



# CONSTRUCTION OF SOCIAL INTEREST HOUSINGS USING PLASTIC WOOD AS CONSTRUCTION MATERIAL

“THE HOUSING IT’S CONSIDERATED A BASIC NEED FOR THE HUMAN BEINGS, THE QUALITY OF THE CONSTRUCTION, THE CONDITIONS OF HABITABILITY , ARE INDICATORS OF THE WELLNESS GRADE AND LIVING CONDITIONS OF LIVING OF A COUNTRY POPULATION”



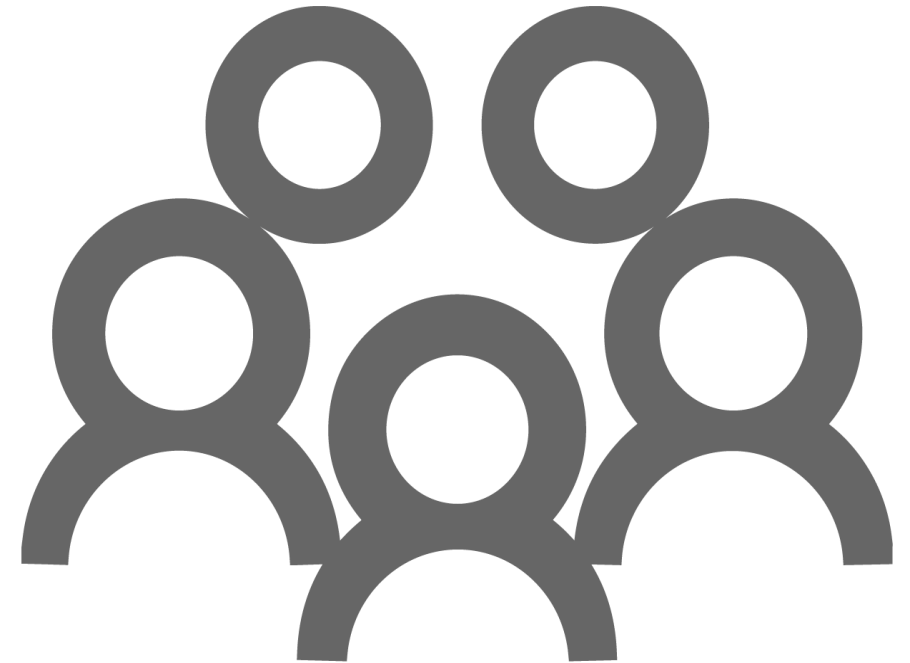
# 1. VALUE PORPOUSE

- » Use plastic wood as building material that help solve the housing deficit in the plurinational state of Bolivia contributing to decrease the amount of plastic arriving to dumps creating a culture of recycling
- » Reduce the use of natural wood and decrease deforestation in the plurinational state of Bolivia



## 2. CUSTOMERS

- » **PRINCIPAL CLIENT:** It will be the government through his ANVIVIENDA housing
- » Families that doesn't own a house
- » Carpentry companies and furniture companies



### 3. CHANNELS

- » Public tenders made by the plurinational state of Bolivia for the construction of social housing
- » Presentation of construction projects to social organizations and to all the population with personalized visits
- » Through massive means of communication



## 4. CUSTOMER RELATIONSHIP

- » Direct relationship with participation of the purchasers in the construction design (many formats ofert)
- » Purchasers participation in the campaigns of pickup with the delivery to the factory and the decrease of the housing cost





## 5. REVENUE STREAMS

- » Objective sale price : 18.000 \$us
- » (for the household it is used 6500 kg of plastic - 45 M<sup>2</sup> of construction)
- » The price includes equipment and ecologic systems of energy and water
- » Price of weight of plank 2.5 \$us/kg



## 6. KEY RESOURCE

- » Infrastructure and machinery for the manufacture of plastic wood
- » Human resource for elaborate and implement programs of awareness and recycling



## 7. KEY ACTIVITIES

- » The elaboration and presentation of programs of awareness of recycling and house hold for all the poblacion
- » The collect of the raw materials plastic/Wood dust or natural fibers
- » Production process (plastic Wood)
- » The design and construction of the housing





## 8. KEY PARTNERS

### WITHOUT SHAREHOLDING PARTICIPATION

- » FUNDARE
- » Collectors of raw materials
- » Purchaser
- » The central government and regional institutions

### WITH SHAREHOLDING PARTICIPATION

- » **FIRST FIVE YEARS**
- » LOSANTY 20% of the share holding
- » Investor 80% of the share holdings
- » **SINCE THE SIX YEAR**
- » 50-50 share holdings
- » Return of the heritage to the investor for equalize the shareholding packages



## 9. COSTS STRUCTURE

### » INITIAL INVESTMENT

- Terrain and the construction of infrastructure: 600.000 \$us
- Machinery (chinese technology): 400.000 \$us
- Working capital: 600.000 \$us

### » RAW MATERIAL COST

- Recycled plastic 0.5 \$us /kg
- Natural fibers or Wood dust 0.01\$us/kg
- 6500 kg \*0.51= 3.315 \$us for household unit

### » OPERATIVE COST

- construction and the equipment per household unit 9.000 \$us

**TOTAL COST OF FINISHED HOUSING: 12.315 \$US.**



# THANKS

LOSANTY

