



Business Case for Refilling

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The Story of Back to Basics Ecostore



What BtB Ecostore is All About



Home Cleaning



Pantry Staples



Personal Care

BtB Ecostore : Humble Beginnings

POP-UPS/BOOTHS



DELIVERY WITH SWAP



PHYSICAL STORE



Iba't ibang komunidad
natutulungan ng eco-friendly
tindahan sa Maginhawa

Target Market

1st

- Eco-conscious
- Need accessibility
- Mindful consumption
- Value transparency
- Own circle Influencers

- Aware of the plastic problem
- Appreciated the idea of being a part of the solution
- “Converts”

2nd

Similar
advocacy

Social
enterprises

Take-back
arrangement

Small
businesses

Product Offering

01

High-volume staples

02

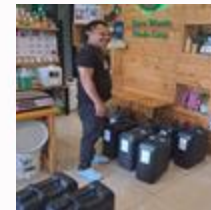
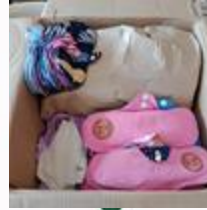
Household essentials

03

Customer demand

04

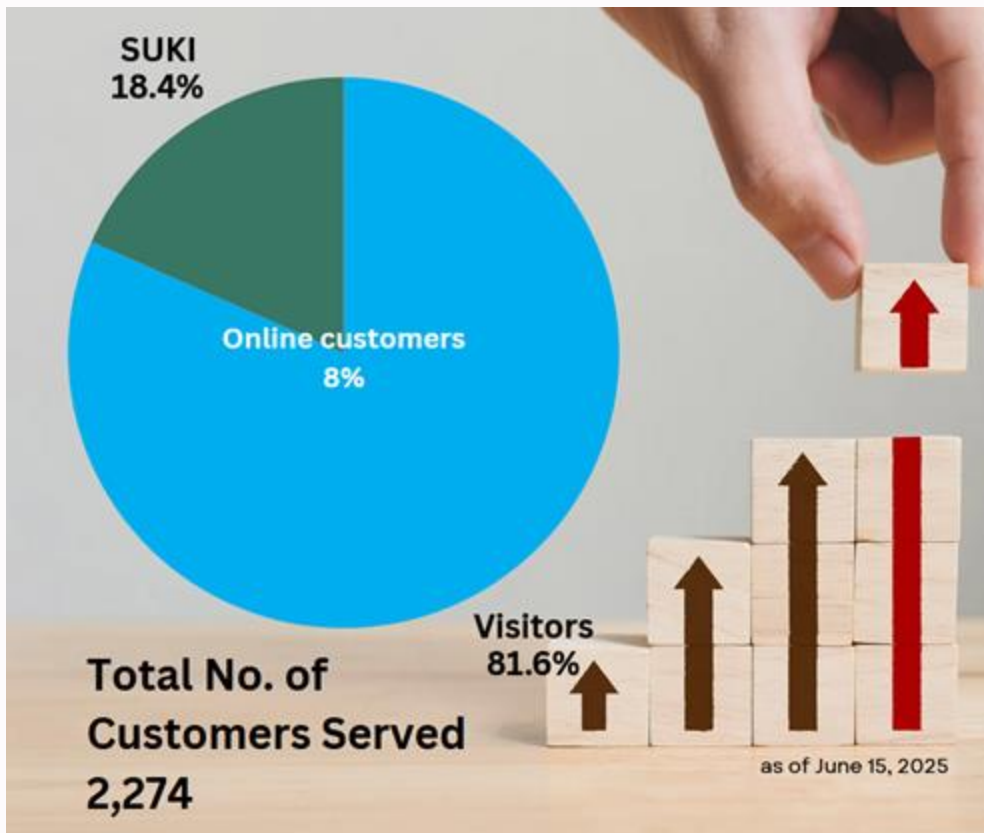
Locally-sourced





Customer Refill Habits

Scaleable? Different Markets?



Economic Benefits of Refilling



Cost Savings

- No packaging cost
- One-stop-shop for refill of essentials



Reduced Waste

- Buy only what you need
- No packaging waste



Quality and Transparency

- Fresher stock
- Product quality can be inspected on-the-spot

Impact on Costs and Profitability



**Spillage/
Spoilage Risk**

- Done manually - prone to spillage
- Invest heavily on tightly sealed containers



**Container
Cleaning Cost**

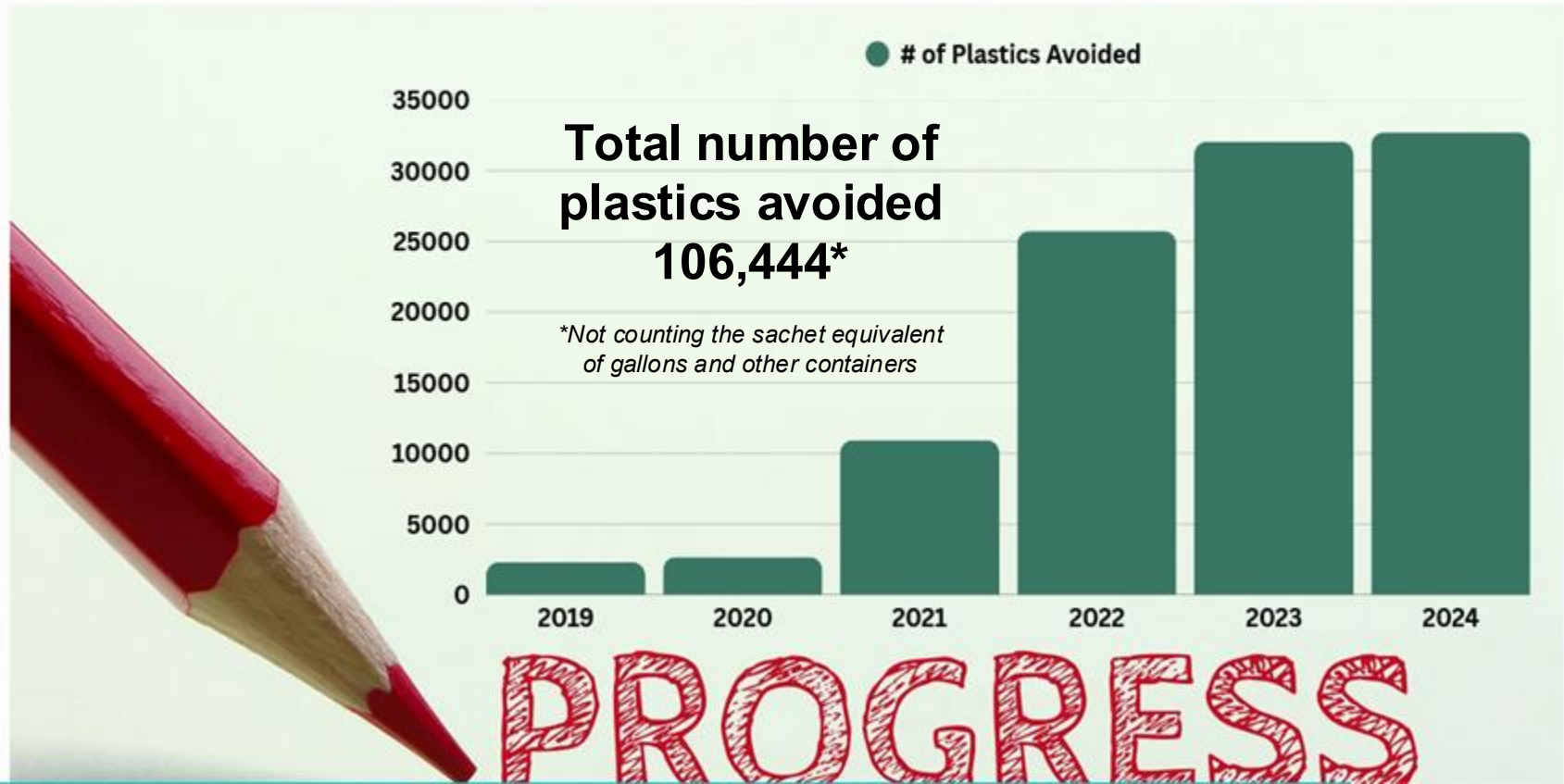
- Offer container swap to regular customers if their own container is not fit for refilling.



Thin Margins

- Limited capital but there is a need to have a wide range of product offering
- Small bulk discounts

Plastic Diversion from Landfills



Biggest Challenges

01

Logistics & Supply Chain

Capital Requirement

02

03

Consumer Education/
Behavior Change

Sanitation and Regulations

04

Key Opportunities

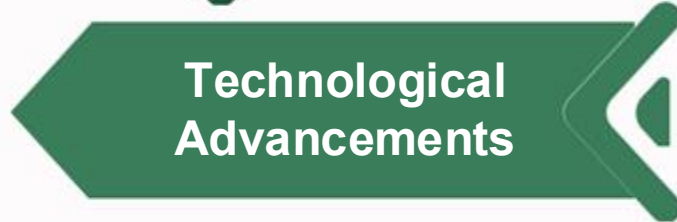
01



Growing
Environmental
Awareness

Technological
Advancements

02



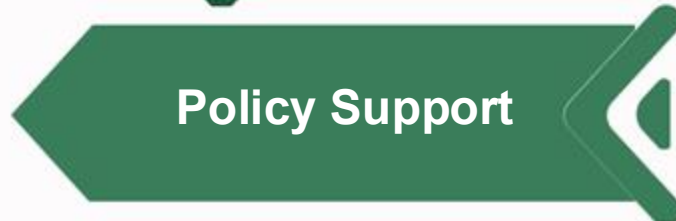
03



Strategic
Partnership

Policy Support

04



Regulatory Landscape

- Single-use plastic ban
 - Incentives for sustainable businesses
 - Standardized reuse and refill packaging
- Complex or inconsistent sanitation regulations
 - Lack of a supportive policy framework for circular economy initiatives

Pivotal Industry Shifts

- Corporate Sustainability Goals
- Consumer Demand
- Circular Economy Push

These factors are critical in determining the scalability of the reuse and refill business model



THANK
YOU!



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MEET THE Founders

Their passion for a sustainable future led them to open an alternative grocery store where you can refill your essentials, ditch wasteful packaging and embrace a zero waste lifestyle.

