



GREEN COAL

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"Universal waste does not exist, but Universal morals do"

Our project involves producing an odorless, fumeless, high calorie barbecue coal (charcoal) which does not exert poisonous gases from the final waste product of the waste created at Olive Oil factories.

Coal manufactured from wood creates smoke, odor and exerts carbondioxide. The lack of alternatives and lack of solutions can be due to the production costs becoming unaffordable and non profitable. With only 7% of the industry being local producers, the lengthy production time and the effects of the environment on production increase production time and import products are required to meet requirements. The technology we have produced has become a long term solution to this problem.

Our prototypes of the product and the production system have proven a complete solution. With our process, we can mass produce a quality product. Our product resolves the problem of odor, fumes and carbondioxide as well as having high calorific value and beneficially burning for a substantial time therefore cementing its potential in the market.

With a starting production capacity of 100 tonnes per month we have identified our target customers accordingly. Restaurants and similar businesses will firstly benefit from providing a healthier service to their customers. Once we have welcomed 18 moths of production we will also be welcoming our new target customers, wholesalers. A product which had been difficult to obtain will now be readily available and in high quantities. Following 36 months of production, as well as wholesale sales we will targeting overseas exports and sales.

Our local competition has been established in such cities as Istanbul, Izmir and Mersin. Imports from such countries as Cuba, Ukraine, Indonesia, Malaysia and Ghana can be found at wholesalers. Due to the currency market, the prices of import products are unstable and from our stable costs we are able to take benefit. Aside from these factors, there is a law in place to stop the export of coal produced from wood. As our product is biomass there are no export obstacles. This will increase our power relative to our competition who are unable to export.

For the first 18 months which we will be in business, we aim to found a marketing network to access potential customers or we shall work with a contractor who has a founded and stable marketing network. The next stage will involve increasing production capacity and targeting wholesalers alongside sales from the factory.