

1.1 Mission Objectives

The goal of HRS, Inc. (Hazmat Removal Systems) is to increase the safety of employees of certain industries, as well as the public, by developing robotic systems to remove hazardous materials from sites. These sites include areas related to demolition and renovation of buildings, as well as production processes. Due to the dangers of the working environments associated with these fields, the employment turnover rate for Hazardous Waste Removal employees increases each year. As a result, most industries are constantly struggling to fill those positions needed to continue their product production. However, HRS, Inc. offers a solution to not only the employers, but also to the employees. By providing a system to control the removal of “hazmats” from a remote location, a Hazardous Waste removal worker can be assured of his or her safety while controlling the system. As a result, employers are more likely to experience a decreased turnover rate.

Currently, HRS, Inc. plans to develop solutions for the nuclear power industries. Within a period of two years, HRS, Inc. hopes to develop products and contract services for all 12 power plants that are located in Southeastern states that currently meet the EPA’s Resource Conservation and Recovery Act State Authorization program. Hence, within a period of two years, HRS, Inc. intends to cover the entire available market in the Southeast. Within a period of 5 years, HRS, Inc. plans to grow out of the Southeast and increase market share in other regions. Currently, the plan is to gain 40% of the market share over the next 5 years.

1.2 Keys to Success

To Gain Approval from EPA and State Agencies

The first step to achieving the objectives of HRS, Inc. is to acquire approval from the Environmental Protection Agency (EPA). The EPA has mandated a set of strict regulations regarding hazardous waste removal in the Resource Conservation and Recovery Act (RCRA). The majority of the regulations regarding hazardous waste removal are stated in RCRA: Subtitle C. The system developed by HRS, Inc. must comply with the standards stated in the aforementioned act.

Furthermore, each state has its own regulatory agency with regard to hazardous waste control and removal. Thus, it is imperative that HRS, Inc. comply with the standards mandated by those agencies, as well.

Marketing

The initial target market will be the electric and nuclear power industries. [A list of electric and nuclear power plants can be obtained from the Energy Information Administration of the U.S. Department of Energy.] Because our approval from state agencies will be achieved at different times for each state, the current strategy is to approach members of those industries on an individual basis. However, attendance at various conferences, such as the Electric Power Expo, will greatly increase the exposure of HRS, Inc.

Providing varying solutions to varying industries

As each industry dealing with hazmats varies, so do its needs and methods of hazmat removal. Hence, it will be necessary to provide different systems to each type of industry. As HRS, Inc. grows, it will be able to cater to the needs of each of these industries. This will promote further growth and market capture. Other potential markets for HRS include the disposal of lead, mold, healthcare products, and other chemical byproducts.

1.3 Target Market

HRS, Inc. initially intends to develop products for the nuclear power industries in the Southeastern U.S. However, the company plans to grow and to create systems for other industries. Some of these other areas include: demolition & renovation sites (lead & asbestos abatement), manufacturing plants, mold remediation, and emergency & disaster response.

Demolition and renovation sites can often have structures that are embedded with asbestos and lead. Exposure to either of these materials can lead to serious health risks. If asbestos becomes airborne, it can cause lung diseases, such as asbestosis. It can also cause lung and gastrointestinal cancers. Lead can also endanger one's health by causing nerve disorders, increased blood pressure, etc. Hence, it is imperative to remove these hazmats before completing a demolition or renovation project.

1.4 Competitive Advantage

HRS, Inc. will dominate the competition in three key areas: efficiency, reliability, and safety. With the hazmat removal system, waste can be quickly and precisely moved from one location to another. Also, the systems will still be controlled by humans from a safe distance. This will allow the removal process to adapt to varying environments. Also, because only the robotic waste removal units will come in contact with the hazardous material, there is a minimized potential for human danger should an accident occur.

Furthermore, the service provided by HRS, Inc. will be second to none. During the process of system installation at a given site, service technicians will educate the future users of the system in its proper use. Because this can be a difficult time, service technicians will stay at a given site for a period of up to two weeks. Finally, if any problems should arise, the very same technicians will visit the site to resolve the issue. A second option is for the customer to hire the technicians through HRS, Inc. (for an annual fee) to serve as robot operators.

1.5 Basic Strategies

Stage I

The first stage in developing HRS, Inc. is the procurement or construction of a hazmat storage and disposal site. Also required would be the construction of a minimum fleet of waste removal robots and obtaining certification from the EPA and any other agencies as required by the location of the site.

Stage II

Stage two consists of expanding the fleet of robots so that we can simultaneously meet the needs of multiple clients. This would take place as the company's market share grew. During this time, we can expect company employment to grow from 30% to 60%.

Future Growth

Other future possibilities include expanding our services to other domestic regions by opening new service locations and expanding into other markets such as mold removal. During this time, we can expect to grow out of the Southeast region and into the Midwestern and Atlantic regions of the U.S.

Exit Strategy

The ideal exit strategy for HRS, Inc. would be to sell to a larger company or to take the company public. Either strategy would allow the initial investors to cash out while only the latter would allow them to retain their holding in the company.