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# Recycled Fuel – Marketing Challenges & Distribution Channels

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## Challenges in today's scenario. ↻

- Psychological Barriers.
- Quantity & Quality of Final Product.
- Price Competitiveness.

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## Psychological Barriers

**Challenges**

- Retailers' View Point
  - Disbelief in the potential of products, therefore reluctance from selling & inventorying.
- Consumers' View Point
  - Non acceptance by users being a product from waste.
  - Fear of equipment/engine damage on use of recycled diesel.

**Enabling Measures**

- Offer greater benefits to retailers who agree to sell & promote recycled products.
- Offer free trials, followed by trials offered at lowered rate.
- Image / Brand building of "Recycled Product".
- Creating awareness for social values.
- Showing economic advantages.

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## Quantity & Quality of Final Product


**Challenges**

- Probability of inconsistent end product quality leading to lack of confidence and non acceptance by end users.
- Shortage of products, will lead to consumers drifting back to virgin products, thereby it's a risk of losing market.
- Absence of established data on its full proof end use.

**Enabling Measures**

- Accreditation of product quality and its safe use by Government.
- Recommendation by major automobile companies & third party certification.
- Promoting segregation of waste at source.
- Streamlining & channeling of sources of waste for consistent & constant output.

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**Price Competitiveness** 

**Challenges**

- Cost competitiveness as compared to normal fuel.
- Existing Subsidies on Diesel / Electricity in India.
- High price for technology or conversion process will lead to increased price points, which in turn will hamper growth.

**Enabling Measures**

- Viability gap finding & acceptance in CDM.
- Prices could be maintained by means of acquiring subsidy to procure technology.
- Efficient conversion process in terms of resource utilization & limited waste will also help in maintaining price points.

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**Distribution I** 

- India has a market segment which is price conscious.
- Institutions / Industries / Bulk Users should be our primary target market.
- Operations & Management to be taken over by a sub division or separate company itself, to service clients and build trust in our products.

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you plan  
If You Plan,  
you Execute*

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Thank You !