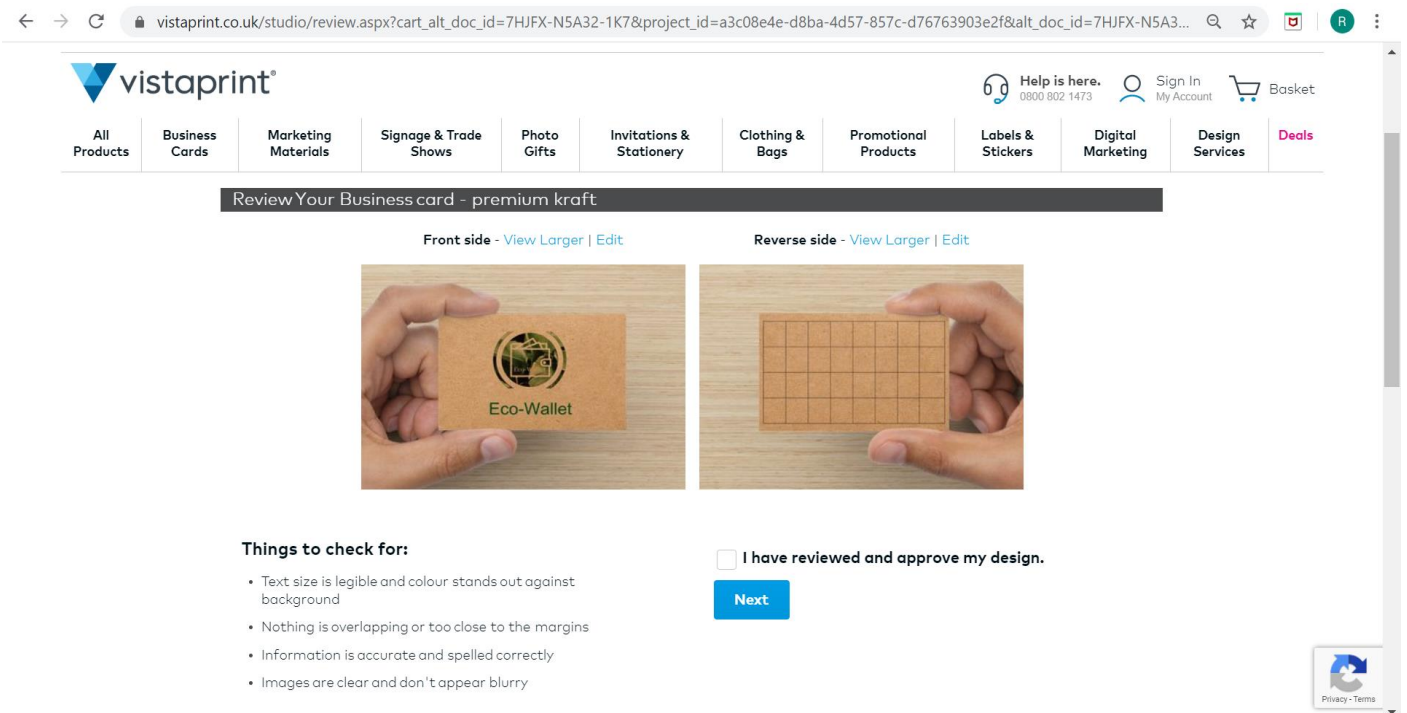
Figure 15: Design of cards to be stamped upon purchase

- Office space in Sliema, displayed in Figures 15 and 16, at the monthly rent costs of €208 per month.
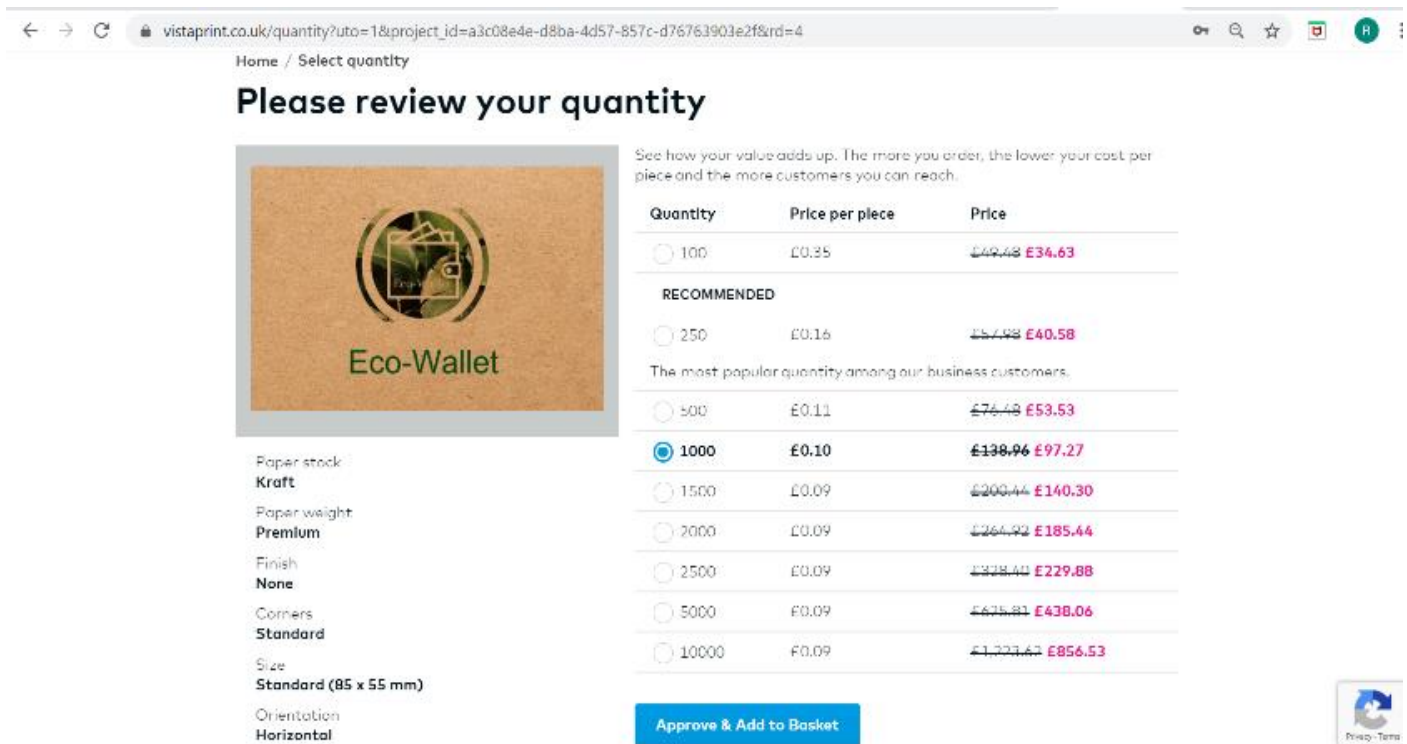
Figure 16: Cost of cards

Figure 17: Desk area of office space

Figure 18: Kitchenette area of office space

7. FINANCIAL PLANNING
7.1 SALES FORECAST

Sales Forecast for Year 1

<div align="right">**YEAR 1**</div>

UNITS SOLD	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total Units Sold
TIER 1	1	1	1	1	1	3	3	4	4	5	5	5	34
TIER 2	1	1	1	1	1	1	1	1	1	1	1	1	12
TIER 3	1	1	1	2	2	2	3	3	3	4	4	4	30
UNIT PRICE													Avg Unit Price
TIER 1	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€100.00
TIER 2	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€12.80
TIER 3	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€4,000.00
SALES GROWTH RATE													Avg Growth Rate
TIER 1	0%	0%	0%	0%	0%	200%	0%	33%	0%	25%	0%	0%	23%
TIER 2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TIER 3	0%	0%	0%	100%	0%	0%	50%	0%	0%	33%	0%	0%	17%
REVENUE	(Units Sold * Unit Price)												Total Revenue
TIER 1	€ 100	€ 100	€ 100	€ 100	€ 100	€ 300	€ 300	€ 400	€ 400	€ 500	€ 500	€ 500	**€ 3,400**
TIER 2	€ 13	€ 13	€ 13	€ 13	€ 13	€ 13	€ 13	€ 13	€ 13	€ 13	€ 13	€ 13	**€ 154**
TIER 3	€ 4,000	€ 4,000	€ 4,000	€ 8,000	€ 8,000	€ 8,000	€ 12,000	€ 12,000	€ 12,000	€ 16,000	€ 16,000	€ 16,000	**€ 120,000**
TOTAL REVENUE	**€ 4,113**	**€ 4,113**	**€ 4,113**	**€ 8,113**	**€ 8,113**	**€ 8,313**	**€ 12,313**	**€ 12,413**	**€ 12,413**	**€ 16,513**	**€ 16,513**	**€ 16,513**	**€ 123,554**

Sales Forecast for year 2

	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	**YEAR 2**
UNITS SOLD													**Total Units Sold**
TIER 1	6	6	6	7	7	7	8	8	8	9	9	9	90
TIER 2	2	2	2	2	2	2	2	2	2	2	2	2	24
TIER 3	5	5	5	5	6	6	6	6	7	7	7	7	72
UNIT PRICE													**Avg Unit Price**
TIER 1	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00
TIER 2	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80
TIER 3	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00
SALES GROWTH RATE													**Avg Growth Rate**
TIER 1	20%	0%	0%	17%	0%	0%	14%	0%	0%	13%	0%	0%	4%
TIER 2	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TIER 3	25%	0%	0%	0%	20%	0%	0%	0%	17%	0%	0%	0%	3%
REVENUE													**Total Revenue**
TIER 1	€ 600	€ 600	€ 600	€ 700	€ 700	€ 700	€ 800	€ 800	€ 800	€ 900	€ 900	€ 900	**€ 9,000**
TIER 2	€ 26	€ 26	€ 26	€ 26	€ 26	€ 26	€ 26	€ 26	€ 26	€ 26	€ 26	€ 26	**€ 307**
TIER 3	€ 20,000	€ 20,000	€ 20,000	€ 20,000	€ 24,000	€ 24,000	€ 24,000	€ 24,000	€ 28,000	€ 28,000	€ 28,000	€ 28,000	**€ 288,000**
TOTAL REVENUE	**€ 20,626**	**€ 20,626**	**€ 20,626**	**€ 20,726**	**€ 24,726**	**€ 24,726**	**€ 24,826**	**€ 24,826**	**€ 28,826**	**€ 28,926**	**€ 28,926**	**€ 28,926**	**€ 297,307**

Sales Forecast for year 3

UNITS SOLD	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total Units Sold
TIER 1	10	10	10	11	11	11	12	12	12	13	13	13	138
TIER 2	3	3	3	3	3	3	3	3	3	3	3	3	36
TIER 3	8	8	8	9	9	9	10	10	10	11	11	11	114
UNIT PRICE													Avg Unit Price
TIER 1	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00	€ 100.00
TIER 2	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80	€ 12.80
TIER 3	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00	€ 4,000.00
SALES GROWTH RATE													Avg Growth Rate
TIER 1	11%	0%	0%	10%	0%	0%	9%	0%	0%	8%	0%	0%	2%
TIER 2	50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TIER 3	14%	0%	0%	13%	0%	0%	11%	0%	0%	10%	0%	0%	3%
REVENUE													Total Revenue
TIER 1	€ 1,000	€ 1,000	€ 1,000	€ 1,100	€ 1,100	€ 1,100	€ 1,200	€ 1,200	€ 1,200	€ 1,300	€ 1,300	€ 1,300	€ 13,800
TIER 2	€ 38	€ 38	€ 38	€ 38	€ 38	€ 38	€ 38	€ 38	€ 38	€ 38	€ 38	€ 38	€ 461
TIER 3	€ 32,000	€ 32,000	€ 32,000	€ 36,000	€ 36,000	€ 36,000	€ 40,000	€ 40,000	€ 40,000	€ 44,000	€ 44,000	€ 44,000	€ 456,000
TOTAL REVENUE	€ 33,038	€ 33,038	€ 33,038	€ 37,138	€ 37,138	€ 37,138	€ 41,238	€ 41,238	€ 41,238	€ 45,338	€ 45,338	€ 45,338	€ 470,261

7.2 Cash Flow Forecast

		Year 1				
		Quarter 1	**Quarter 2**	**Quarter 3**	**Quarter 4**	**Totals**
		€	€	€	€	€
	Cash on hand (beginning of quarter)	10,000	28,991	60,106	104,121	
1	**Cash Receipts**					
	Cash Sales	12,339	24,339	37,239	49,539	**123,456**
	Bank Loan					**0**
	Owner Contributions	2,500	2,500	2,500	2,500	**10,000**
	B-Start Scheme Grant	6,250	6,250	6,250	6,250	**25,000**
	Other Govt/EU Grants (already approved):					
						0
						0
	Other Govt/EU Grants (applied for & awaiting approval):					
						0
						0
	Other (Please specify)					
						0
						0
	Total Cash Receipts	21,089	33,089	45,989	58,289	**158,456**
	Total Cash Available	**31,089**	**62,080**	**106,095**	**162,410**	
2	**Cash Paid Out**					
(a)	*Capital Expenditure*					
	Property and buildings	0	0	0	0	**0**
	Plant, machinery & equipment	600	600	600	600	**2,400**
	Fixtures & Fittings	0	0	0	0	**0**
	Licenses	99	0	0	0	**99**
	Other (Please specify):					
	Google Play	25	0	0	0	**25**
						0
						0
	Total Capital Expenditure	**724**	**600**	**600**	**600**	**2,524**
(b)	*Operating Expenditure*					
	Advertising & Marketing	750	750	750	750	**3,000**
	Subcontracted work	0	0	0	0	**0**
	Insurance	0	0	0	0	**0**
	Bank loan interest	0	0	0	0	**0**
	Materials and Supplies	0	0	0	0	**0**
	Rent	624	624	624	624	**2,496**
	Utilities	0	0	0	0	**0**

Wages (incl. NI)	0	0	0	0	**0**
Loan repayment and interest	0	0	0	0	**0**
Start-up costs	0	0	0	0	**0**
Other (Please specify):					
					0
					0
					0
					0
Total Operating Expenditure	**1,374**	**1,374**	**1,374**	**1,374**	**5,496**
TOTAL CASH PAID OUT (CAPEX & OPEX)	**2,098**	**1,974**	**1,974**	**1,974**	**8,020**
Cash on hand	**28,991**	**60,106**	**104,121**	**160,436**	

		Year 2				
		Quarter 1	**Quarter 2**	**Quarter 3**	**Quarter 4**	**Totals**
		€	€	€	€	€
	Cash on hand (beginning of quarter)	160,436	220,216	288,420	364,924	
1	**Cash Receipts**					
	Cash Sales	61,878	70,178	78,478	86,778	**297,312**
	Bank Loan					**0**
	Owner Contributions					**0**
	B-Start Scheme Grant					**0**
	Other Govt/EU Grants (already approved):					
						0
						0
	Other Govt/EU Grants (applied for & awaiting approval):					
						0
						0
	Other (Please specify)					
						0
						0
	Total Cash Receipts	61,878	70,178	78,478	86,778	**297,312**
	Total Cash Available	**222,314**	**290,394**	**366,898**	**451,702**	
2	**Cash Paid Out**					
(a)	*Capital Expenditure*					
	Property and buildings	0	0	0	0	**0**
	Plant, machinery & equipment	600	600	600	600	**2,400**
	Fixtures & Fittings	0	0	0	0	**0**
	Licenses	99	0	0	0	**99**
	Other (Please specify):					
	Google Play	25	0	0	0	**25**
						0
						0
	Total Capital Expenditure	**724**	**600**	**600**	**600**	**2,524**
(b)	*Operating Expenditure*					
	Advertising & Marketing	750	750	750	750	**3,000**
	Subcontracted work	0	0	0	0	**0**
	Insurance	0	0	0	0	**0**
	Bank loan interest	0	0	0	0	**0**
	Materials and Supplies	0	0	0	0	**0**
	Rent	624	624	624	624	**2,496**
	Utilities	0	0	0	0	**0**
	Wages (incl. NI)	0	0	0	0	**0**
	Loan repayment and interest	0	0	0	0	**0**

	Start-up costs	0	0	0	0	**0**
	Other (Please specify):					
						0
						0
						0
						0
	Total Operating Expenditure	**1,374**	**1,374**	**1,374**	**1,374**	**5,496**
	TOTAL CASH PAID OUT (CAPEX & OPEX)	**2,098**	**1,974**	**1,974**	**1,974**	**8,020**
	Cash on hand	**220,216**	**288,420**	**364,924**	**449,728**	

		Year 3				
		Quarter 1	**Quarter 2**	**Quarter 3**	**Quarter 4**	**Totals**
		€	€	€	€	€
	Cash on hand (beginning of quarter)	28,960	125,976	235,416	357,156	
1	**Cash Receipts**					
	Cash Sales	99,114	111,414	123,714	136,014	**470,256**
	Bank Loan					**0**
	Owner Contributions					**0**
	B-Start Scheme Grant					**0**
	Other Govt/EU Grants (already approved):					
						0
						0
	Other Govt/EU Grants (applied for & awaiting approval):					
						0
						0
	Other (Please specify)					
						0
						0
	Total Cash Receipts	99,114	111,414	123,714	136,014	**470,256**
	Total Cash Available	**128,074**	**237,390**	**359,130**	**493,170**	
2	**Cash Paid Out**					
(a)	*Capital Expenditure*					
	Property and buildings	0	0	0	0	**0**
	Plant, machinery & equipment	600	600	600	600	**2,400**
	Fixtures & Fittings	0	0	0	0	**0**
	Licenses	99	0	0	0	**99**
	Other (Please specify):					
	Google Play	25	0	0	0	**25**
						0
						0
	Total Capital Expenditure	**724**	**600**	**600**	**600**	**2,524**
(b)	*Operating Expenditure*					
	Advertising & Marketing	750	750	750	750	**3,000**
	Subcontracted work	0	0	0	0	**0**
	Insurance	0	0	0	0	**0**
	Bank loan interest	0	0	0	0	**0**
	Materials and Supplies	0	0	0	0	**0**
	Rent	624	624	624	624	**2,496**
	Utilities	0	0	0	0	**0**
	Wages (incl. NI)	0	0	0	0	**0**

Loan repayment and interest	0	0	0	0	**0**
Start-up costs	0	0	0	0	**0**
Other (Please specify):					
					0
					0
					0
					0
Total Operating Expenditure	**1,374**	**1,374**	**1,374**	**1,374**	**5,496**
TOTAL CASH PAID OUT (CAPEX & OPEX)	**2,098**	**1,974**	**1,974**	**1,974**	**8,020**
Cash on hand	**125,976**	**235,416**	**357,156**	**491,196**	

7.3 BREAK-EVEN ANALYSIS

Fixed Cost = Rent + Advertising + Licensing

    = 2496 + 3000 + 25 +99 = 5,620

Tier 1 - BEP = TFC/ (SPU – VCU)	Tier 2 - BEP = TFC/ (SPU – VCU)	Tier 3 - BEP = TFC/ (SPU – VCU)
= 5620/ (100-0)	= 5620/ (12.80-0)	= 5620/ (4000-0)
= 5620/100	= 5620/12.80	= 5620/4000
= 56.20	= 439.07	= 1.405

7.4 STATEMENT OF FINANCIAL NEEDS

January 10, 2020

Ms. Audrey Gatt
Malta Enterprise Corporation
Malta Industrial Parks Ltd
Gwardamangia Hill, Pieta, MEC 0001

Dear Ms. Gatt,

My name is Naomi Thornley and I'm currently a second-year student reading for a BA Hons in Business Enterprise. We are a group of students that have come up with an environmentally approach to reduce paper wastage.

We students are in need of financial aid because due to the fact that we are students and working with a low wage, we would not be able to give this business idea the amount of funding it deserves. We do believe in the idea we have created as a group however, we would not be able to provide the full funding to develop the idea.

We as one group have grown up with the idea that with a little bit of hard work you can be able to achieve anything you set your mind to. Therefore, we believe that if we get the proper funding, we would be able to develop this idea and it would be a successful approach to reduce the amount of paper wastage that is generated on a daily basis.

As a group of students, we have all read for a Diploma in Marketing, Diploma in Administration as well as a Diploma in Information Technology. As a result of that currently we are all reading for a degree which is the BA Hons in Business Enterprise and a BA Hons in Software Development.

As students we a currently working in different sectors with such in Marketing, Accounting sectors as well as software development. However, with school timetable we only have the luxury to work two days per week. Therefore, with the wage we earn we would only make enough money to cover the basic costs such as books, supplies and other fees relating to our university.

As students we are fully dedicated to full implementing this idea because we believe that it is something that we should be considering in our day to day lives. Therefore, if we would be able to get the proper funding we need, we would be able to implement this idea and not help reduce the amount of paper wastage but also decrease the costs for businesses.

Thank you for your consideration. I look forward to discussing our business idea and the future opportunities that our business idea can bring to the market.

Sincerely,
Ms. Naomi Thornley

Justification for the funding required for this Partnership

The funding allocated for this business is compiled of the capital that each member has forked out, which is €2,000 each, as well as the B-Start Grant which would be of financial aid for **Eco-Wallet**. The funding would be utilised for advertising, purchasing of promotional material, rent due for the office and other areas that would require payment. However, income will be received from the monthly subscription fee that businesses will be paying, which is worked out in proportion to the number of receipts that each business generated per month through the application. This has been worked out so that businesses are charged only 40% on the amount that they are currently paying for cash register paper rolls. Therefore, when businesses would implement our application, they would have a reduction in cost of 60% from the amount of money they are paying now.

8. APPENDICES
8.1 ECO-WALLET CONSUMER QUESTIONNAIRE

<u>Eco-Wallet Questionnaire.</u>

Dear Participant,

We are a start-up business conducting research aimed at consumers, regarding **Eco-Wallet** and we would highly appreciate your participation in this short questionnaire. All information provided will remain strictly anonymous and confidential.

Thank you in advance for your contribution.

What is **Eco-Wallet**?

Eco-Wallet is a FREE mobile and web-based application whereby as a consumer, you may receive digital receipts when completing a transaction. This means that when you make a purchase, the cashier will ask you whether you would like to have the receipt printed or sent to you through the **Eco-Wallet** application.

The receipts will be organised according to the name of the outlet from where the purchase has been made, and sub-divided in a chronological order according to the date.

When choosing to receive receipts via **Eco-Wallet**, you are not only contributing to reducing paper wastage, but you are also benefiting from factors such as more convenient retrieval of receipts in the case of product returns or exchanges.

1. Gender?
   ☐ Male   (1)

   ☐ Female   (2)

   ☐ Other   (3)

   ☐ Prefer not to say   (4)

2. Age?
   ☐ Under 18   (1)

   ☐ 18 – 24   (2)

   ☐ 25 – 31   (3)

   ☐ 32 – 38   (4)

   ☐ 39 – 45   (5)

   ☐ 46 – 52   (6)

   ☐ 53 – 60   (7)

   ☐ Over 60   (8)

3. Where do you live?
   - ☐ Southern Harbour (Cospicua, Floriana, Paola, Senglea, Vittoriosa, Marsa, Xghajra, etc...)   (1)
   - ☐ Northern Harbour (Birkirkara, Gzira, Hal-Qormi, Msida, Pembroke, Tas-Sliema, Tal-Pieta', etc...) (2)
   - ☐ South Eastern (Birzebbuga, Gudja, Hal-Kirkop, Marsaskala, Qrendi, Zurrieq, Zejtun, etc...)   (3)
   - ☐ Western (Had-Dingli, Hal-Balzan, Hal-Lija, Iklin, Mdina, Mtarfa, Rabat, Siggiewi, etc...)   (4)
   - ☐ Northern (Hal-Gharghur, Mellieha, Mgarr, Mosta, Naxxar, St. Paul's Bay)   (5)
   - ☐ Gozo   (6)
   - ☐ Comino   (7)

4. Occupation?
   - ☐ Housewife   (1)
   - ☐ Househusband   (2)
   - ☐ Unemployed   (3)
   - ☐ Employed   (4)
   - ☐ Retired   (5)
   - ☐ Student   (6)
   - ☐ Student and employed   (7)
   - ☐ Other   (8)

5. What source of advertising influences you the most? *(You can tick more than one)*
   - ☐ Newspaper   (a)
   - ☐ Social Media (Facebook, Instagram, etc…)   (b)
   - ☐ TV   (c)
   - ☐ Magazines   (d)
   - ☐ Flyers   (e)
   - ☐ Billboards   (f)
   - ☐ Influencers   (g)
   - ☐ Word of mouth   (h)
   - ☐ Other: _____   (i)

6. Which outlets do you frequent the most? *(**Tick one or more**)*
   ☐ Catering (Restaurants, Cafeterias, etc...)   (a)

   ☐ Fashion Outlets (Clothing, Lifestyle, etc...)   (b)

   ☐ Groceries (Supermarkets, Convenience stores, etc)   (c)

   ☐ Health (Pharmacies, Retirement homes, etc...)   (d)

   ☐ Entertainment (Ticket outlets, Recreational areas, etc...) (e)

   ☐ Department Stores (DIY stores, Hardware stores, etc...) (f)

   ☐ Other: _____   (g)

7. How often do you shop in-store?
   ☐ Never   (1)

   ☐ Once a week   (2)

   ☐ More than 2 times a week   (3)

   ☐ Once a month   (4)

   ☐ Less than 6 times a year   (5)

8. What do you usually do when the cashier hands you your receipt?
   ☐ I leave it at the counter   (1)

   ☐ I take it and throw it away immediately   (2)

   ☐ I take it and throw it away at home   (3)

   ☐ I take it and keep it for a few days, then I throw it away   (4)

   ☐ I take it and keep it until I decide whether I want to keep or return the items I purchased   (5)

   ☐ I take it and store it   (6)

   ☐ Other: _____   (7)

9. Have you ever needed to return or exchange an item but couldn't find the receipt?
   ☐ Yes   (1)

   ☐ No   (2)

   ☐ Maybe   (3)

10. How strongly do you agree or disagree with the following statements?

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
a) I am concerned about the environment on a global level	☐	☐	☐	☐	☐
b) I always recycle	☐	☐	☐	☐	☐
c) I believe that in Malta we have a problem of excessive paper wastage	☐	☐	☐	☐	☐
d) I take initiative to reduce paper consumption in my day to day life	☐	☐	☐	☐	☐
e) I encourage other people to reduce paper consumption	☐	☐	☐	☐	☐
f) I believe that the community must work towards wasting less paper	☐	☐	☐	☐	☐

11. Do you have an Android, or an iOS operated mobile phone?

☐ Yes   (1)

☐ No   (2)

☐ Other   (3)

12. Would you consider downloading and making use of **Eco-Wallet**?

☐ Yes   (1)

☐ No   (2)

☐ Maybe   (3)

13. Kindly provide reasoning to support your answer above.

_____

14. Do you have any further comments or suggestions?

_____

Thank You 😊

<u>Eco-Wallet for Businesses Questionnaire</u>

Dear Participant,

We are a start-up business conducting research aimed at businesses, regarding **Eco-Wallet** and we would highly appreciate your participation in this short questionnaire. All information provided will remain strictly anonymous and confidential.

Thank you in advance for your contribution.

<u>What is **Eco-Wallet**</u>?

Eco-Wallet is a mobile and web-based application whereby consumers may receive digital receipts when completing a transaction. This means that when a purchase is made, the cashier will ask the customer whether they would like to have the receipt printed or sent through the **Eco-Wallet** application.

The receipts will be organized according to the name of the outlet from where the purchase has been made, and sub-divided in a chronological order according to the date.

<u>**Eco-Wallet** from a consumer perspective</u>

When a customer chooses to receive receipts via **Eco-Wallet**, they will not only be contributing to reducing paper wastage, but they will also be benefiting from factors such as more convenient retrieval of receipts in the case of product returns or exchanges.

This app is free for consumers.

<u>**Eco-Wallet** from a business perspective</u>

Implementing **Eco-Wallet** into your operations decreases the cost of purchasing paper rolls for the cash registers, since the concept aims to have consumers request to receive receipts via **Eco-Wallet**.

Customers are to be allowed to display their receipt in a digital format in the event of returns or exchanges. Business can boost their Corporate Social Responsibility (CSR) by implementing **Eco-Wallet** because its main aim is to reduce paper consumption in Malta for the sustainability of the environment.

Eco-Wallet will be offered to businesses on a subscription-fee basis.

1. Please state your role within the business

   _____

2. Do you wish for the researchers to refer to the company by name or anonymously when writing the research report?

☐ The researchers should refer to the company in an anonymous manner

☐ The researchers should refer to the company by name

☐ Other

3. Please tick the cash point which is most similar to the one used at your business?

4. Approximately, how many rolls of cash register paper does your business use per month?

_____

5. Approximately, how much money is spent on these paper rolls per month?

_____

6. Have you ever considered offering a more sustainable alternative when it comes to generating receipts?

☐ Yes

☐ No

☐ Maybe

7. Please tick all the ways by which your customers can currently receive receipts from your business

☐ Hard copy printed out by cashier upon completion of transaction

☐ Soft copy by email (Without the need for the receipt to be printed)

☐ Scanned copy (By printing the receipt, scanning it and sending it by email to the customer)

☐ Hard copy by post

☐ Hard copy directly from the VAT receipt book which is issued by the VAT Department of Malta

☐ Receipts are not issued

☐ Other

8. Is your business currently carrying out activities for CSR purposes? Please specify.

    _____

    _____

9. Would you consider implementing **Eco-Wallet** into your operations?
    ☐ Yes

    ☐ No

    ☐ Maybe

10. How much are you willing to pay for **Eco-Wallet** per month?
    ☐ The company is not willing to pay for **Eco-Wallet**

    ☐ €1-€5

    ☐ €6-€10

    ☐ €11-€15

    ☐ €16-€20

    ☐ €21-€25

    ☐ €26-€30

    ☐ €31-€35

    ☐ €36-€40

    ☐ €41+

11. Do you think that the reputation of your business would be further improved if you implement **Eco-Wallet**, since more sustainable means of business will be used?
    ☐ Yes

    ☐ No

    ☐ Maybe

12. Please give a reason for your answer to the previous question.

    _____

    _____

    _____

13. Do you have any further comments or suggestions?

_____

_____

_____

Thank You 😊

8.3 Data Tabulation

Tabulation (Respondents 1–23)

Respondent No.	Q1	Q2	Q3	Q4	Q5A	Q5B	Q5C	Q5D	Q5E	Q5F	Q5G	Q5H	Q5I	Q6A	Q6B	Q6C	Q6D	Q6E	Q6F	Q6G	Q7	Q8	Q9	Q1A	Q1B	Q1C	Q1D	Q1E	Q1F	Q11	Q12	Q13	Q14
1	2	2	2	4		1						1			1						2	3	1	1	2	1	1	1	1	1	1	I try to be as zero waste as possible and how to do this with receipts was always a mystery to me as most outlets refuse not to print one.	Please let's made this go national !
2	1	2	2	6						1		1		1	1	1					3	3	2	1	2	2	2	2	1	1	1	It seems convenient and would save the environment.	
3	2	3	3	4		1						1		1	1	1	1				3	2	1	1	3	1	2	3	1	2	1	Nowadays we use apps all the time, so why not download one which could actually be of purpose.	Perhaps the app having some sort of calculation of money spent, therefore besides encouraging people to use less paper it also helps you see how much money you are spending, perhaps.
4	2	4	4	1		1			1		1		1		1	1		1		1	3	3	1	3	3	2	3	3	1	1	1	Too much rubbish	
5	2	2	1	4		1				1	1	1		1	1	1					2	2	1	1	2	1	2	2	1	1	1	It is a good way to keep track of your purchases and you can exchange an item more easily	
6	1	7	5	6		1						1	1	1			1				3	2	1	1	2	1	2	3	2	1	1	It is convenient	It is a good initiative
7	2	5	5	9		1						1		1	1	1	1	1			3	3	2	1	1	1	1	2	1	1	1	To get rid of paper	
8	2	4	2	4		1						1		1		1					2	5	3	2	2	1	2	3	1	1	1	Less paper, if you need a receipt it is easily accessible	
9	2	2	1	7		1	1				1			1	1						4	4	1	1	1	2	1	1	1	1	1	I strongly believe this will help reduce paper waste because one of the major sources of paper waste is trough receipts and chits	
10	2	4	3	4		1	1		4			1			1	1					3	3	1	1	2	2	2	2	2	1	1	It is a good idea to have record of the expenses made and reduce paper waste	Well done
11	2	2	1	6		1	1					1	1				1				2	4	2	2	1	1	2	3	2	1	1	Would be easy to access at any place given that is a mobile app	
12	2	4	2	4		1						1		1		1					3	2	2	1	1	2	2	2	1	1	1	Tickets are unnecessary waste so this is a great idea.	
13	2	2	1	7		1	1			1		1	1				1				3	3	2	1	1	1	1	1	1	2	1	Saving the environment	
14	2	7	5	9		1					1	1		1		1					4	5	3	1	1	1	1	1	1	1	1	See question 1	
15	2	2	3	7		1	1					1	1	1	1		1				3	3	1	1	2	1	3	2	1	1	1	It benefits the environment	
16	1	8	6	5							1			1							3	7	2	2	2	2	2	3	2	2	1	A good idea	
17	2	1	3	6		1							1								3	5	1	1	2	1	1	2	1	1	3	Depending for what cause	
18	2	2	1	7		1						1									3	4	1	1	2	1	1	1	1	1	1	It is convenient and helps in reducing paper wastage of	
19	1	1	1	6		1						1				1					2	3	2	1	2	1	1	1	1	1	3	It is a good idea	
20	2	2	1	4		1				1		1		1							3	1	1	2	2	2	2	2	1	2	3	Depends on how system app works	No
21	2	2	2	6		1				1	1	1		1	1		1				3	6	3	2	3	1	2	3	2	1	1	It is a great initiative	
22	2	3	3	1		1		1					1								2	5	1	1	1	1	1	1	1	1	1	You will not need to waste time looking for a receipt as they will all be in one safe place	
23	2	6	5	1		1	1	1		1			1		1	1	1	1			4	4	3	2	1	2	2	1	2	1	1	Nowadays, since we are using technology it would be an application I would use it because it would store my receipts in one place	No Suggestions

Tabulation (Respondents 24–40)

Respondent No.	Q1	Q2	Q3	Q4	Q5A	Q5B	Q5C	Q5D	Q5E	Q5F	Q5G	Q5H	Q5I	Q6A	Q6B	Q6C	Q6D	Q6E	Q6F	Q6G	Q7	Q8	Q9	Q1A	Q1B	Q1C	Q1D	Q1E	Q1F	Q11	Q12	Q13	Q14
24	1	6	5	4		1	1					1		1		1			1		2	3	1	2	1	2	1	1	1	1	1	It would keep my receipts in one place and it would be reducing paper consumption	No comments
25	2	2	2	6		1			1	1		1				1					3	2	2	1	2	1	1	3	1	1	1	It sounds convenient	
26	2	5	3	4		1						1				1					3	4	1	1	2	1	2	2	1	1	1	To reduce paper	
27	2	2	1	7		1				1		1	1	1	1	1					3	5	2	1	2	1	2	2	1	2	2	I'd rather have it installed in my bank transfer for example, if I am paying by a revolut card or bov card, I can view my transactions and view all my receipts there	
28	2	7	3	4		1					1	1		1				1			3	7	1	2	1	1	3	3	2	1	1	I would like to see how it works	
29	1	4	2	4		1				1		1	1	1							2	3	1	1	2	1	2	3	2	2	1	If it is free and helps reduce waste	
30	2	3	4	4		1	1					1	1	1							3	4	3	1	1	1	1	1	1	2	1	Its useful especially with receipts of guarantee	I think its a brilliant idea for this app to make it happen, especially with youngsters. EU should support this app to help to save the planet
31	2	4	2	4								1	1	1			2				2	4	3	2	3	1	2	2	2	3		It depends on the price, data privacy, Terms and conditions, etc.	This is certainly the best Entrepreneurship questionnaire I've seen around. Well done! As for the idea, I like it too. Keep up the good work.
32	2	1	3	6		1	1			1				1							3	3	3	1	1	1	1	1	1	2	3	I agree as it would make a difference to the maltese citizens	
33	2	2	5	7		1					1	1	1			1					4	2	2	2	2	3	4	4	2	1	3	I think its a good idea and sometimes its good to keep receipts especially for returns. Also, having electronic receipts implies less probability of losing them	
34	2	2	2	7		1	1					1	1	1	1	1	1				3	4	1	1	3	1	3	2	1	1	3	Depending how good the app is	
35	2	3	2	4				1				1	1	1							3	3	1	2	2	1	3	4	1	2	1	It's easier and I will waste less paper	It has to work with every shop, which is more difficult to do. Even small shops should have some kind of reader for such an app...Plus, what do shops do, as they also have their own receipts?
36	2	5	3	4		1			1		1			1							3	5	2	3	1	1	2	2	1	1	3	I don't know what it is exactly	More informational please
37	1	1	3	6		1						1		1	1	1					2	1	2	2	3	2	4	4	1	1	1	You can have all receipts organized in an app.	
38	2	4	1	9						1		1			1		1	2	2		2	2	2	2	3	2	2	2	2	1	1	To keep track of spending	I already receive e-mail receipts from many places
39	2	2	2	1		1						1		1							3	7	3	1	1	1	1	2	1	1	1	It's our responsibility towards future generations	
40	2	3	5	4	1	1		1			1	1	1	1							2	4	1	1	2	2	3	3	1	1	1	To be a more eco friendly consumer helping the environment and to try something new. Although, I rarely shop in-store, it is useful on so many levels; reducing our impact on the environment	

Tabulation (Respondents 41–57)

Respondent No.	Q1	Q2	Q3	Q4	Q5A	Q5B	Q5C	Q5D	Q5E	Q5F	Q5G	Q5H	Q5I	Q6A	Q6B	Q6C	Q6D	Q6E	Q6F	Q6G	Q7	Q8	Q9	Q1A	Q1B	Q1C	Q1D	Q1E	Q1F	Q11	Q12	Q13	Q14
41	1	2	3	7		1					1	1		1							1	1	2	1	1	1	1	1	1	1	1	Although, I rarely shop in-store, it is useful on so many levels; reducing our impact on the environment and digitally storing receipts - I tend to always loose a piece of paper, whatever it is. It would come in handy on the rare times I do shop in-store.	
42	1	2	5	7		1	1					1		1					1		3	5	1	2	1	1	2	2	1	1	1	It would be great since all receipts will be stored there and if they would by categorised its even better	
43	2	2	1	7		1				1		1		1	1						3	4	1	1	2	1	1	2	1	1	1	Environmentally friendly and reduction of waste and paper	
44	2	2	3	4		1						1		1	1	1					2	1	3	1	2	1	1	1	1	1	1	Waste less paper and useful	
45	2	2	2	4		1								1	1	1	1				2	3	1	2	2	1	2	3	1	1	3	Need more information on what it is and how to use it to make an informed decision	
46	2	2	4	4	1	1	1	1				1		1	1	1	1		1		3	4	1	2	1	1	2	2	2	1	3	I will consider it but i am not sire how much time i will have to use it	No
47	1	2	3	4	1	1	1	1	1	1		1							1		3	5	1	2	2	2	2	1	1	1		Check how it works	
48	1	5	2	4		1						1				1			1		4	2	1	3	4	2	3	3	2	1	3	I need to see how it works and what benefits are there	No
49	2	2	5	7		1					1	1		1	1						3	5	1	2	1	2	3	1	2	1		Easier to find a receipt should I need to return anything and it would be much easier to keep track of my expenses become more aware on how much I'm spending	Love the idea!
50	2	4	4	4	1			1	1			1		1		1	1		1		3	2	1	1	1	1	1	1	2	1		Too much paper goes to waste and easily accessible if we need to change item	
51	1	3	3	7		1						1						1	1		4	4	3	2	2	1	3	3	1	1	1	Would be an easier way to manage receipts	
52	3	2	4	7		1	1					1		1					1		2	3	3	2	3	2	2	3	1	1	1	Yes because I rarely look back at receipts so by making them online if something happens to the item I've bought I will have a type of 'backup'.	No but nice idea
53	1	2	2	7		1						1		1	1						3	5	2	2	3	3	4	3	1	1		Interested in what it will do	
54	2	3	5	4		1	1					1				1	1		1		3	4	1	2	1	2	1	2	2	1	1	It's a very brilliant idea to reduce paper	
55	2	2	5	6		1						1									2	4	2	1	2	2	1	2	1	1	1	It looks good for the environment. In fact it is something that I once thought about as it is true, a lot of paper is wasted. Some people don t even take it and is thrown away immediately as soon as it is printed. At the same time it would make me more organised in findig receipts when I need them and there would not be any problems of ink fading away.	
56	2	1	1	6		1	1							1	1	1	1				3	6	2	2	2	1	2	3	2	1	1	Because it could work	No
57	1	2	1	7		1													1		4	6	1	1	2	1	2	1	1	1		Because I believe it facilitates my day to day life as well as helping the environment	

Tabulation (Respondents 58–83)

Respondent No.	Q1	Q2	Q3	Q4	Q5A	Q5B	Q5C	Q5D	Q5E	Q5F	Q5G	Q5H	Q5I	Q6A	Q6B	Q6C	Q6D	Q6E	Q6F	Q6G	Q7	Q8	Q9	Q1A	Q1B	Q1C	Q1D	Q1E	Q1F	Q11	Q12	Q13	Q14
58	2	5	5	4		1		1	1			1		1	1						2	6	2	1	2	2	4	1	1	1		Easy to find receipt	Good idea
59	1	5	5	4		1	1					1		1	1	1			1		3	4	1	2	1	1	1	2	1	1		The app will help with my Finances and will sort out all my receipts	
60	1	2	1	7		1													1		4	5	1	2	2	2	1	2	1	1		Ghax I like supporting my friends	No hi you're perfect
61	1	2	1	7		1											1				4	6	1	2	2	2	1	2	1	1		Easy to find receipt	No further comments
62	1	2	1	7		1															4	6	1	2	2	2	1	2	1	1		I support my friends, and you are my friends	My IBAN is as follows
63	1	2	1	7		1	1			1				1	1						3	4	1	2	4	1	3	2	1	2	1	It would be ideal as it would reduce the possibility to lose receipts and it makes it easier if I had to return exchange item	
64	1	2	6	7		1												1			4	5	1	1	2	2	1	2	1	1	2	Ghawdex we don't have internet	Not as such no
65	1	2	4	7		1				1						1	1		1		2	2	1	1	3	2	3	1	1	1	1	Eco friendly and comfort	
66	1	2	1	6		1						1		1		1			1		2	5	1	2	2	1	1	1	1	1		It would be beneficial for the environment and have all the receipts saved in this application	None
67	2	2	5	4		1											1				2	2	2	1	1	1	1	3	1	1		To save our planet and trees	
68	2	2	2	4		1		1	1			1		1	1	1	1				3	3	3	1	2	1	2	3	1	1		I believe it would really help in reducing paper waste and make it easier for people to locate their receipts, should this be required	
69	2	2	3	6		1						1	1								4	5	1	1	1	1	3	2	1	2	1	I would like to have receipts stored in a better place and reduce paper consumption	
70	2	2	5	7		1	1		1		1	1				1			1		3	4	1	2	2	3	1	1	1	1		It would store my receipts in one place as well as it would be environmentally friendly and reduce the amount of paper wastage	No Suggestions
71	1	2	1	7		1											1				2	4	1	1	1	1	2	1	2	1	1	It seems like a good initiative	No good day
72	1	2	2	4	1		1	1				1		1	1						2	1	1	1	2	2	1	3	2	1	1	Its eco-friendly	
73	1	4	4	4	1		1		1			1							1		3	5	1	2	2	2	3	3	2	1		It helps store my receipts	
74	1	6	6	8	1	1						1		1					1		4	5	2	1	1	1	2	1	2	3		It's a great concept in the short-run	
75	1	8	5	5		1	1					1						1			3	3	3	3	3	3	3	1	3	1		It may work for certain age group but not every	
76	1	3	3	4				1	1			1									3	4	1	1	1	2	3	3	1	1		It would help me store my receipts better	
77	1	5	4	8			1		1			1						1			3	4	3	1	1	2	3	3	1	2		It would be an efficient way to store your receipts	
78	1	2	4	4		1	1			1				1					1		4	3	1	1	1	3	3	1	2	1		Finds receipts much quicker and reduce the consumption of paper	
79	1	2	4	7		1	1					1				1	1		1		4	3	2	1	2	2	1	3	1	1		Since nowadays we use social media, it would be an application that we can make use of	
80	1	4	2	2	1	1	1					1		1			1		1		2	2	1	1	1	1	1	2	2	3		Receipts would be stored in one place and it would be environmentally friendly for our environment	
81	2	2	4	6		1							1								5	3	3	2	4	3	3	3	3	1	3	Beneficial as it keeps a track record .. and you can access them for any reason like returning an item, recording purchases etc ..	
82	2	4	5	4		1		1		1		1		1							3	3	3	1	2	2	2	2	1	1		Reduce the high amount of papers printed	
83	1	4	2	4	1	1		1		1				1		1	1				2	3	1	1	1	2	2	1	2	1		It is a place where I could store my receipts in one place	

Respondent No.	Q1	Q2	Q3	Q4	Q5A	Q5B	Q5C	Q5D	Q5E	Q5F	Q5G	Q5H	Q5I	Q6A	Q6B	Q6C	Q6D	Q6E	Q6F	Q6G	Q7	Q8	Q9	Q1A	Q1B	Q1C	Q1D	Q1E	Q1F	Q11	Q12	Q13	Q14
80	1	4	2	2	1	1	1				1	1		1		1	1				2	2	1	1	1	1	1	2	2	2	3	Receipts would be stored in one place and it would be environmentally friendly for our environment	
81	2	2	4	6		1									1						5	3	3	2	4	3	3	3	3	1	3	Beneficial as it keeps a track record .. and you can access them for any reason like returning an item, recording purchases etc..	
82	2	4	5	4			1		1		1	1		1		1					3	3	3	1	2	2	2	2	1	1		Reduce the high amount of papers printed	
83	1	4	2	4	1	1			1		1	1		1		1	1	1			2	3	1	1	1	1	2	2	1	2	1	It is a place where I could store my receipts in one place	
84	1	5	6	4	1	1					1	1		1		1			1		4	2	1	2	2	2	3	1	1	2	1	The application is something that I would use in my daily needs	
85	1	5	3	4	1	1	1					1		1		1		1			3	1	1	1	1	2	1	1	2	2	1	It is convenient	
86	1	5	4	4	1	1			1	1		1		1		1					3	3	1	1	1	2	1	1	1	2	1	It would be more convenient to store your receipts	
87	1	5	5	4		1	1			1				1	1	1					3	3	3	1	1	2	1	1	1	2	1	It would be convenient and placed in one place	
88	1	5	4	4		1	1		1					1		1	1				3	3	3	1	1	1	2	2	1	2	1	It would be environmentally friendly and receipts are being stored	
89	1	5	4	2	1	1			1		1	1		1		1	1		1		3	2	1	1	2	3	3	2	1	2	1	It would be convenient in storing my receipts as well as it is environmentally friendly	
90	1	4	3	4	1	1	1					1			1	1			1		3	2	1	1	1	2	1	3	2	1		It reduces the wastage of paper	
91	1	3	3	4	1	1			1	1				1	1	1	1				2	3	1	1	1	2	2	2	3	2	1	It reduces the amount of paper being used	
92	1	5	4	4		1	1	1	1			1		1	1	1			1		3	4	3	2	2	2	1	2	1	2	1	It stores my receipts in one place and it would be quicker to find a receipt	
93	1	4	1	4	1	1					1	1			1	1	1				3	3	3	1	2	2	3	3	1	2	1	It could be a really good idea to have a place to store receipts as well as save the environment	
94	1	6	2	8		1				1				1		1	1				2	2	3	1	1	2	3	3	3	2	1	It would help me store receipts in one place and not lose them or throw them away	
95	1	7	4	8		1						1		1		1					3	2	3	1	1	2	2	2	1	1	3	It would be a good idea to store receipts and as long as it would be easy for everyone to understand how to use the application	
96	1	3	2	2	1	1				1				1		1					3	3	1	1	2	3	4	3	2	2	1	A place where I could not lose receipts and when I would need them I would find them easily	
97	1	3	2	4	1	1		1						1	1	1	1				3	4	3	1	1	2	1	1	2	2	3	Its a good idea to propose when we are trying to reduce the amount of paper we use and waste	
98	1	4	4	4		1	1							1		1	1	1			3	2	1	1	2	3	3	4	1	2	1	It is an application that would have an actual use and I personally think I would make the most use out of it	
99	1	6	4	8		1		1			1	1		1	1	1	1		1		2	3	1	1	1	2	2	3	2	1		It would be a place where I would not lose my receipts and it is an easier way to store them	
100	1	4	3	4	1	1	1				1	1		1		1			1		3	2	1	1	2	3	2	1	2	1		I personally think that this would be a good concept to reduce the amount of paper wastage since most of the paper would be wasted in physical receipts	

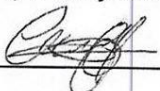## NAME OF ORGANIZATION AND INFORMATION CONSENT FORM.

We are a group of students, that have been asked to gather information about an organization of our choice and their usage of paper rolls for receipts. Therefore, I would like to have your permission to mention the name of the organisation being interviewed, as well as the use of any information given to us such as the amount spend on paper rolls and ink and any other information being asked during the meeting. However, if you would want to remain anonymous and you would not want us to share the name of the organisation or any other information given, the organization and the information would remain confidential.

Please read the following paragraphs and, if you are in agreement, sign where indicated.

1. I consent to the use/no use of the organisation name and this information would be used within the coursework of the students.
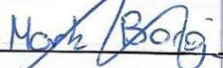
   Signed: _____   Date: 10/1/2020

2. I consent to the information given regarding the organization to be used for the coursework towards the student's Degree. I understand that part of any conversation that is written down would be kept anonymous.

   Signed: _____   Date: 10/1/2020.

   ****

We understand that, in respect of all the information given, they will only be used for the purposes of our coursework as stated above. Every effort will be made to ensure confidentiality.

Signed: _Naomi_____   Date: 10th January 2020
(Naomi Thornley – Interviewer)

Signed: _____   Date: 10th January 2020
(Nicole Ellul – Interviewer)

Signed: _Mark Borg_____   Date: 10th January 2020
(Mark Borg – Interviewer)

Signed: _____   Date: 10th January 2020
(Roxane Borg – Interviewer)
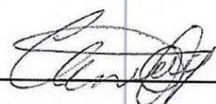
Signed: _____   Date: 10th January 2020
(Yanika Bugeja – Interviewer)

NAME OF ORGANIZATION AND INFORMATION CONSENT FORM.

We are a group of students, that have been asked to gather information about an organization of our choice and their usage of paper rolls for receipts. Therefore, I would like to have your permission to mention the name of the organisation being interviewed, as well as the use of any information given to us such as the amount spend on paper rolls and ink and any other information being asked during the meeting. However, if you would want to remain anonymous and you would not want us to share the name of the organisation or any other information given, the organization and the information would remain confidential.

Please read the following paragraphs and, if you are in agreement, sign where indicated.

1. I consent to the use of the organisation name and this information would be used within the coursework of the students.

   Signed: _____ Date: 31·12·19.

2. I consent to the information given regarding the organization to be used for the coursework towards the student's Degree. I understand that part of any conversation that is written down would be kept anonymous.

   Signed: _____ Date: 31·12·19

****

We understand that, in respect of all the information given, they will only be used for the purposes of our coursework as stated above. Every effort will be made to ensure confidentiality.

Signed: _____ Date: 31·12·19.
(Naomi Thornley – Interviewer)

Signed: _____ Date: 31·12·19
(Nicole Ellul – Interviewer)

Signed: _____ Date: 31·12·19
(Mark Borg – Interviewer)

Signed: _____ Date: 31·12·19
(Roxane Borg – Interviewer)

Signed: _____ Date: 31·12·19
(Yanika Bugeja – Interviewer)

NAME OF ORGANIZATION AND INFORMATION CONSENT FORM.

We are a group of students, that have been asked to gather information about an organization of our choice and their usage of paper rolls for receipts. Therefore, I would like to have your permission to mention the name of the organisation being interviewed, as well as the use of any information given to us such as the amount spend on paper rolls and ink and any other information being asked during the meeting. However, if you would want to remain anonymous and you would not want us to share the name of the organisation or any other information given, the organization and the information would remain confidential.

Please read the following paragraphs and, if you are in agreement, sign where indicated.

1. I consent to the use/no use of the organisation name and this information would be used within the coursework of the students.

    Signed: _____   Date: 10/01/20

2. I consent to the information given regarding the organization to be used for the coursework towards the student's Degree. I understand that part of any conversation that is written down would be kept anonymous.

    Signed: _____   Date: 10/01/20

****

We understand that, in respect of all the information given, they will only be used for the purposes of our coursework as stated above. Every effort will be made to ensure confidentiality.

Signed: _Naomi Thornley_____   Date: 10.01.20.
(Naomi Thornley – Interviewer)

Signed: _____   Date: 10.01.20
(Nicole Ellul – Interviewer)

Signed: _Mark Borg_____   Date: 10.01.20
(Mark Borg – Interviewer)

Signed: _____   Date: 10.01.20
(Roxane Borg – Interviewer)

Signed: _____   Date: 10.01.20
(Yanika Bugeja – Interviewer)

8.5 PATENT SCHEDULE OF FEES (MALTA)

PATENTS		Euros
P1	Filing fee for a patent application (Article 13(3))	58.23
P2	Grant of a patent (Article 24(1))	58.23
P3	P1 and P2 can be paid together on filing.	116.47
P4	Claims fee, for each additional claim, where patent application contains more than 10 claims (Article 16, Regulation 11)	23.29
P5	On request for an application to be divided in two applications (i.e. divisional application).	58.23
	For every other request for the application to be divided into more than two applications at the same time (Article 19, Regulation 16)	34.94
P6	For any certificate issued by the Comptroller (Regulation 19 (4))	11.65
P7	On a request to amend the application in order to fulfill the formal requirements. (Article 23, Regulation 21)	23.29
P8	On a request for withdrawal of the application (Article 20(3))	23.29
P9	On a request for an extension of a time limit, fixed for an action in a procedure before the Office, in respect of an application or a patent, by two months from the date of the expiration of the unextended time limit. (Regulation 32(1))	23.29
P10	On a request for a correction or addition of a priority claim or the restoration of priority rights before advertising. (Article 22(4) and Regulation 33(1)-(5))	23.29
P11	Maintenance Renewal Fees (Article 26(2), Regulation 24):	
	▸ before the expiration of the 2nd year from the filing date, in respect of the 3rd year	34.94
	▸ before the expiration of the 3rd year from the filing date, in respect of the 4th year	46.59
	▸ before the expiration of the 4th year from the filing date, in respect of the 5th year	58.23
	▸ before the expiration of the 5th year from the filing date, in respect of the 6th year	69.88
	▸ before the expiration of the 6th year from the filing date, in respect of the 7th year	81.53
	▸ before the expiration of the 7th year from the filing date, in respect of the 8th year	93.17
	▸ before the expiration of the 8th year from the filing date, in respect of the 9th year	104.82
	▸ before the expiration of the 9th year from the filing date, in respect of the 10th year	116.47
	▸ before the expiration of the 10th year from the filing date, in respect of the 11th year	128.12
	▸ before the expiration of the 11th year from the filing date, in respect of the 12th year	139.76
	▸ before the expiration of the 12th year from the filing date, in respect of the 13th year	141.41
	▸ before the expiration of the 13th year from the filing date, in respect of the 14th year	163.06
	▸ before the expiration of the 14th year from the filing date, in respect of the 15th year	174.10
	▸ before the expiration of the 15th year from the filing date, in respect of the 16th year	186.35
	▸ before the expiration of the 16th year from the filing date, in respect of the 17th year	198.00
	▸ before the expiration of the 17th year from the filing date, in respect of the 18th year	209.64
	▸ before the expiration of the 18th year from the filing date, in respect of the 19th year	221.29
	▸ before the expiration of the 19th year from the filing date, in respect of the 20th year	232.94
P12	Surcharge, where maintenance fee is paid:	
	▸ within 1 month from due date	11.65
	▸ within 2 months from due date	16.31
	▸ within 3 months from due date	23.29
	▸ within 4 months from due date	32.61
	▸ within 5 months from due date	44.26
	▸ within 6 months from due date	58.23
	(Article 26(5), Regulation 24 (5))	
P13	On a request for a re-establishment of rights as a consequence of failure to comply with a time limit fixed for an action in a procedure before the office (Article 46(1) Regulation 32(2))	23.29

P14	Search or inspection fee (per application or patent document) *(Article 21, Regulation 19 (1))*	11.65
P15	For copies of file documents – per page *(Regulation19 (3))*	1.16
P16	For any extract from the register *(Regulation 25 (3))*	11.65
P17	Amendment of the patent specifications of a registered patent. *(Article 41(1) Regulation 27(1))*	23.29
P18	On opposition and counter-statement to the amendment of specification *(Regulation 27 (2))*	34.94
P19	On a request for the recordal of a: ▶ change of name (each) ▶ change of address (each) *(Regulation 34)*	11.65 11.65
P20	On a request for the recordal of a change in applicant or owner (i.e. by assignment, merger, court order, etc.) For every other application or patent being transferred at the same time *(Article 31(2), Regulation 35)*	58.23 11.65
P21	On request for the recordal of a licence or for the cancellation of the recordal of a licence For every other application or patent being licensed at the same time or for every other cancellation of a licence made at the same time *(Article 35(3), Regulation 36)*	58.23 11.65
P22	On request for correction of a mistake in the application, patent or any such request communicated to the office and which is correctable by the office *(Regulation 37)*	23.29
P23	Surrender of a registered patent *(Article 42)*	93.17

		Euros
SUPPLEMENTARY PROTECTION CERTIFICATE		
SPC1	Filing fee for a supplementary protection certificate application.	116.47
SPC2	Maintenance Fees: ▶ before the expiration of the 20th year of the patent, in respect of the 1st year of the certificate ▶ before the expiration of the 1st year, in respect of the 2nd year of the certificate ▶ before the expiration of the 2nd year, in respect of the 3rd year of the certificate ▶ before the expiration of the 3rd year, in respect of the 4th year of the certificate ▶ before the expiration of the 4th year in respect of the 5th year of the certificate ▶ before the expiration of the 5th year in respect of the 6th year of the certificate	 244.58 256.23 267.88 279.52 291.17 302.82
SPC3	Filing of an application for a declaration of invalidity of a certificate.	23.29
SPC4	Fee for Paediatric Extension	300.00

8.6 REGISTRATION OF A TRADEMARK (MALTA)

Registration of a Trademark in Malta

A trademark can be registered and thus acquire protection in Malta by filing an application at the Industrial Property Registrations Directorate within the Commerce Department.

A completed Trademark application form can be submitted online to this office via an easy 5-step wizard available 24/7 on the Intellectual Property (IP) portal at http://ips.gov.mt. Should one prefer to submit an application by post or email, a soft copy of the Trademark application form can be requested by emailing our office on ipoffice@gov.mt. Please note that the electronic filing of a Trademark application is the preferred method to submit a Trademark application due to the various benefits over the manual application including:

- it is a **straight forward process** which uses a 'wizard' tool that guides you through the whole process;
- you can **file a new application 24/7** from the comfort of your own home or office;
- you will **immediately receive an acknowledgement** of your filing by email;
- you will also be **immediately assigned** a Trademark application number;
- an applicant or representative who files electronically, can f**ind his/her details already in the system** for their subsequent applications;
- in cases where you **have multiple classes for the same mark you can fill in one trademark application** (instead of multiple applications in case of manual applications) – you will be assigned a different Trademark number for each class and this office will then process each class as a separate application;
- you can **save and resume your work at any point** in time during the filling in of the application on line;
- it **facilitates search and identification of the correct goods or services** for trademarks and the correct class for designs;
- you can **pay immediately using a credit card** or via bank transfer.

The filing fee for a trademark application is **€ 116.47**. A trademark application must also contain a list of goods or services for which the Trademark in question will be used. The attached document provides the class headings for the different classes of goods or services. Please note that a Trademark application should contain only one class of goods or services. Further information and assistance on TM classification can be found on the following link: www.tmdn.org and click on TMclass.

Should you be considering filing an application for the registration of either a 'Figurative Mark' or else a 'Figurative with words mark', kindly make sure of the following requirements when filing on-line:

- JPEG is the standard file type used to represent the mark you are applying for. The maximum individual file size cannot exceed 1MB and should be:
  - Maximum image size: 1000 x 1000 pixels (8.5cm x 8.5cm)
  - Minimum image size: 600 x 600 pixels (5cm x 5cm)
  - Maximum: 300 DPI
  - RGB colour type

- In case of a trademark application submission by ordinary mail, a digital copy of the figurative mark (ie. logo) is to be submitted together with the application form on a CD. In case the trademark application is submitted by hand the digital copy of the figurative mark as well as the application form is to provide to this office on a USB (a data storage device

that will be returned). (Applications received without a digital logo will be assigned a Trademark Number and a Filing date but will be kept pending until a digital copy of the logo is sent to the office on ipoffice@gov.mt).

It is also recommended that a Trademark search is carried out in both the national and the European Union Trademark databases, so as to check whether there are any prior registrations or applications with which your application may conflict. The search can be carried out directly online by clicking on TMView at www.tmdn.org. TMview is also accessible on the IP portal at http://ips.gov.mt. Alternatively, if you would like the office to carry out the search on your behalf please send an e-mail on ipoffice@gov.mt indicating the Trademark and the goods or services to be covered by the mark. The cost of the search is € 11.65 per 3 words or 3 figurative elements searched for each class of goods or services.

Trademark Protection in the EU:

If you do business in more than one EU country, a European Union Trademark (EU Tm) offers you protection throughout the EU. EU trademarks are registered at the European Union Intellectual Property Office (EUIPO) in Spain. An EU trademark gives the owner protection for all EU Member States in one single registration. The EU Tm is an all-or-nothing deal, either one gets protection over all Member States or else no registration is given at all.

An online EU trademark application costs €850 and an application in paper format costs €1000. Filing of a EU trademark on-line is highly recommended in order to ensure efficiency in processing and accuracy of data and can be done from the following link: https://euipo.europa.eu/ohimportal/en/online-services.

Benefits of registering a European Union Trademark include:

- A single EU Tm registration, filed online, in one language, is valid in all EU Member States;
- The EU trademark grants its owner an exclusive right in all current and future Member States of the European Union at a reasonable cost;
- You can enforce your trade mark in a market of almost 500 million consumers.

Further information on the European Union trademark can be found at www.euipo.europa.eu.

Please note that our office is open from Monday to Friday from 08:00am to 12:00pm and from 13:30 to 15:30pm during the winter and from 08:00am to 12:15pm during the summer. Should you require further assistance do not hesitate to contact this office forwarding your query on this email.

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