



eSelling Old Corrugated Cardboard

CASE STUDY

The Client

Our client is part of the UAE's public services department into Waste Management. It manages the waste for a population around 400,000 and it is a “one-stop-shop” for the regulatory, planning, collection, treatment and disposal needs of the government.

The client approached us for disposing of Old Corrugated Cardboard through our advanced eSelling platform.

Challenges



Disposing of the OCC (Old Corrugated Cardboard) through online auction and achieving the best rates



Finalizing the terms & conditions suits the UAE market for disposal of recyclables though online auction



Engaging a wide range of potential buyers across different locations



Making all the interested customers accustomed with the bidding process in our online auction portal



Finding an appropriate starting price for the auction to fetch the maximum possible price

Solution

- ✓ Adopted best-fit auction strategy based on the requirements considering the maximum salability, optimum price realization, shorter disposal cycle time etc.
- ✓ Terms & Conditions were set to suit the client requirements and after analyzing the nature of the market. Customized auction terms were devised to execute the selling process in a transparent manner.
- ✓ A range of customer base was selected only with those companies dealing with the offered items from a wide range of geographical location.
- ✓ Provided thorough training to the potential customers with an online training process to make all of them accustomed on the bidding process.

Outcome



Optimum participation from different location across UAE



Successfully sold approx. 800 MT of waste



Fetched the auction price above the expectation of Client

mjunction specializes in selling and evacuation of non-production materials and scrap/recyclables, Idle and obsolete assets at the best possible market price within the shortest time period. A team of expert consultants in its assets and scrap selling unit can help you in inspection and valuation, identifying right buyer and market analysis, best price discovery on an advanced eAuction platform and post sales services. mjunction has experience of selling USD 867 millions worth of assets & recyclables on its cutting-edge online platform.

Unlock the true value through sale of your non-performing assets/hazardous by-products, recyclables and monetize things no longer in use.

Say hello to know more

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