

# SimplyCoco: A Business Plan to Find Economic Value from Waste



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Domenic DiCenso



# The Opportunity

# Amphawa's Map



**Amphawa Floating Market**



**Lhong location**

**Muang Mai,  
Amphawa District**

**Muang Mai,  
Amphawa District**

# Coconut Husk Supply



Coconut in Amphawa



Husk of extracted coconut from  
the Southern of Thailand

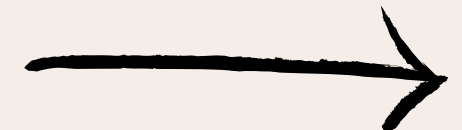
# Lhongs



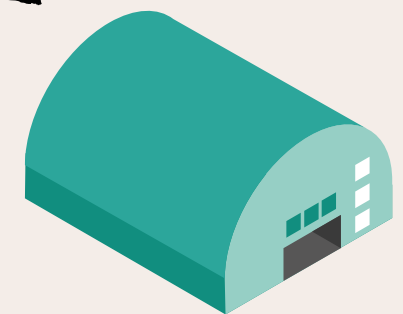
# Coconut Husk Waste in Amphawa



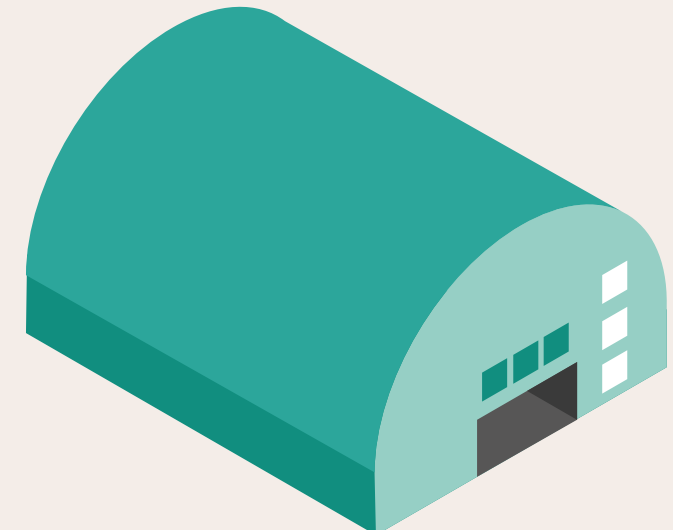
5000 coconuts per day



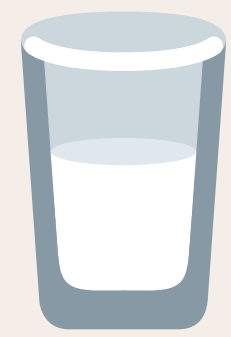
1000 coconuts per day



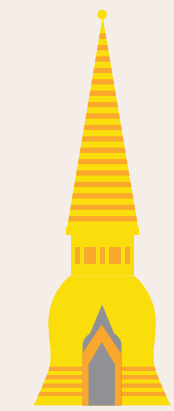
Small Lhong



Large Lhong



Extracted

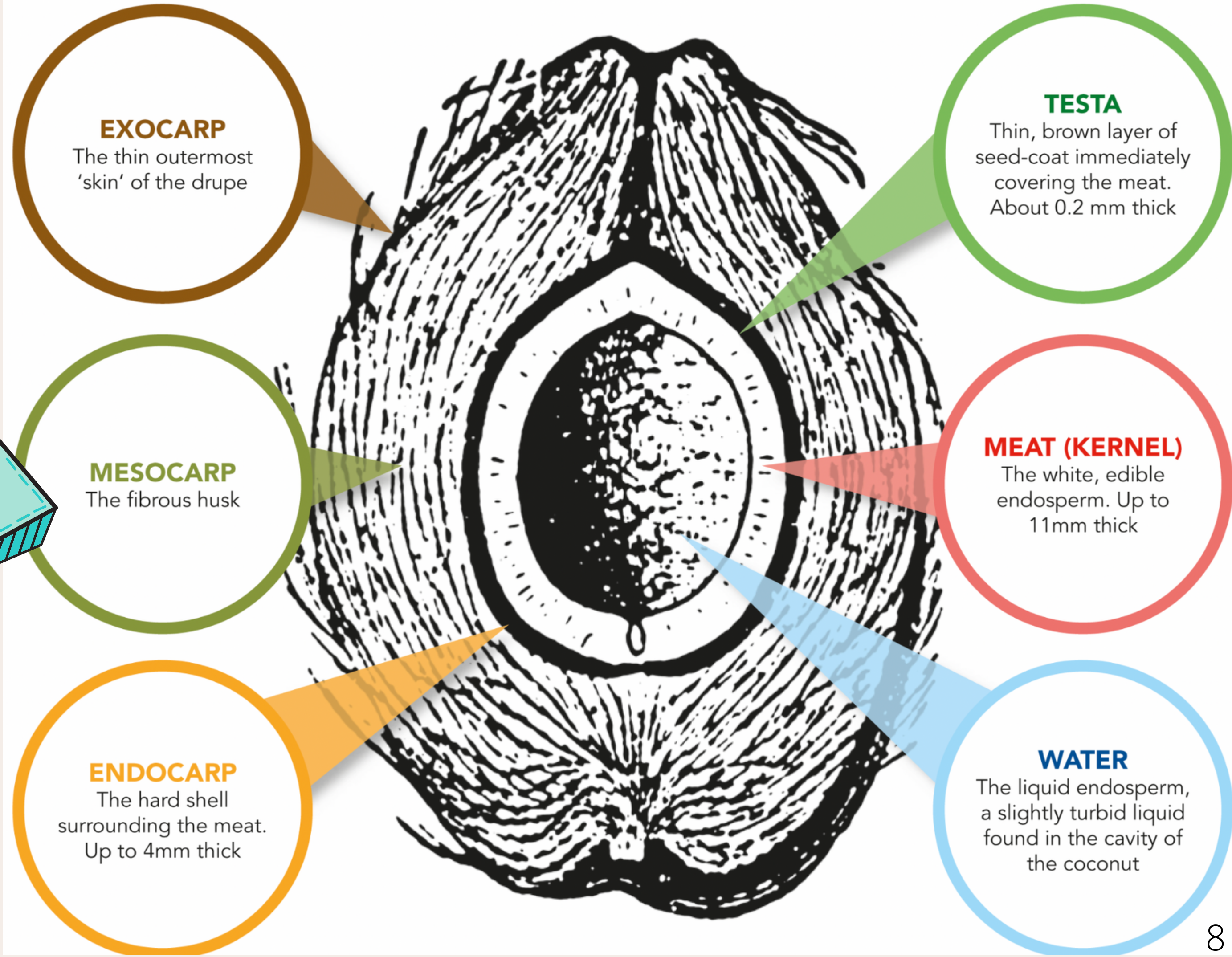
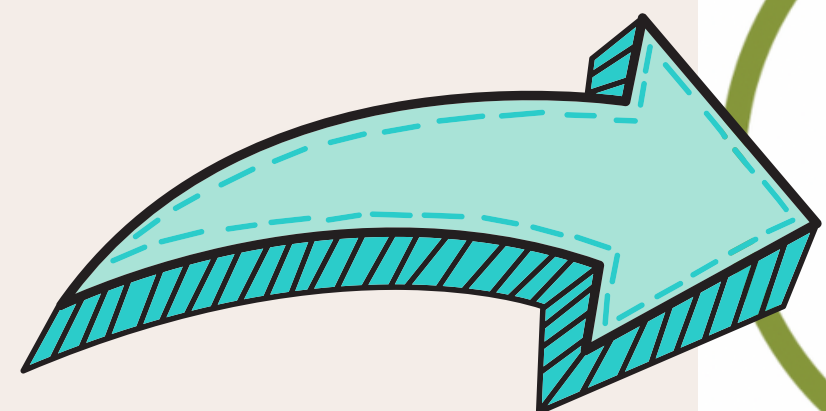


Food Processing in Bangkok



Coconut husk waste

# Repurposing Coconut Fiber (Coir)





# Circular Economy Development in Amphawa



**REDUCE**  
**REUSE**  
**RECYCLE**



# Goal and Objectives



Create a business plan that repurposes coconut husk waste to increase economic growth in Amphawa





# Objectives

1 Identify skills required and current resources

2 Investigate potential product ideas

3 Develop a business structure

# Interview: Yodkluen Art and Farm



ยอดคลื่อน  
0984445425  
0616325928  
FB : YodkluenArtandFarm  
ยอดคลื่อนอาร์ตแอนด์ฟาร์ม

Happy New Year 2022

**Yodkluen**  
"ยอดคลื่อน อาร์ต แอนด์ ฟาร์ม Yodkluen Art and Farm"





# Business Plan

# What is SimplyCoco?



Flower Pots



Mulch



Fiber



# Why SimplyCoco?



Biodegradable and an alternative to plastic



Raw material for multi-purposes



Environmentally friendly

# Coconut Fiber Machine



- Creates coconut fiber, a raw material
- Simply put husks into the shredder
- Cost: 19,000 Baht



# Flower Pot Forming Machine



- 1 Coconut = 4 flower pots
- Create 1 pots around 1-2 minutes
- Cost: 55,000 Baht
- Provide skill training

# Flower Pot Production Process



Coconut fiber machine



Coconut fiber



Hydraulic machine



Flower pot

# Direct Competitors



Plastic



Clay



Ceramics



# Target Market



Farmers

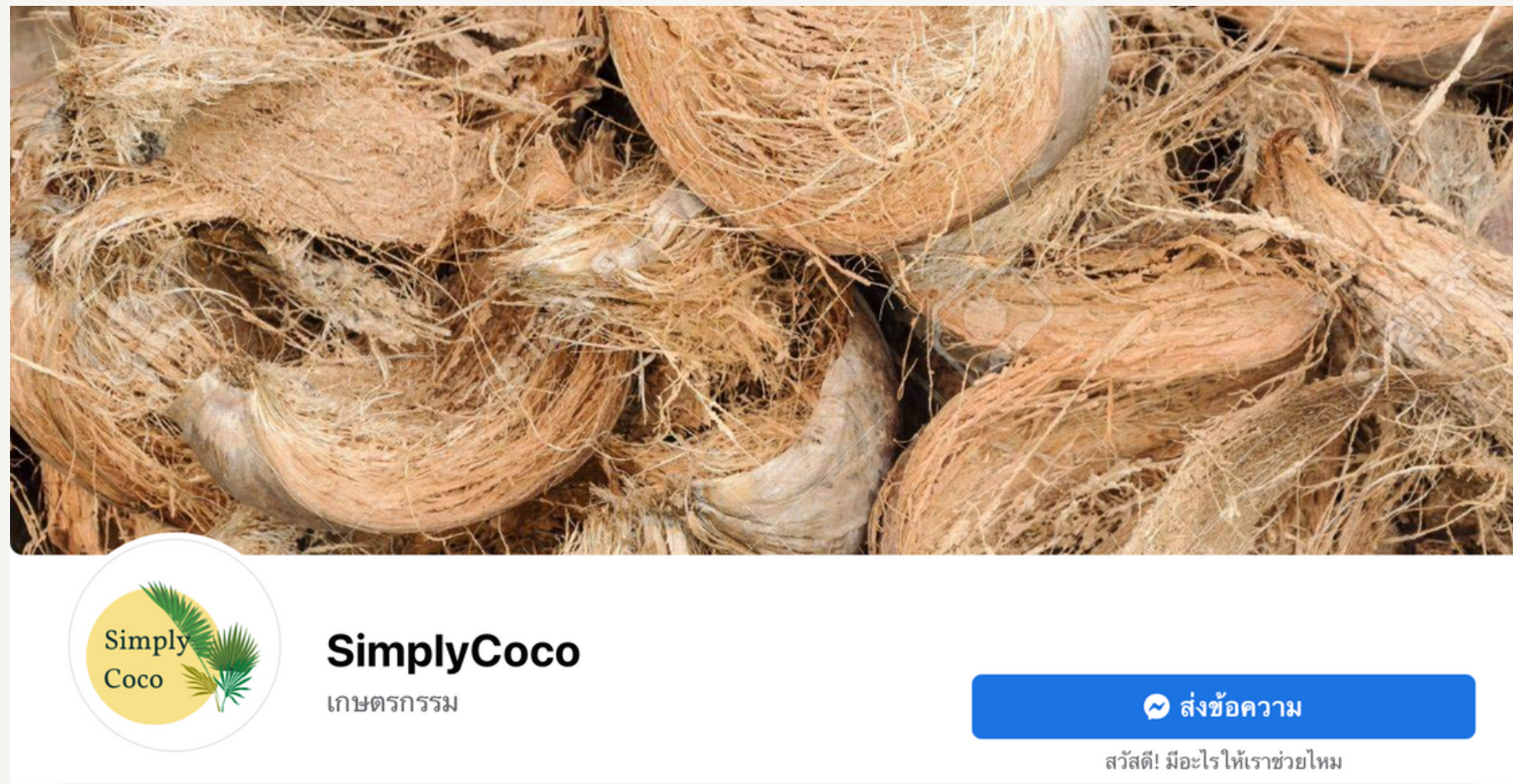


Tourists

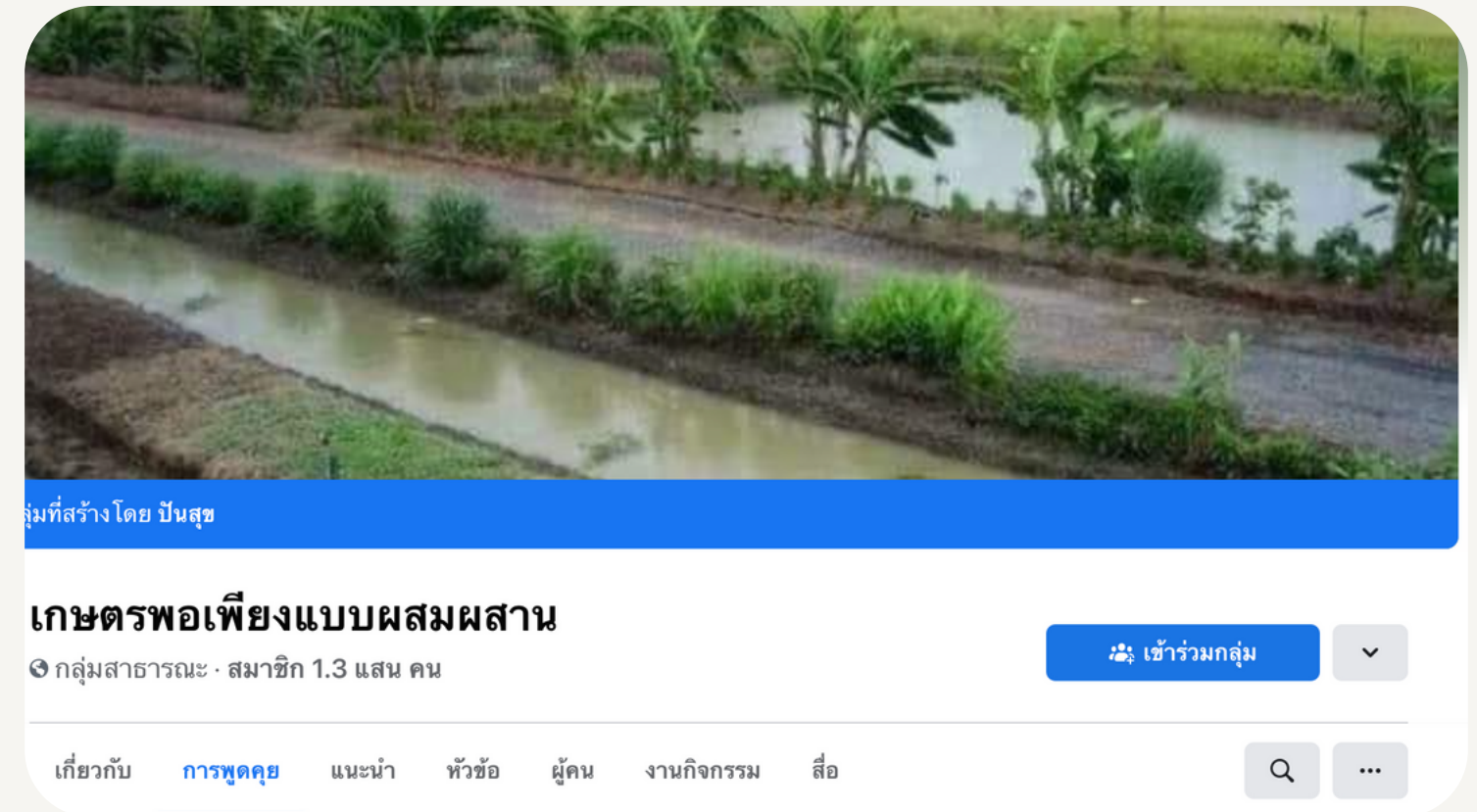


General citizens  
of Thailand

# Facebook Page



## Sustainable integrated sufficiency agriculture



## Exchange news for agriculture and agricultural cooperatives



# The Chaipattana Foundation is a gateway to a successful business

- Rental Space Cost
- Sustainable Products



# Financial Forecasting

- Financial Forecasting is never 100% accurate
- Identify which products are profiting and which are not
- Sheet was built off of data gathered from similar business
- Creating three different sheets



# Thank You



## Sponsor

The Municipality of Amphawa  
Krit Meetavee

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Professor Holly Ault  
Professor Stephan Sturm

## BSAC Advisors

Assist. Prof Dr. Numpon Insin  
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