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**Company's name:** ECO-CITY

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## ***ECO-CITY***

### **1. Introduction**

Good afternoon. My name is Milton Ledesma. I am 40 years old. I am Argentinian and I live in Paraná. I am an electromechanical engineer and I have a Master on Administration for Industries. I am the CEO of the company, I am in charge of taking the most important decisions, so I have a lot of consultors for this.

I created this company with successful people, who are Lucas Dreise and Martín Sovrano. They are professionals and colleagues. We met at UTN, where we studied to become electromechanical engineers.

Hello! My name is Lucas J. Dreise. I am 42 years old. Also, I am Argentinian, from Crespo and currently I live there. I am an electromechanical engineer and I hold a Doctorate in Structural Engineering with honors. My task in the Company is to give technical advice in the Department of Development and Execution. In this department we solve problems from a technical point of view. I am part of this company since it was created.

Hi! I am Martín Sovrano. I am 39 years old. I am Argentinian and I live in Paraná. I have a degree in Electromechanical Engineering and a specialty in Environmental Engineering. I am in charge of the Purchasing and Sales Department; where we purchase materials and products that we need in the company and finally we sell them in the market. I can also contribute with design of new products.

Eco-City is in the recycling and manufacturing business. We follow ecological standards for our products. We would like to address a problem of logistics in the Urquiza Park because we think that people need a better place to relax and spend their free time.

Our company doesn't have branches in the province.

We have organized the presentation this way. First, we are going to develop our company description, where we are going to show our Markets and Services/Products that the Company offers. Then, we are going to talk about the company organization. After that we are going to tell you about to the company history.

Next, we are going to talk about the project development that has three parts. First, we are going to describe the place where the project is going to be focused. Second, we are going to tell you about to problems that we see in that place. Finally, we are going to develop the project description.

## 2. Company Description

### 2.1 Markets and Services/Products

Next, we are going to move on to the Markets and Services we provide.

Our company is in the recycling business. We manufacture products for public and private places. Our products are generally for outdoor recreational purposes. We have products as camping tables, games for children, wastebaskets and other creations. We offer our products and services in all Entre Ríos.

The address of this headquarters is located at the corner of Antonio Salellas and Alejandro Izaguirre street as we can see in the next pictures.



Also, we can see in these pictures the company front and its logo “ECO-CITY”.



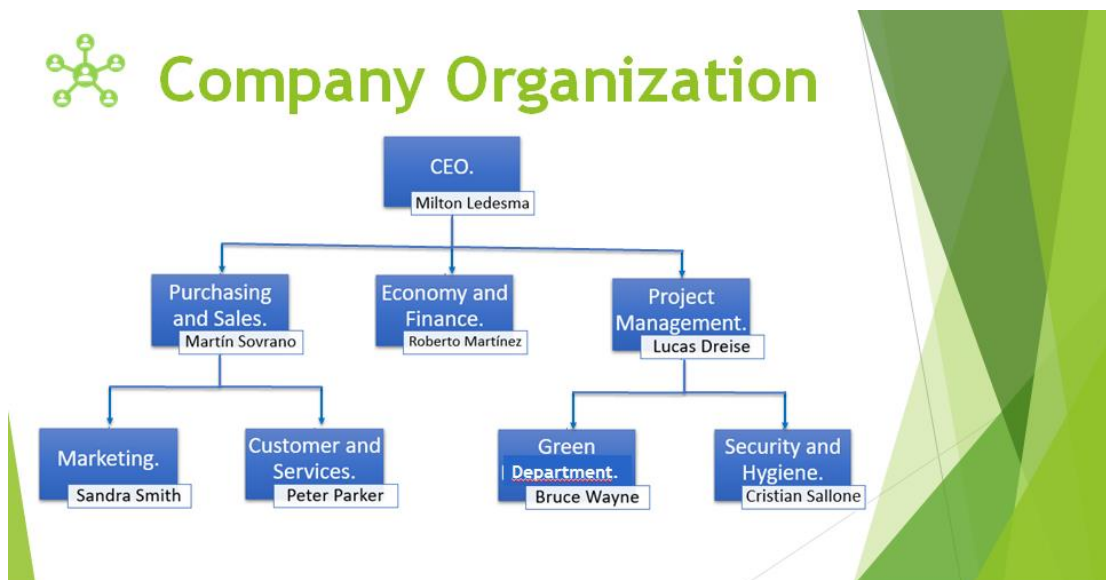
In this image we can see a multiple gym made by recycled materials, with a bicycle parking lot and urban seats, it also has a billboard for cinema and theater advertisements.



Finally, in these photos there are camping tables made of plastic and recycled wood. They can be used for having picnics and mates outdoors.

## 2.2 Company Organization

Let's begin with company organization.



At the head of the organization chart is the CEO of the company, Milton Ledesma. He is in charge of taking important decisions and directing the company.

Down there are three departments, Purchasing and Sales, Economy and Finance and Project Management. These have the same hierarchy because each one needs the other. The directors of the department are Martín Sovrano, Roberto Martinez and Lucas Dreise respectively.

Mr. Sovrano is responsible for buying and selling the company's products. Also, he is in charge of the Marketing and Customer Services Departments. In the Marketing Department, we promote our products in the market and in Customers Services we attend to customer questions and doubts.

Mr. Roberto Martinez runs the Department of Economy and Finance. His job is to keep the company's accounts

On the right of the organization chart, there is the Project Management Department, where Mr. Dreise is in charge of the planning and execution of the production and is responsible for the other two departments, the Green Department and Security and Hygiene. In the first department, we study how to take advantage of the materials and improve the quality of the environment.

At Hygiene and Security, we care for the security of our employees and the final product, so that it is safe for the customers.

### **2.3 Company History**

Now, we are going to tell you about the Company History.

**2005** - Eco-City is founded.

**2006** - Mr. Ledesma purchases the facilities of Eco-City's central house.

**2008** - The partners hire employees and purchase machines.

**2008 - 2010** - The company expands its market.

**2011** - Eco-City launches new products.

**2013** - The company renovates with new machines and tools.

**2016** - Eco-City expands its installations.

**2018** - We restructure the company.

**2020** - The company presents a project for the "Parque Urquiza".

We founded the Eco-City in 2005 because we needed to find a solution for the problem of pollution in the city of Paraná.

One year after this, Mr. Ledesma, who is the CEO of the company, purchased the facilities of Eco-City's central house in the Industrial Park in Paraná, so that we have a best place for working on our products.

During the year 2008, we hired 20 employees and purchased some machines to start working on new markets. A lot of money was invested on it.

In next two years, Mr. Sovrano, who is the manager of the Sales Department, expanded the market of the company to all of Entre Ríos, thanks to Eco-city's competitive products.

One year later, we launched new products thanks to the success that we had in the last years.

Between 2013 and 2016, the company renovated with new machines and tools. For this reason, we had to expand our installations. In 2018, we restructured the organigram of the company by the requirement of production demand, for better management of the jobs.

Today, the company starts to work on the presentation of the project for the “Parque Urquiza”.

### **3. Project Development**

In this section, we are going to development the project.

#### **3.1. Tour round the landmark**

First, we are going to describe the place where we plan to carry out the project.

The “Parque Urquiza” covers the area of 44 hectares, it is located next to the Paraná River. You can see a lot green space, trees, monuments and the awesome river. It is visited by many people all year long, the people go to the park to drink mate, run, walk and relax.



In the picture, we can see the locomotive square. In the middle of the photo, there is locomotive and many trees. On the right side of the picture, there are games for children. In the picture there aren't wastebaskets and urban seats.



In this picture you can see “El Patito Siriri”. It is located on the hill where there are children’s games and some urban seats, but there aren’t tables or a multiple gym. On the background, there are buildings and trees.



This image was taken in the “Costanera de Paraná.” On the left side there is the Paraná River and the hills on the right. We can see LED lamps along sidewalk. Also, there is a big fountain next to the river.



The photo shows “El Rosedal” where there are many red roses and trees. Also, there are a lot of walking trails of stone. Also, we can see a bench and lamp posts distributed in the park.

### **3.2. Problem statement**

Second, we are going to describe the scenes that help picture the problem.

#### **3.2.1 Description of the scenes that help picture the problem:**

The problem that we address is the pollution in the area of the “Parque Urquiza” generated by the people.



In these first two pictures, we can see that the people discard waste in the streets and green places of the park. This generates pollution and a bad appearance of the place.



In the photo above we can observe people having mate on the grass. This can damage the green places of the park.





In these last two pictures we can see a game for children and a multi gym broken. These facilities are not in good condition and cannot be used by people. We can recycle these materials and we make them new installations or we can solve the damage that the product has.

### 3.2.2 Analysis of the factors that give rise to the problem:

Now, we are going to analyze the factors that give rise to the problem.

The factors that can cause the pollution in the city are the bad ecological conscience of the people, the little responsibility of the City Hall with respect to the public place, the bad use of the facilities in the park. Also, the little information people receive about the caring of public places and the lack of interest from people to take care of public places.

All this is also affected by the lack of wastebaskets that the area has.

These situations are aggravated when people participate in massive events in public places or after private parties, as we can see in the following pictures:



And finally, the breakdown of the materials in the park happens due to the lack of maintenance as in the case of the games and multi gym.

### **3.3. Project Description**

In this third instance, we are going to describe that we are going to do in the different stages of the project.

#### **3.3.1. Stage I**

In this stage, we are going to define the previous activities to start with the project.

The area of work that we are going to cover is the whole “Parque Urquiza” because in this place there is a lack of necessary facilities or they are in bad conditions. In this stage we are going to analyze the area and plan where we going to place our products.

#### **3.3.2. Stage II**

Now, we are going to talk about to the activities that we are going to do in the park.

During this stage, we are going to remove the elements that are damaged, we are going to carry these to our installations in the Industrial Park and we are going to recycle the material that can be recycled or we are going to fix the damage that the product has. We are also going to do the products that the zone lacks, as wastebaskets, urban seats, tables, games, multi gyms, among others.

So that we can do the work, when we have all the materials, we are going to use tools as saws, bench drills, hand tools and specific machines for the recycling. For its construction we are going to use plans, molds and guides. We will take a week to recycle the materials and make new products because this process needs product control and safety.

Also, we are going to mechanize the pieces with the tools mentioned above and when the pieces are ready, we are going to join them.

After this, we are going to paint or varnish for to protect the part of products.

For other part, we are going to put the products to correct place of “Parque Urquiza” and we are going to install them in strategic places so as to control the movement of the people in the park to prevent them from stepping on the grass.

For the installation we are going to need trucks to transport the products and the necessary tools that we will use to join the parts how screwdrivers, pipe wrench, hammers, among others.

If the climatic condition of the day is good, we are going to install the products in two days, where we are going to take into account the transport of the pieces.

### **3.3.3. Contingency Plan**

Next, we are going to talk about the contingency plan.

In ECO-CITY, the rain doesn't affect our work, because we are going to work in our installations most of the time. In case it rains on the day we plan to retire or install the elements of the park, we are going to set another day and we will do it after it stops raining.

## **4. Conclusion**

Finally, we are going to give our reasons why we think that you should hire us.

In conclusion we believe that the city should hire our company because we offer the best quality and the best prices for our recycling products. Also, we can improve the facilities in the park, and in this way, increase the tourism and provide citizens with spaces that they can enjoy when they visit the park.