

Tangible assets

- Warehouses
- Recycling factories
- Software
- Employees

Intangible assets

Tes-amm

- Computer software
- Customer relationships (save intellectual property)
- Brand name
- Clients network
- Collection network
- License and accreditation
- Global locations

Sims Recycling

- Computer software
- Customer relationships (digital data destruction)
- Brand name
- Clients network
- Collection network
- License and accreditation
- Trademarks
- Global locations

Capabilities

Tes-amm

- Collaboration with StarHub and DHL

Recycling Nation's Electronic Waste (RENEW) program

- Creativity □ witness the destruction of their materials
- Technologies □ lower environmental impact

Sims Recycling

- Innovation □ material separation technology
- Recycling educational program
- Tailor-made customer approach

Sustainable Competitive Advantage

- The industry development is “in process” □ uniformity of service with the main difference in location that companies operating in.
- Companies can compete in building effective marketing strategy, brand name (reputation history) and informal relationship with suppliers and partners.

