

Business Plan of Domestic Lime Disinfection Project—The Business Plan of Disinfection lime Project

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ABSTRACT: *With the improvement of socialist construction, people pay more and more attention to scientific disinfection. Especially in the current situation of long-term epidemic prevention, the demand for disinfection of the environment, and waste has increased sharply. As a cheap and efficient disinfection method, lime disinfection has been widely used in the epidemic stage. The purpose of this topic is to develop the market of disinfection lime service and to protect the healthy environment of society more scientifically and effectively. As a business plan, this paper takes lime disinfection service as the starting point and develops the lime disinfection market through advanced technology and team, which also provides a certain reference value for future market development.*

KEY WORDS: *Lime disinfection; Business Plan; Feasibility Analysis*

1 Introduction

1.1 Research background and significance

Quicklime is a kind of widely used disinfectant with low price, convenient use, good disinfection effect, and no pollution to the environment, which is welcomed by farmers. The principle of disinfection is to directly or indirectly destroy the protein and nucleic acid of pathogenic bacteria with alkaline substances, and disturb their normal metabolism. Therefore, lime disinfection plays an important role in ensuring crop output value, controlling the spread of animal diseases, and maintaining social health.

In crop cultivation, if the soil is continuously planted without rotation, it will cause the continuous accumulation of pathogens and insect eggs in the soil, which seriously affects the development of crop cultivation. So it is very important to disinfect the soil. However, in the actual production, the amount of lime used is not

easy to master, less has no effect, more affect the growth of plants, and when the powder is sprayed, it pollutes the environment.

In addition, livestock and poultry infectious diseases are the most important factors affecting breeding efficiency, and disinfection is one of the important links to control livestock and poultry infectious diseases. Disinfection can reduce or kill the pathogenic microorganisms in the breeding environment and prevent the occurrence and epidemic of livestock and poultry diseases. However, some farms, especially small and medium-sized farms, due to the lack of professional disinfection knowledge, there is a widespread phenomenon of improper use methods, which can not achieve the effect of disinfection, and even bring respiratory diseases to livestock and people. At present, most farms buy quicklime and carry out post disinfection. However, many farms do not pay attention to the cleaning and washing before disinfection. They think that carrying out regular disinfection is enough. It is not only time-consuming and laborious, but also unable to guarantee its effectiveness. Therefore, people have a great demand for post disinfection services.

And in today's situation, the demand for lime disinfection service is not limited to farmers and farmers, medical waste has expanded the market demand. The arrival and long-term prevention and control of the disease aggravate the need for the disposal of medical waste. Social medical institutions produce tens of thousands of medical waste every day. However, the daily workload of medical staff is more, and they may be slack in disinfection; interns do not know enough about disinfection knowledge and do not do a good job in the management of disinfectant, which leads to the expiration of disinfectant.ii Low cost and high-efficiency lime disinfection have become one of the choices of many hospitals, thus further developing the market of disinfection lime.

This project aims to widely use lime disinfection service and promote social-environmental governance and sterilization in a more efficient way. At present, lime disinfection in the market has not yet formed a relatively complete service system, this is a good opportunity to seize the market, such as seize business opportunities, can open up a new world. This paper is mainly through the planning and thinking of business strategy analysis in the early stage of an entrepreneurial project, to clarify the business development ideas and form a complete business plan. Whether in terms of project management or for investors or venture investment development ideas can provide a certain degree of a reference value.

1.2 Related theoretical basis

1.2.1 Porter's Five Forces Analysis

The five forces analysis model was proposed by Michael Porter in the early 1980s, which has a far-reaching impact on the formulation of corporate strategy. For the analysis of competitive strategy, it can effectively analyze the competitive environment of customers. The five forces are the bargaining power of suppliers, the bargaining power of buyers, the entry ability of potential competitors, the

substitution ability of substitutes, and the current competitiveness of competitors in the industry. The different combination changes of the five forces ultimately affect the change of industry profit potential.iii

1.2.2 SWOT Analysis

SWOT analysis from McKinsey consulting company includes analysis of strengths, weaknesses, opportunities, and threats. Therefore, SWOT analysis is actually a method to synthesize and summarize all aspects of the internal and external conditions of the enterprise, and then analyze the advantages and disadvantages, opportunities, and threats faced by the organization.iv

2 Introduction of the Project

2.1 Introduction Of The Project

① 1) Name: Lime "Disinfection" Service

② 2) Basic Ideas: It is carried out along the two links of production and terminal service. Quick lime is convenient in source and low in cost. In order to avoid the price restriction of suppliers, the company insists on producing lime by itself. Through the one-stop service mode of supply, disinfection services are provided for rural households, farms, and medical institutions in the city. In order to maximize the self-value of the labor force, the project mainly focuses on two businesses. One is the disinfection department for rural households and farms, the other is for the treatment and disinfection Department of medical waste. Among them, medical waste has the risk of loss and reuse. So the company adopted the Internet solution. Tracking and managing waste by means of information technology. Compared with traditional contact handover, the project saves a lot of human costs and reduces the risk of medical waste loss. At the same time, according to the concentration of population and medical resources in the city, we choose to set up headquarters in the suburbs of Beijing, and other regions develop regional markets in the form of agents, and the elite team conducts training according to local conditions.

③ 3) Analysis of competitive resources

④ Advantages of the project: The advantages of this project are mainly reflected in the safety, effectiveness, and convenience of lime disinfection. Because quicklime will deteriorate and lose its bactericidal effect after long-term storage, it is necessary to have a lot of professional knowledge to prepare and use it now. Improper use will cause combustion and explosion. Although most of the farms and farmers are prepared and disinfected by purchasing quicklime, it needs a lot of manpower and material resources, and there are potential dangers and blindness. So the service has the most advanced equipment and professional team. Whether it is

short-term or long-term disinfection service, under the leadership of a professional disinfection team, the efficiency and disinfection quality can be further improved. However, there is no obvious competition in lime disinfection Service in China.

⑤ Advantages of policies: The nationwide long-term epidemic prevention work has further strengthened the necessity and importance of disinfection. The arrival of the epidemic situation has greatly increased the demand for medical waste. At the same time, each village committee and local government are promoting the importance of disinfection, indirectly promoting the development of the lime disinfection industry.

2.2 Introduction to Service Types

There are two types of lime disinfection services:

1) One is the disinfection department for rural households and farms.

Lime disinfection for farms and farmers can be made through telephone and WeChat applet. Whether it is short-term or long-term, we can make an appointment through electronic order. However, if the cultural level of farmers is low, they can establish cooperation with the local village committee to facilitate the statistics of specific demand. After the appointment is completed, a professional team can disinfect the crops or the breeding ground.

2) One is the treatment and disinfection department for medical waste.

Medical waste has great potential for reuse and loss, so the project adopts a strict information management system, such as RFID technology and GPS, which can be traced back to the person in charge. In the way of establishing a small program, the medical staff who handed over first provide RFID information on waste online and pack and weigh them. The special collection personnel will then transport them to the designated place and paste the special QR code on each order for tracking; finally, weigh again, and put all the data in line and put the waste into storage for disposal.

3 Project investment environment and market analysis

3.1 Macro Environment Analysis

3.1.1 Analysis of Social Environment

The long-term prevention and control of the epidemic situation have also made people pay unprecedented attention to disinfection. More and more farmers are aware of the importance of sanitation and disinfection. As a kind of widely used disinfectant, quicklime has the advantages of low price, convenient use, good disinfection effect and no pollution to the environment. However, it is difficult to

master the amount of lime used in actual production. Most of the farmers have a low level of education, have not carried out systematic professional knowledge learning, easy to use blindly, lack of scientific guidance. When spraying more lime, it will not affect the growth of plants. Under the wrong operation, this will greatly affect the economic output value and people's own health and even cause explosion and combustion.

With the development of society, the number of medical institutions is increasing, and medical waste is also increasing year by year. In 2009, China's output of medical waste was 1.0746 million tons, an increase of 12.04% over the same period of last year. By 2017, China's annual output of medical waste was 1.9903 million tons, with a year-on-year growth rate of 3.15%.^v Moreover, due to the same epidemic situation, the demand for medical waste treatment in various medical institutions has increased sharply. Social medical institutions produce tens of thousands of medical waste every day. Low cost and high-efficiency lime disinfection has become one of the choices of many hospitals, thus further developing the market of disinfection lime. The outbreak of the epidemic not only caused a sudden increase in the number of medical waste in various provinces and cities in China but also brought a great test to the transport and disposal capacity of medical waste in the jurisdiction, especially for the severely affected areas. Taking Wuhan, Huanggang, and Xiaogan, the three cities with the most serious epidemic situation as examples, according to the research and analysis of Guotai Junan Securities, before the outbreak of the epidemic, there was a medical waste disposal center in each of the three places, with the disposal capacity of 50 tons, 10 tons and 5 tons per day, which was close to full load operation. ^{vi}

3.1.2 Technical Environment Analysis

RFID (radio frequency identification) and GPS are mature technologies and have been widely used in other markets, such as express delivery and the e-commerce industry. RFID is mainly used for non-contact two-way data communication through radio frequency, and the recording media (electronic tag or radio frequency card) is read and written by using the radio-frequency mode, so as to achieve the purpose of identification target and data exchange.^{vii} GPS (Global Positioning System) can be used for positioning and navigation on a global scale. It can provide vehicle positioning, route monitoring, and call command functions. So on the basis of these technologies, we use RFID to package and label the waste in hospitals. In this way, clear information feedback and prevention and control can be provided throughout the transportation of waste. This technology is fully in line with the efficiency and safety of medical waste disposal.

In addition, the WeChat Mini program has been widely used in China in recent years. This is an application that can be used without downloading and installing. Users just need to scan the QR code or search to open the app. Because of its convenience and simplicity, in 2017, the small program promoted the employment of 1.04 million people, and the social effect continued to improve. This has an inevitable advantage for the promotion of the company's projects. WeChat has a

large audience, and the development threshold of small programs is relatively low, which can meet the needs of simple basic applications. All of these provide convenience for the online appointment of lime disinfection service and realize the tracking of service progress. Even if the education level is relatively low, farmers can use it easily.

3.2 Industry Competition Analysis

3.2.1 Internal competitors in the industry

In the existing lime disinfection industry, according to the domestic distribution, the main competitors of the project are divided into two categories: Cement Company and agricultural technology company. The basic information on these enterprises is as follows:

(1) Beijing Jinyu Concrete Co., Ltd.(BBMG Corporation), established in 1988, is a modern state-owned holding enterprise specializing in the production and sales of commercial concrete. During the period of epidemic prevention and control, Jinyu Group, located in Beijing, actively took the responsibility of state-owned enterprises, gave full play to the advantages of environmental protection technology enterprises, participated in the disposal of medical waste, and made contributions to serving the overall situation of reform, development, and stability of the capital and Beijing, Tianjin and Hebei.

(2) Xishui Saide Cement Co., Ltd. processes and sells various strength grades of cement and ready-mixed concrete products, cement products, stone materials, building materials, and provides after-sales service. From February 20 to 25, Xishui CKK company (relying on Xishui Saide cement production line) has treated and disposed of 18 vehicles of medical waste after high-temperature treatment, totaling 52.06 tons;

3.2.2 Threat of New Entry

The lime manufacturing market has been relatively perfect. However, under the impact of the epidemic situation, many qualified cement enterprises have entered the emergency disposal state to accept and dispose of medical waste at any time. Cement enterprises have not only made outstanding contributions to epidemic prevention and control but also made more and more cement enterprises realize the market prospect of lime disinfection in the future. These potential competitors, their lime products are the mainstream products in the current market. Therefore, according to their strong financial strength and brand influence, they have a natural advantage to enter the lime disinfection service industry. Although they have certain raw material supply and market influence, they still lack direct resources and practical experience. No matter in technical innovation and marketing strategy, there is no advantage to compete with the company. But at the same time, the natural

advantages of traditional cement enterprises will also provide more resources, so in the long run, it still needs close attention.

3.2.3 Threat of Substitute Products or Services

This integrated service model is not necessary for enterprises with advanced and professional disinfection team. For example, planting centers can hire agricultural technicians. Or it is not necessary for a small number of experienced and knowledgeable farmers. However, on the whole, many enterprises and institutions will not refuse the benefits brought by professional disinfection teams, such as saving manpower and improving safety. There are still a few people who have professional knowledge of lime disinfection. In the future, there is no absolute threat substitute for the lime disinfection Service of this project.

3.2.4 Bargaining Power of Buyers

In order to reduce the constraints of lime suppliers, the company produces its own lime. Therefore, the bargaining power of lime suppliers is weak. However, the bargaining power of raw material suppliers for lime production is moderate. Because of the large number of lime plants, the demand is large; but at the same time, there are huge rock resources in China, and there are also a large number of suppliers.

3.2.5 Bargaining Power of Suppliers

The initial target customers of the project are mainly plantations and farms in the suburbs of the city, as well as medical institutions in the city. For farmers and farms, there are few kinds of integrated disinfection services and less competitive companies. Therefore, the bargaining power of farmers is weak. Similarly, for medical institutions, due to the long-term epidemic situation and the strict supervision of government agencies, their demand for medical waste disposal has increased sharply. At present, the bargaining power of customers is weak.

3.3 SWOT Analysis

3.3.1 Analysis of Project Advantages

The project combines advanced RFID and GPS technology to track and make an appointment for orders, and at the same time, the WeChat applet is used to increase the convenience and feasibility of tracking. In addition, good geographical location is not only close to market resources, but also attract a large number of high-tech and management talents, so as to establish advanced and reliable teams.

3.3.2 Analysis of Project Disadvantages

For start-ups, capital is one of the most obvious disadvantages, compared with large enterprises with strong capital strength. Without enough funds, it is impossible to invest in projects to develop high-level technology, build high-level teams, and carry out basic survival. At the same time, there are many market factors, and a lack of funds can not resist enough market risks.

3.3.3 Analysis of Project Opportunities

The arrival of the epidemic situation has caused thousands of people to concentrate on infection, consuming a lot of medical supplies, even clothes, shoes, hats, and masks that could be reused in the past. Because of the risk of infection, they should be thrown away as medical waste, leading to the heavy load of the former medical waste treatment center. At the same time, in order to prevent the spread of infectious diseases, the epidemic situation makes people have an unprecedented demand for "disinfection", whether in the planting industry or breeding industry. The sudden increase in demand has further deepened the application of the lime disinfection market in environmental health in the future.

3.3.4 Analysis of Project Threats

Service Plagiarism: how to effectively prevent other enterprises from copying has become one of the potential threats of the project. Once the mode of production and service integration is imitated by competitors, it is very likely to cause great harm to the interests of the company.

Giant intervention: once cement plants or lime companies intervene in the service industry, they will use their unique customer resources and brand effect to attract customers. They not only have strong brand awareness but also have strong financial support to research and develop projects and attack the company. The project and company are likely to be acquired and annexed by large companies.

4 Project Development Plan

4.1 Start up plan

In the initial stage of the project, mainly to establish a brand-led and popularize lime disinfection integrated services. Because Beijing is located in the first tier city, it can attract talents to form an advanced R & D and management team. Then through the geographical advantages of the suburbs, we can attract some relatively cheap labor to work in factories. In terms of business, it mainly serves large farms, plantations, and medical institutions. Among them, it can have an absolute geographical advantage in the treatment of medical waste, because the medical

resources in Beijing are the most advanced and centralized in the whole country. Moreover, in the long-term fight against the epidemic, Beijing is also one of the areas with the most stringent prevention and control, which has led to a large increase in the demand for waste disposal. At the same time, the concept of lime disinfection service can be popularized through convenience and saving human and financial resources, and cooperative relationship can be established with local breeding and planting industries.

4.2 Development Plan

In the later development of the project, when the brand awareness has been publicized in big cities, continue to expand the market share and market scale. Based on certain brand awareness, further develop the market in the form of a regional agent in remote areas, making disinfection service more credible. At the same time, the advanced team in Beijing headquarters can provide rich experience and suggestions for regional agents. In remote and concentrated areas, the early branding makes the company's disinfection services more credible. Based on the current epidemic situation, the importance of disinfection and a healthy environment should be emphasized and publicized together with the local village committee and government agencies, so as to enhance the importance of the correct use of lime disinfection by farmers, small and medium-sized farms or small medical institutions. Coupled with the popularity of mobile WeChat, the corresponding small program appointment and tracking can make it easier for people to operate.

5 Project Marketing Plan

5.1 Main competitiveness of the company

If a company's products or services do not have the outstanding advantages that can be distinguished from other competitive products, they will eventually be eliminated and cannot be based on the market. The service competitiveness of the project is mainly reflected in the following aspects:

(1) Epidemic prevention and disinfection: under the specific environmental background, both international and domestic are actively fighting against the epidemic situation. Among them, it is particularly important to ensure a healthy and hygienic community environment. Not only in medical institutions, timely and effective treatment of medical waste is particularly important, but also in agriculture and aquaculture has reached an unprecedented level of disinfection awareness. Therefore, the use of lime disinfection services combined with advanced online tracking technology can more efficiently meet the market demand.

(2) Integration of production and service: in the domestic market, most farmers and farms purchase quicklime by themselves. Because quicklime must be prepared and used on-site and the storage time is not long, the purchase and configuration of

high frequency will bring certain inconvenience. The integration of purchase and disinfection of this project can greatly reduce the inconvenience, cost, and manpower. At the same time, professional team production and disinfection can avoid the risk of blind use and improve the output value. And this kind of disinfection production and service integration is the lack of domestic market.

5.2 Target market positioning

5.2.1 Market Refinement

① There must be differences among different customers in the market. According to different needs, personalities, and behavior, the market is divided into similar specific groups, and effective marketing programs are designed. First of all, we consider the city category, climate, and demand groups.

② 1) City category: domestic cities are mainly divided into three categories: megacities, medium-sized cities, and below. In the megacities, Beijing, Shanghai, Guangzhou, and Shenzhen are the representatives, where medical resources are abundant and the population is dense. So this leads to a huge amount of medical waste in these cities. And in the suburbs, there will be large areas of farmland and breeding centers, and there will be a demand for lime disinfection because the urban centers need a lot of fresh vegetables and meat products. However, in medium-sized cities and below, there are more individual farmers and a small number of medical clinics. But there is also a huge market potential in these fragmented customer groups, especially in farmland and aquaculture. We can give full play to the role of the village committee, and make use of the opportunity of publicity of cleaning and sanitation, there will be a large number of village farmers have the demand for professional disinfection.

③ 2) Climate factors:

④ For the planting industry, they mainly focus on two stages of soil disinfection. One is after the harvest of crops, the other is before sowing in spring. The best disinfection time was half a month before sowing. Therefore, after sowing and harvest is the peak demand of the planting industry; but for the aquaculture industry, lime disinfection is basically regular disinfection, and there is no specific peak, except for the season of a high incidence of infectious diseases, such as spring.

⑤ For medical institutions, the medical waste they produce will not change much. In comparison, relatively more medical waste will be produced in the high incidence period of infectious diseases, mainly in winter and spring. In addition, in the face of sudden and large-scale infectious diseases, such as in the case of coronary heart disease in 2020, the demand for treatment will increase sharply.

5.2.2 Target Market Selection

According to the above analysis and combined with their own product advantages, the first-tier cities, and the second tier southern suburbs have great market potential. To meet the food needs of a large population, there will be many large farms and planting bases near these cities. Urban suburbs can also attract many high-tech talents, constantly upgrade and develop new products; while attracting high-tech talents, they can also have a relatively cheap labor force in factories. In addition, large cities in the first and second-tier also have more medical institutions and produce more medical waste.

In addition, the rest of the second and third-tier cities still have certain market potential and should not be abandoned. Although there are not so many kinds of large-scale farmers and growers, scattered farmers lack professional knowledge, so as to effectively low use of quicklime disinfection. Similarly, medical institutions in remote areas also lack a comprehensive understanding of the harm of medical waste, which leads to a lot of reuse phenomenon and brings great hidden danger to society.

5.2.3 Market Positioning

Market positioning was proposed by American marketing experts Al Reese and Jack Trout in 1972, that is, enterprises and products determine the position in the target market^{viii}. To sum up, first of all, large farms, plantations, and medical institutions are the main service objects. When brand awareness has been publicized in major cities, continue to expand market share and market size. Based on certain brand awareness, further develop the market in the form of a regional agent in remote areas, making disinfection service more credible.

5.3 Marketing plan

5.3.1 Price Strategy

At present, the market of the lime application is relatively mature and the price is relatively stable. From the point of view of lime itself, there is no absolute price advantage. But the company's business relies mainly on service fees. Within the market, the competition pressure of lime disinfection service is small, and most people do not have a clear understanding of the service fee. Therefore, the company will take "disinfection service" as the selling point, and the cost price of lime will be included in the service fee. The final customer group will have a psychological hint of "buy service and send lime", which not only ensures safety but also saves time and effort, so as to select the project.

5.3.2 Promotion Strategy

For this project, a promotion strategy is an important marketing strategy for the development of the company. Promotion strategy is a strategy and method to promote the sales of goods, and to pass effective product information to consumers, causing their desire and behavior outside the channel. Because we can take advantage of lime disinfection Service in environmental trends, service quality, and other advantages as the main publicity content.

(1) As a start-up enterprise, you can provide free lime disinfection experience for some institutions and industries. If the promotion is successful, the subsequent package purchase service can be carried out. Because lime disinfection is a necessary operation of a cyclical nature, a long-term partnership can be established by purchasing packages.

(2) Cooperation with local government agencies and organizations is also inevitable. Through cooperation, we can improve the awareness of correct disinfection and expand the potential demand, especially under the long-term impact of the epidemic. At the same time, under the government's strict control of medical waste and epidemic prevention, scientific lime disinfection service will be attached great importance.

(3) Make use of the traffic advantages of relevant internet platforms, combine with a brand, investment promotion, and product service for publicity. Tiktok, WeChat, micro-blog, and Kwai official account for the content of the feature and add real-time hot spots to attract traffic.

(4) In the later stage, the project slogans and advertisements will be put in places where farmers and farmers are concentrated, such as farmers' markets. In this way, publicity can be focused on most of the target groups.

6 financial analysis

6.1 Investment Cost Analysis

From the perspective of the company's business plan, the funds and telephone expenses in the early stage are mainly concentrated in raw material procurement, personnel salary, and publicity and promotion expenses. Among them, the proportion of staff salary and publicity and promotion expenses will be larger. Because of the need for geographical location, land rent and labor costs are high. Office and factory costs are about 500000 yuan per quarter. The salary is about 200000 yuan per month. Moreover, as a start-up enterprise, publicity to establish brand awareness is one of the important elements to promote the follow-up development of enterprises. On the whole, plus the cost of logistics and materials, the total amount is 15 million yuan a year.

6.2 Investment and Income Analysis

The investment return analysis of lime disinfection service project is shown in Tab. 5.1:

Tab. 5.1 Investment return analysis table of domestic lime disinfection project (millions)

Project	0	1	2	3
Cash flow	-15	-1.1	5.5	14.8
accumulative total of cash flow	-15	-16.1	-10.6	4.2
PV	-15	- 1.04761904 761905	4.98866213 151927	12.7847964 582658
Discount rate	5%			
NPV	1.72583954216602			
IRR	9.12425424482662%			

(1) Investment return period = the number of years corresponding to the accumulated net cash flow with the last negative value + the absolute value of the accumulated net cash flow with the last negative value / the net cash flow of the next year

$$PP: 2 + 1660/1780 = 2.93 \text{ year}$$

(2) Net Present value (NPV) is the difference between an investment's market value and its cost, both expressed in present terms.

$$NPV = C_0 + \frac{C_1}{(1+r)} + \frac{C_2}{(1+r)^2} + \frac{C_3}{(1+r)^3} + \dots + \frac{C_T}{(1+r)^T}$$

Where:

C_i is the cash flow in period i

r is the return of similar investments

Remember: cash outflows are negative; inflows are positive

(Due to the lack of sufficient data, the discount rate refers to BBMG's 2020 semi annual report.)

According to the formula, NPV is 1.73 millions RMB, which is greater than 0. The rate of return on investment is greater than the cost of capital, so it is worth investing.

(3) Internal rate of return(IRR)

IRR is a discount rate at which the NPV is equal to zero. It's a measure of the project's "return on investment."

IRR:

$$\sum_{t=1}^n (CI - CO)_t (1+i)^{-t} = 0$$

Therefore, internal rate of return(IRR) is about 9%, which is greater than the discount rate. This project is worth to invest.

Conclusion

The motivation of writing the business plan of the lime disinfection project comes from the global epidemic, the improvement of social health awareness, and the market gap of disinfection services. By collecting the actual data and reading the relevant literature, the macro environment analysis, industry competition analysis, SWOT analysis, marketing strategy, and financial analysis of the lime disinfection project are deeply analyzed. Through a comprehensive analysis of the project, the conclusions are as follows:

(1) This business plan defines the development plan, marketing plan, and investment plan of the lime disinfection service project.

(2) This business plan makes a budget for the investment of the company's disinfection lime project, effectively forecasts the profitability of the project, and estimates the return on investment.

Through the above comprehensive analysis of the project, we can draw a conclusion: according to the business plan, in terms of cost recovery, the project will recover all costs within the next three years after its start-up. At the same time, the project responds to the national and even global calls to create a healthy and healthy environment. This project has a huge and beautiful market prospect and is worthy of investment. Through such a business plan, we hope to provide a reference for other enterprise projects and provide a reference value for other young entrepreneurs and investors.

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This period of time has laid a certain foundation for my future university study. Through in-depth learning and understanding, I have a clearer understanding of my future. In the next study life, I will continue to study deeply, combine knowledge with practical work, and create more value for society.

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