

BUSINESS PLAN IN URBAN AGRICULTURE*

Business name: _____ (Eg.
Establishment of a vegetable greenhouse, Community
urban roof garden, etc...)

Entrepreneur's name: _____

Name of the enterprise (to be established):

Country _____

Address _____

* under the guidance of IULS, Iași

!! (the red content should be deleted after completion of the task)

EXECUTIVE SUMMARY:

(problem, idea/solution, target market, competition, key highlights of your financial plan that covers costs, sales, and profitability, funding, a roadmap of where you currently are and specific milestones you plan to hit)

1. **Identification data of the enterprise (to be established)** (type of business, location, manager, partners)

2. **Field of activity: NACE code(s)** (each enterprise has one or more associated NACE code (s) depending on the field in which it operates)

Eg. A1.1.3 - Growing of vegetables and melons, roots and tubers
G46.2.2 - Wholesale of flowers and plants

3. **Objectives:** (ensuring local production, create a social environment for meetings, promoting intercultural activities, enhancing use of urban space/area)

1.
2.
3.
....

4. **Products/services** (list the products/services you want to be provided by the business, you may present the need for them)

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-
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Production/service plan to be completed:

Nr. product	Product name	Year 1 quantity	Year 2 quantity	Year 3 quantity
1	Tomatoes	100	120	160
2	Potted flowers	70	110	130
3				
4				
5				
..				
..				

5. Machinery, equipment and tools (needed for the business to function)

Tiller, metal greenhouse with nylon foil, irrigation system, heating system, planting tool, harvesting tool, garden shears etc...

6. Marketing and Sales

a) Potential suppliers to the company

No.	Name of materials supplier	Product	Quantity (per year)	Price per unit.	Value (Euro) per year
1	SC. TOMATA LTD, Athens	Tomato seed	0,8 kg	4	3,2
2	...	Fertilizer (Nitrate)	38 kg	1	38
3	..	Water	100 cm	1	100
4	..	Rent/lf	0,2 ha	-	150
4	..	Electricity	1500 kw	0,2	30

b) Potential customers of the company

Nr.crt	Customer (Name and adress)	Value (Euro)	% of sales
1	SC. TRIT-URBAN LTD, Athens	2000	25%
2	...		
3	...		
Total			100%

c) Competitors

1.
2.....
3.....

7. Organization and management (who will run the business, responsibilities, personnel)

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8. SWOT ANALYSIS (of the enterprises/business intended to be established within the field of urban agriculture)

STRENGTHS +	WEAKNESSES -	
<p>1... Localization (close to the city center)</p> <p>2...</p> <p>3...</p> <p>4...</p> <p>5...</p>	<p>1...</p> <p>2...</p> <p>3...</p> <p>4...</p> <p>5...</p>	INTERNAL FACTORS
OPPORTUNITIES +	THREATS -	
<p>1...</p> <p>2...</p> <p>3...</p> <p>4...</p> <p>5...</p>	<p>1...</p> <p>2...</p> <p>3...</p> <p>4...</p> <p>5...</p>	EXTERNAL FACTORS

9. Business Model Canvas (applied to the business, by answering at least a part of the the questions from the first table- with red content and filling in the second table- with green and blue. After the task is finalised the first red table will be deleted)

Business Model Canvas				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?	What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?	What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?	What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?	For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform
MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities	Key Resources	CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability	Channels	
	What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?		Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
Cost Structure		Revenue Streams		
What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?		For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?		
IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).		TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market		
SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope				

Business Model Canvas				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
...
	Key Resources		Channels	
	
Cost Structure		Revenue Streams		
..		..		

10. Business GANTT chart (is referring to putting the business into operation – a chart showing the initial phase of the business; it is applied to the business, by tasks/activities; you can change time, activities/task and how long does each of them takes time, filling the cells with a color or with white if there is no activity in that period)

WEEK START DATE	WEEK 1 23/10/2023							WEEK 2 30/10/2023							WEEK 3 06/11/2023							WEEK 4 13/11/2023						
	23	24	25	26	27	28	29	30	31	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19
	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
ACTIVITY																												
PROJECT/BUSINESS NAME																												
Task 1: Concluding contracts with suppliers	█	█	█	█																								
Task 2: Purchase of machinery, equipment and tools		█	█	█	█	█	█																					
Task 3: Delivery of machinery/ equipment				█	█	█	█																					
Task 4: Production space planning						█	█	█	█	█	█																	
Task 5: Testing of facilities										█	█	█	█	█	█	█	█	█	█	█	█	█						
Task 6: The handover of the urban production space																█	█	█	█	█	█	█	█	█	█	█		

11. Financial projections

- a) *Expenses/Costs* may refer to: Cost for installation, One-Time or Start-up Costs, Vertical garden, Repairs and Maintenance, Equipment and Tools (Fuel, Equipment leases, Rentals, Processing equipment, Tools, Truck), Seed & Soil Materials, Fertilizers and pesticides (if any), Seed/seedlings, Soil preparation, Supplies, Human Resources & Personnel, Insurance, Training and professional development, Accounting, Consulting, Contractors, Legal, Sales and Distribution, Storage, Rent, Marketing and Advertising, Signs, Licensing, Utilities (Electric, Telephone, Water, Sewer, Heat, General and Administrative (Bank Charges, Computers, Insurance, Liability, Licenses, permits, and fees), Taxes - entity or corporation, Taxes – property, Promotion for opening, Community recruitment, Opening ceremony or other costs you estimate)
- b) *Income: sales value*

- euros-

Profit & Loss Projection	Year 1	Year 2	Year 3
Income			
Projected Sales (Production*Price)	10,419	19,468	34,313
Grants and other income	48,000	38,000	33,000
Total Income			
Expenses/costs			
Annual setup and removal	100	100	100
Total repairs and maintenance	1000	1000	1000
Equipment and Tools	100	100	100
Seed & Soil Materials	1,100	2,400	3,100
Human Resources & Personnel	43,372	43,372	44,372
Sales and Distribution	1,300	1,300	1,800
Marketing and Advertising	2,050	2,050	2,050
Utilities	5,300	6,200	6,350
Administrative	5000	5000	5000
Taxes	500	553	600
Total expenses/ costs			
Net Profit (Loss) = Total Income- Total expenses			

12. Sustainability of the project and impact on the area/people (social, economic, environmental, etc.)

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13. The project financing: (sources of funding – European Funds, Governmental, private investors, crowdfunding.)

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14. Risks (Noise, Urban Regulations, utility prices, materials prices increasing, lack of funding)

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