



EXAMPLE: BUSINESS PLAN IN URBAN AGRICULTURE

Business type: Urban Farm

Entrepreneur's name: Filipa Monteiro

Name of the enterprise (to be established): "CultivaCidade"



EXECUTIVE SUMMARY:

Problem: Lack of access to fresh and sustainable food in urban areas.

Idea/Solution: Establishing an urban farm for local production of organic vegetables.

Target Market: Urban residents concerned about sustainability and food quality.

Competition: Other urban farms, local supermarkets.

Key Points of the Financial Plan: Initial investment in infrastructure, sales projections based on estimated production.

1. Identification data of the enterprise (to be established)

Business type: Urban Farm

Location: Porto, Portugal

Responsible: Filipa Monteiro

2. Field of activity: NACE code(s)

0113 - Growing of vegetables, roots, and tubers

0119 - Growing of other non-perennial crops

0121 - Growing of fruits on trees and bushes

0161 - Support activities for crop production

3. Objectives:

- Local production of fresh food.
- Encouraging social gatherings and intercultural activities.
- Maximizing the use of urban space for agricultural purposes.



4. Products/services

- Organic Vegetables
- Aromatic Herbs
- Small-sized Fruits

Production/service plan to be completed:

Nr. product	Product name	Year 1 quantity	Year 2 quantity	Year 3 quantity
1	Tomatoes	500 kg	650 kg	700 kg
2	Lettuce	300 kg	390 kg	420 kg
3	Spinach	200 kg	260 kg	280 kg
4	Carrots	400 kg	520 kg	560 kg
5	Bell peppers	300 kg	390 kg	420 kg
6	Basil	50 branches	60 branches	65 branches
7	Chives	30 branches	36 branches	39 branches
8	Cilantro/Coriander	30 branches	36 branches	39 branches
9	Mint	20 branches	24 branches	26 branches
10	Strawberries	100 boxes	115 boxes	120 boxes
11	Blueberries	80 boxes	92 boxes	96 boxes
12	Raspberries	70 boxes	80,5 boxes	84 boxes

5. Machinery, equipment and tools

Rotary hoe, metal greenhouse with nylon film, irrigation system, heating system, planting and harvesting tools, 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	IRRIPLANO	Irrigation equipment	5	200€	1000€
2	IRRIPLANO	Cultivation equipment	20	30€	600€
3	ESTUFASMINHO	Structures for metal greenhouse	2	800€	1600€

b) Potential customers of the company

Nr.crt	Customer	Value (Euro)	% of sales
1	Restaurant „Verde Sabor”	1800€	20%
2	Coffeehouse „BioVida”	1200€	10%
3	City Organic Market	4992€	40%
4	Sustainable Market in Porto	3504€	30%
Total			100%



c) Competitors

Other Urban Farms:

Verdejante Farm: Produces organic vegetables and fruits in the urban area.

City Garden: Specializes in herbs and vegetables for local sale.

Organic Supermarkets and Stores:

BioVida Supermarket: Sells a variety of organic products.

Nature Store: Offers organic options, including vegetables and fruits.

7. Organization and management

The management team and their responsibilities.



8. SWOT ANALYSIS

STRENGTHS +	WEAKNESSES -	INTERNAL FACTORS
<ol style="list-style-type: none"> Local production Demand for Healthy Foods 	<ol style="list-style-type: none"> Dependency on Weather Conditions. 	
OPPORTUNITIES +	THREATS -	EXTERNAL FACTORS
<ol style="list-style-type: none"> Growing interest in Healthy Eating 	<ol style="list-style-type: none"> Competition from large supermarkets 	



9. Business Model Canvas

Business Model Canvas				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>Suppliers of Inputs: Partners providing seeds, fertilizers, and other agricultural inputs.</p> <p>Commercial Clients: Restaurants, coffeehouses, markets, and fairs purchasing farm products.</p> <p>Agricultural Consultants: Specialists offering technical guidance on sustainable cultivation techniques.</p>	<p>Crop Production: Cultivation of vegetables, herbs, and fruits.</p> <p>Farm Management: Maintenance, plant care, harvesting, and packaging.</p> <p>Marketing and Sales: Product promotion, client negotiations, and participation in fairs.</p>	<p>Organic and Fresh Products: Offering healthy and sustainable food options.</p> <p>Proximity and Quality: Locally grown, fresh, and high-quality products.</p> <p>Sustainability: Focus on environmentally responsible agricultural practices.</p>	<p>Personalized Service: Understanding customer needs and providing specific solutions.</p> <p>Continuous Communication: Maintaining contact to understand feedback and ensure satisfaction.</p>	<p>Restaurants and Coffeehouses: Purchase for use in culinary dishes.</p> <p>Markets and Fairs: Sale to end consumers concerned about the origin of food.</p>
	Key Resources		Channels	
	<p>Crop Area: Physical space for planting.</p> <p>Agricultural Equipment: Tools, greenhouses, irrigation systems.</p>		<p>Direct Sales: Delivering products directly to customers.</p> <p>Participation in Fairs: Exhibiting and selling products at local fairs.</p>	



	Skilled Labor: Workers with knowledge in sustainable agriculture.		Commercial Partnerships: Scheduled delivery to restaurants and coffeehouses.	
Cost Structure		Revenue Streams		
<p>Production Costs: Seeds, labor, agricultural inputs.</p> <p>Equipment Maintenance: Repairs, replacements, upgrades.</p> <p>Marketing Costs: Advertising, event presence.</p>		<p>Direct Sales: Revenue generated from selling products to customers.</p> <p>Commercial Contracts: Scheduled sales to commercial clients.</p>		

10. Business GANTT chart

WEEK START DATE	WEEK 1							WEEK 2							WEEK 3							WEEK 4							
	23/10/2023							30/10/2023							06/11/2023							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	
ACTIVITY	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	
CultivaCidade																													
Task 1: Land preparation.	█	█	█																										
Task 2: Purchase and receipt of supplies.	█	█	█																										
Task 3: Assembly of structure (greenhouse, irrigation systems).				█	█	█																							
Task 4: Initial planting of crops.				█	█	█																							
Task 5: Daily monitoring of plants.							█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
Task 6: Commence regular care.							█	█	█																				
Task 7: Preparation of promotional materials.										█	█	█																	
Task 8: Establishment of online presence (social media, website, etc.).										█	█	█																	
Task 9: regular farm maintenance.													█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
Task 10: Initial harvest of products ready for sale.																		█	█	█									

11. Financial projections

a) *Expenses/Costs*

b) *Income:*

- euros-

Profit & Loss Projection	Year 1	Year 2	Year 3
Income			
Projected sales (production*price)	15.000€	18.000€	21.600€
Grants and other income	750€	900€	1080€
Total Income	15.750€	18.900€	22680€
Expenses/costs			
Annual setup and removal	1000€	1100€	1210€
Total repairs and maintenance	1000€	1100€	1210€
Equipment and tools	3000€	3300€	3630€
Seed & soil materials	1500€	1650€	1815€
Human resources & personnel	5000€	5500€	6050€
Sales and distribution	1000€	1100€	1210€
Marketing and advertising	1500€	1650€	1815€
Utilities	500€	550€	605€
Administrative	1000€	1100€	1210€
Taxes	1000€	1100€	1210€
Total expenses/ costs	16500€	18150€	19965€
Net Profit (Loss) = Total Income- Total expenses	750€	750€	2715€

12. Sustainability of the project and impact on the area/ people

Positive Social, Economic, and Environmental Impact on the Community.

13. The projects financing

Sources of funding: European funds, private investors, crowdfunding, etc.

14. Risks

Urban regulations, fluctuations in material prices, insufficient financing, etc.