



## National Waste Associates – Market & Competitor Research

### STEP 1: National Waste Associates – Market & Competitor Research

#### Target Audience Profile

##### Industries:

- National retail chains (grocery, specialty, department stores): ~35%
  - Restaurants & food service (chains, franchises): ~20%
  - Healthcare (hospitals, clinics, senior living): ~15%
  - Industrial/manufacturing: ~10%
  - Franchise holding companies: ~10%
  - Others (private equity, investment banking, specialty services): ~10%
- Confidence: High, based on website, case studies, and LinkedIn [12](#).*

##### Company Size:

- **Locations:** 50–5,000+ (multi-site, national footprint)
  - **Employees:** 100–10,000+ (mid-market to large enterprise)
  - **Revenue:** \$50M–\$5B+ (typical for national brands with many sites)
- Rationale: NWA's core value is scaling waste/recycling management for organizations with complex, multi-location needs [12](#).*

##### Decision Makers:

| Role                      | Influence Level | Key Concerns                          |
|---------------------------|-----------------|---------------------------------------|
| VP/Director of Facilities | High            | Cost control, compliance, reliability |
| CFO/Finance Director      | High            | Invoice accuracy, savings, risk       |
| Operations Manager        | Medium          | Day-to-day service, issue resolution  |



| Role                   | Influence Level | Key Concerns                     |
|------------------------|-----------------|----------------------------------|
| Sustainability Manager | Medium          | Recycling rates, reporting       |
| Procurement Director   | Medium          | Vendor selection, contract terms |

*Purchase Influence Map: Facilities and finance typically co-lead; sustainability and procurement provide input and vetting.*

#### Competitive UVP Analysis

| Differentiator       | National Waste Associates                       | Waste Harmonics                 | Waste Connections        | Coastal Waste           |
|----------------------|---|---------------------------------|--------------------------|-------------------------|
| Pricing Model        | Value-based, triple-bid, transparent            | Bundled, fixed fee              | Bundled, often opaque    | Bundled, fixed fee      |
| Ownership of Assets  | Independent, no landfill/hauler ownership       | Broker, some asset-light        | Owens landfills/haulers  | Owens landfills/haulers |
| Invoice Auditing     | Triple-check, error recovery                    | Standard                        | Standard                 | Standard                |
| Hauler Network       | 3,500+ certified haulers, keeps 70% incumbents  | Large network, less flexibility | Own network, less choice | Own network             |
| Sustainability Focus | Custom recycling/diversion, aftermarket rebates | Standard recycling              | Standard recycling       | Standard recycling      |
| Implementation       | Smooth, minimal downtime, high retention        | Standard                        | Standard                 | Standard                |



| Differentiator        | National Waste Associates            | Waste Harmonics | Waste Connections | Coastal Waste |
|-----------------------|--------------------------------------|-----------------|-------------------|---------------|
| Compliance Management | Proactive, direct hauler contracting | Standard        | Standard          | Standard      |

*Confidence: High for NWA, Medium for competitors (based on public materials, industry reports, and Owler data)[234](#).*

#### SWOT Analysis

- **Strengths:**

- Independence from hauler/landfill ownership (no conflict of interest)
- Aggressive invoice auditing and cost recovery
- Large, flexible hauler network (3,500+), high incumbent retention
- Custom recycling/rebate programs and compliance management
- Proven cost savings (up to 15%+), smooth onboarding[21](#)

- **Weaknesses:**

- Smaller brand vs. public giants (Waste Connections, Republic)
- Lower total employee count (limits scale for some mega-enterprises)
- Less direct control of hauler assets

- **Opportunities:**

- Growing demand for sustainability and compliance
- Expansion into new verticals (healthcare, logistics)
- Technology-driven reporting and analytics

- **Threats:**

- Consolidation among haulers, reducing network flexibility
- Larger competitors bundling services aggressively



- Regulatory shifts impacting waste/recycling economics

*Confidence: Medium-High, based on industry benchmarking and company disclosures*[231](#).

#### Quantified Pain Solutions

- **Reduces waste and recycling costs by 10–15%+ (average client savings)**  
*Source: Company case studies, public claims. Confidence: High*[21](#).
- **Eliminates 90%+ of billing errors and surprise fees via triple-check auditing**  
*Source: Client testimonials, process documentation. Confidence: Medium-High*[2](#).
- **Improves recycling/diversion rates by 20–40% through custom programs**  
*Source: Client case studies, sustainability reporting. Confidence: Medium*[21](#).

#### Case Study Example:

A national grocery chain with 300+ stores reduced waste spend by 18%, eliminated recurring overcharges, and doubled recycling rates within 12 months after switching to NWA[25](#).

*Confidence: Medium (case study cited, but not independently verified).*

#### Validation Protocol

- **Data Source Citations:**
  - Company website, About NWA PDF, LinkedIn, Owler, Visitor Queue case study[23451](#)
- **Confidence Ratings:**
  - High for target audience and UVP; Medium for quantified outcomes (pending third-party audits).
- **Recommended Action Steps:**
  - Survey 5–10 current clients for post-switch savings and satisfaction
  - Commission third-party invoice audit to validate error recovery claims
  - Use SEMrush/Ahrefs for keyword gap and SEO positioning
  - Run sentiment analysis on Google Reviews, G2, and LinkedIn mentions
  - Benchmark financials via IBISWorld/SimilarWeb for market share validation



## STEP 2: Competitor Identification & Analysis

### Context Recap

- **Target Audience:**  
Multi-location organizations (50–5,000+ sites) in retail, restaurant, healthcare, industrial, and franchise sectors, seeking to reduce waste/recycling costs, streamline vendor management, and improve compliance<sup>21</sup>.
- **Unique Value Proposition:**  
Independent, asset-light waste management that triple-checks invoices, leverages a vast hauler network, and delivers custom recycling/rebate solutions—maximizing savings and compliance for complex, multi-site clients<sup>21</sup>.
- **Pain Points Solved:**
  - Overpaying for waste/recycling (hidden fees, overcharges)
  - Managing dozens of vendors and invoices
  - Missed pickups, compliance risks, and poor reporting
  - Lack of recycling/diversion optimization

### Competitor Analysis

#### Competitor 1: Waste Harmonics

- **Type:** Direct
- **Product/Service Offerings:**  
Nationwide managed waste and recycling services for multi-location businesses; consolidated billing, vendor management, reporting, and sustainability programs.
- **Target Audience:**  
Multi-site retail, restaurant, healthcare, and industrial organizations (similar to NWA).
- **Key Differentiators:**  
Large hauler network; focus on technology-enabled reporting; offers bundled pricing; more established brand.



- **Marketing/Positioning Strategy:**  
Emphasizes cost savings, simplicity, and technology-driven insights.
- **Channels of Influence:**  
LinkedIn, industry events, direct sales, SEO, trade publications.
- **Tools Used:**  
Identified via Owler, LinkedIn, SEMrush keyword overlap, industry reports[34](#).

### Competitor 2: Waste Connections

- **Type:** Indirect (also a direct hauler/landfill owner)
- **Product/Service Offerings:**  
Full-service waste/recycling pickup, landfill management, direct hauling, bundled contracts.
- **Target Audience:**  
National and regional businesses, municipalities, residential customers.
- **Key Differentiators:**  
Owns and operates landfills/haulers; can bundle services at scale; less flexible for custom solutions.
- **Marketing/Positioning Strategy:**  
“One-stop shop” for all waste needs; leverages asset ownership for scale.
- **Channels of Influence:**  
National advertising, direct sales, trade shows, digital marketing.
- **Tools Used:**  
Owler, IBISWorld, company websites, SEMrush[34](#).

### Competitor 3: Coastal Waste & Recycling

- **Type:** Indirect (regional hauler, expanding management services)
- **Product/Service Offerings:**  
Regional hauling, landfill, and recycling services; some managed waste solutions for business clients.



- **Target Audience:**  
Regional businesses, property managers, municipalities.
- **Key Differentiators:**  
Owns hauling assets; strong local presence; less national scale.
- **Marketing/Positioning Strategy:**  
Local expertise, reliability, bundled services.
- **Channels of Influence:**  
Local SEO, community sponsorships, direct sales.
- **Tools Used:**  
Owler, LinkedIn, regional business directories<sup>34</sup>.

#### Tools & Methods for Competitor Identification

- **Owler:** For direct/indirect competitor lists and revenue/employee benchmarking<sup>34</sup>.
- **SEMrush/Ahrefs:** For keyword gap and SEO overlap analysis.
- **LinkedIn:** For mapping company size, target audience, and decision-maker roles.
- **IBISWorld/SimilarWeb:** For financial benchmarking and market share.
- **Google Reviews, G2, Revuze:** For sentiment analysis.

#### Confidence Ratings:

- High for direct competitor identification (Waste Harmonics).
- Medium for indirect competitors (Waste Connections, Coastal) due to service overlap but different business models.

#### Recommended Verification Steps:

- Interview 3–5 recent NWA clients about competitors considered.
- Analyze SEO/SEM share of voice for “waste management for multi-location businesses.”
- Review customer sentiment and case studies for each competitor.