

The study of Reuse Cup business method in soccer stadium

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1. INTRODUCTION

It is important to promote 3R(recycling, reuse, reduce) to form sustainable society. As one of the actions, Reuse Cup comes to be used instead of disposable paper cup in soccer Stadium from 2003.

Some groups rent Reuse Cup to the stand supplier who used a paper cup disposable conventionally, and a Reuse Cup business is service to perform collection after use, washing, safekeeping duties. A company, NPO, administration and each group introduce it into a stadium in each way and reduce drained garbage now. It may be said that it is a difficult business for I am forced to withdrawal from a business or and it can continue by public funds support economy. On the other hand, I really give profit, and there is a stadium continuing without all public funds support.

2. PURPOSE

In this study, I inspect the OITA BIG EYE which a Reuse Cup business is introduced into, NISSAN Stadium, an example in NIGATA BIG SWAN. I perform a profit and loss analysis based on the thing that became clear, the business structure that became clear by listening comprehension investigation to an enterprise again by these example inspections. I really clarify the condition that a Reuse Cup business is concluded from those results and am aimed at making positioning of a Reuse Cup business clear.

3. CONCLUSION

From example inspection of three introduced stadiums, a Reuse Cup business is not really a business to be concluded on a principle of a market. In addition, it is not a part of an administrative waste reduction policy. It is thought that it is the business that you should wrestle with as a social business. In addition, from a profit and loss analysis, as for such social business 1, as for company or NPO letting independent form as a business, a difficult thing is clear. As for the business that an initial investment cost is big unlike the big business that financial resources are enough as the Reuse Cup business mentioned it before for a company and the NPO where "human, material, money" are limited to, and is low profit from profit of a business and a saying point of view is because is it. That is why each stakeholder and the cooperation system be arranged to let a business conclude, and it is necessary to recruit necessary financial resources from the outside. As for stakeholder participating in a business in soccer Stadium, club, government, stadium management groups, sponsor companies, stand management suppliers, supporters, team volunteer stuffs are arrested. Cooperation of a team having persuasion work to have pressing a company for the support to a Reuse Cup business or a stand management supplier receive deposit and collection work strong influence is essential among other things.