



Return-to-Retail model: An Overview

by:Ebrahim Bahrololoom, Golrang Industrial Group



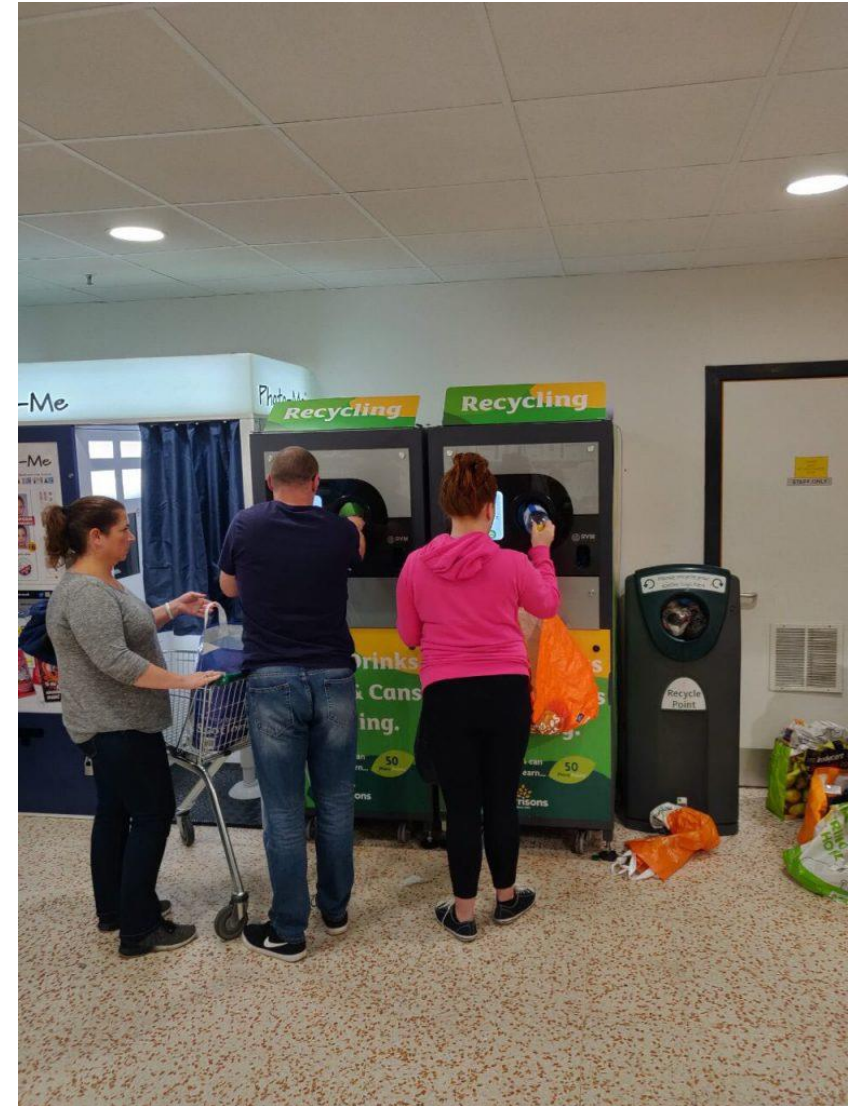
اولین همایش ملی ودیعه‌گذاری بر بطری‌ها





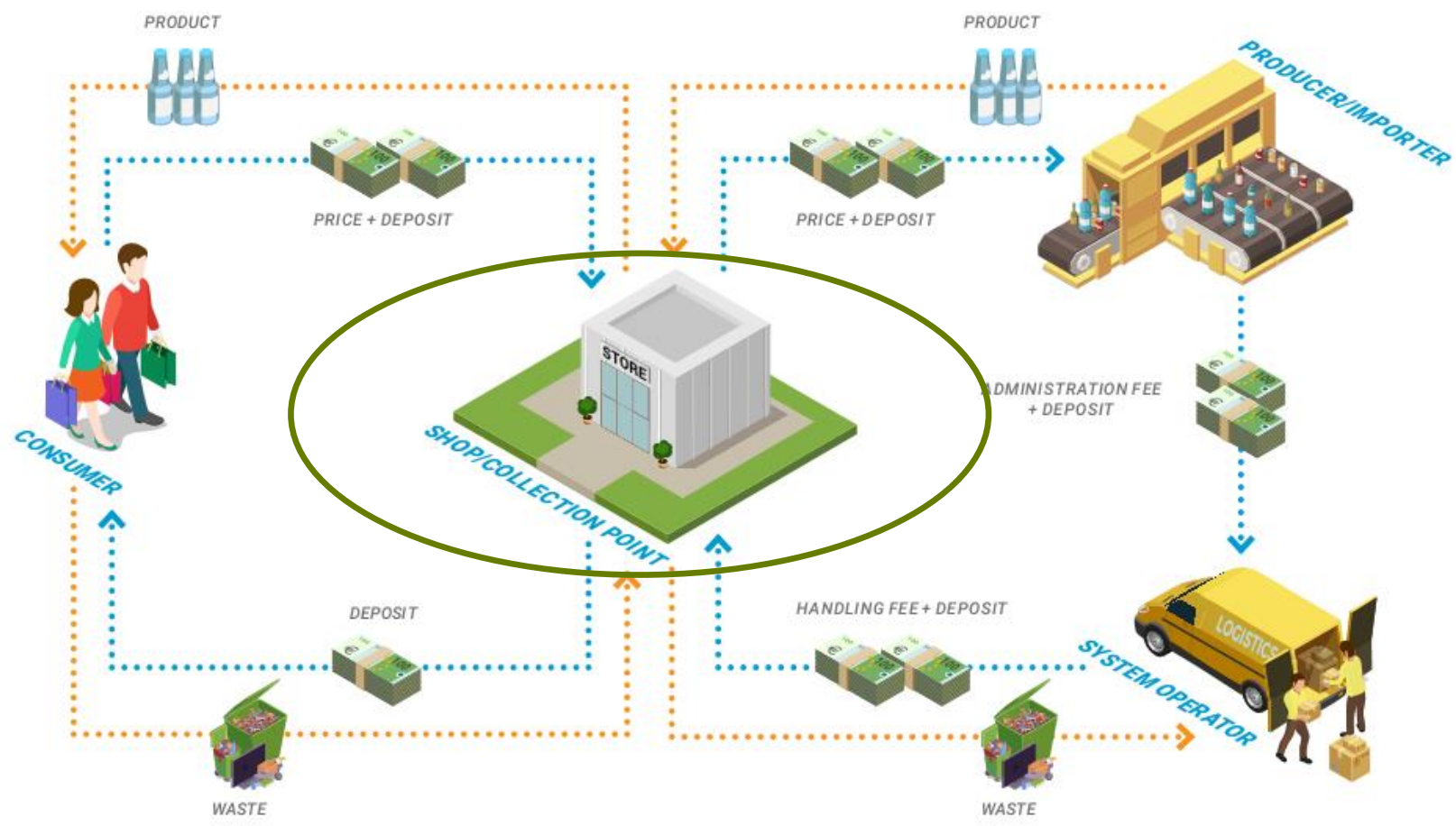
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Introduction





Introduction(Cont.)

- Return to Retail Model
 - where **shops** selling beverages become legally responsible for accepting used containers.
 - Pure model VS. Hybrid model
- For efficiency purposes, shops often decide to provide reverse vending machines (RVMs)
- Result
 - With retail participating the return rate 93%
 - Region without retail involvement the return rate 77%



Introduction(Cont.)

- Lithuania: A Successful story
 - Lithuania saw returns rise from 34% to 92% within just two years of launching its return-to-retail
- Urban stores over 300 sqm must participate in the plan
- Start date: Feb. 2016.
 - To make returns convenient for customers, the Lithuanian government chose a '**return-to-retail**' system which means stores selling beverage containers must also receive used containers back for recycling.





Business Model and Localized Solution

- DRS: Deposit refund system
 - Deposit Amount? A number between 7500IRR to 15000 IRR
 - Beverage Profit margin @ Iran about %45 of consumer price
 - What about diaries?
- Optimum strategy?





The Secret of Aggressive Growth

- Increased footfall
- Financial benefits
- Brand image
- Better shopping experience





Conclusion





Q & A



