



ECO AQUARIA

**HELPING NATURE, ONE
STEP AT A TIME**

—● DANIEL SULTANA ●—



MY STORY

Bags in aquarium stores





VISION

Use less single use plastic, Use more containers.

MOST
AQUARIUM
STORES



KÖLLE-ZOO



HOW IT WILL WORK

Fee for containers

Clients have to pay €3 for a Small sized container, €5 for Medium container or €7 for a Large container . 100% of money given back if container is returned.



Type of container

Container is non-toxic and comes with a lid to prevent water spillage.



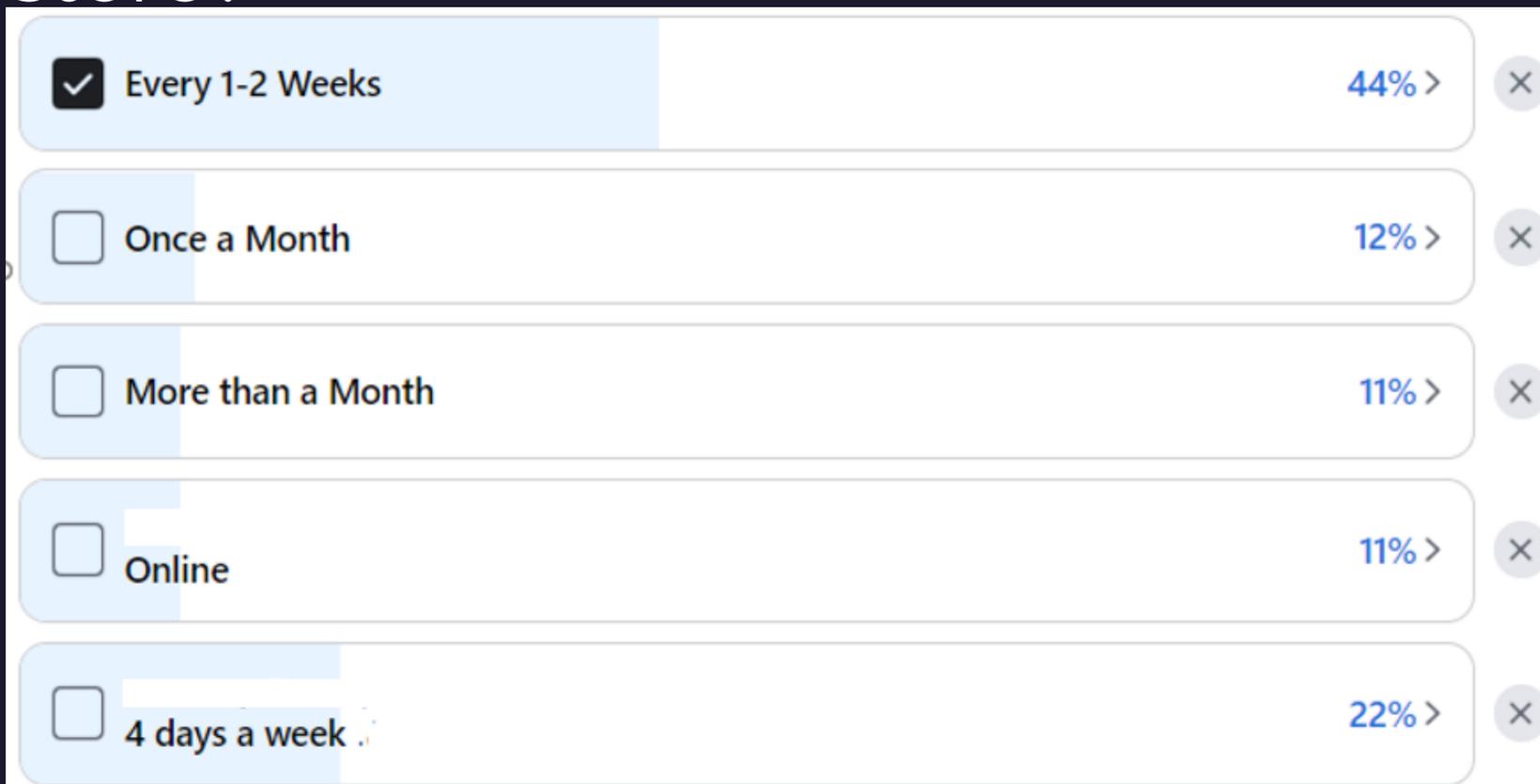
Customers options with containers.

Customers can either return the container and get all their money back, or use it for storage of items and food.



AQUARISTS IN MALTA

"How often do you go to the aquarium store?"



Survey done on Malta aquariums and fish lovers group

AquariumMalta

Public · 3.6K members

Malta aquarium and fish lovers

Private · 2.8K members



IMPLEMENTATION

- This will be implemented in aquarium stores across Gozo.
- Safe testing ground due to small market.



BUDGET



Costs

Budget amount will be €2000. This is taking into account property, transport and costs of creating the container.

Location and Storage

Due to the fact that the containers are quite small the location can be in my own garage or a small rented storage space where it will hold all the containers.



Transport

DHL will transport the containers from the supplier to Malta.



FUNDING AND FINANCING

01 Malta Enterprise

Malta Enterprise can fund the startup by providing the money needed

02 I Can Fund The Project

Due to the costs of the project being relatively cheap for a business idea i can use my own money to fund this buisness.

03 Family and Friends

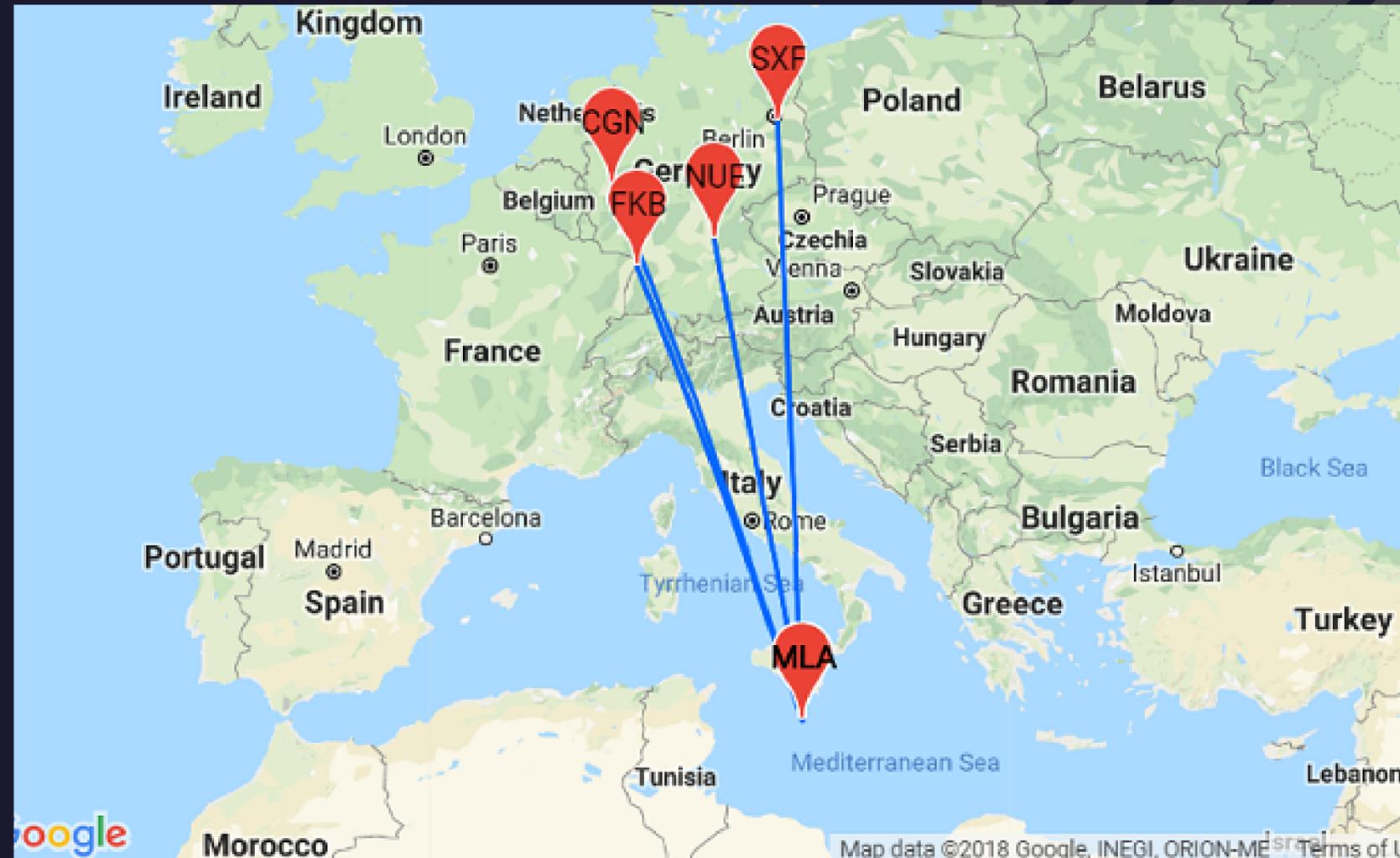
Family and Friends can chip in to help fund the business.

04 Crowd Funding

People can fund the Business to get equity of the company.

Difficulties

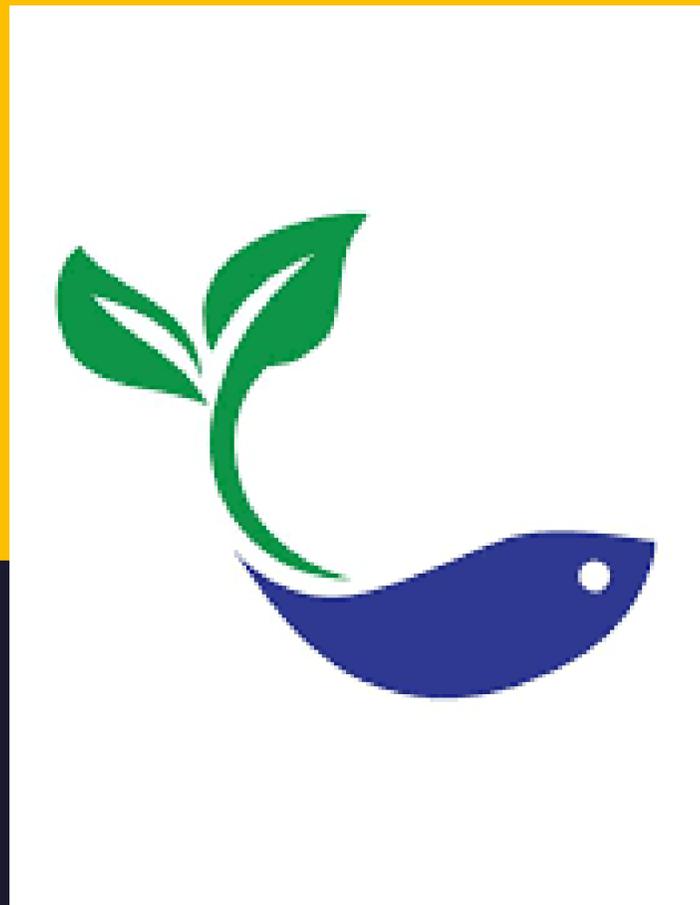
- Difficulties in the transportation network
- Public relations prepared, Adequate stock needed to combat this.
- Aquarium stores refusing to adopt this innovative approach.





EXPANSION

- Product is distributed and used for a certain period of time in Gozo
- Expand to Malta where the main aquarium stores are.
- Expand to more countries.



EcoAquaria



Say No To Single Use Plastic

AN OPPORTUNITY NOT TO BE MISSED

With the low risk, small market size and low costs this will be successful and will expand and be used in many different places and countries overtime. More opportunities can be branched from this and this will help Gozo to become more EcoFriendly and sustainable in another aspect that wasnt considered for before.



THANKS

DANIEL SULTANA
ECOQUARIA

