



BUSINESS PLAN IN URBAN AGRICULTURE*

Business name: Rooftop Meet

Entrepreneur's name: Oancea Eugen

Name of the enterprise (to be established): SC Oancea Urban Agri S.R..L

Country: Romania

Adress: str. Moara de Foc, nr. 54, bl. B, Iași City

* under the guidance of **IULS, Iași**



EXECUTIVE SUMMARY

The lack of space for socializing between tenants made it necessary to create this space. The target of this business are mainly the tenants of the block and those from the neighboring buildings. In addition to growing and selling vegetables and flowers, this space makes it possible to develop and maintain interpersonal relationships through various social activities. The main financiers of this activity are the tenants of the building and it has the advantage that, in this way the rent of the space is not paid, reducing the fixed expenses. For the future we want the expansion of the business in two other blocks from different areas of the city.

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

Name of the enterprise (to be established): SC Oancea Urban Agri S.R..L,
Business name/brand: **Rooftop Meet** (Vegetables and flower garden on the roof in the city of Iași)
Manager : Oancea Eugen

2. Field of activity: NACE code(s)

NACE (CAEN) Code 0113 – Cultivation of vegetables and melons, roots and tubers
NACE (CAEN) Code 0119 – Cultivation of other plants from non_permanent crops

3. Objectives:

1. Providing fresh vegetables and flowers in an ecological way
2. Creating a socializing environment for residents
3. Creating a space for learning basic knowledge in urban agriculture
4. The development of a sustainable economic activity

4. Products/services

- Cultivation and marketing of fresh vegetables (pepper, parsley, basil, lettuce, spinach) and potted flowers
- Renting the space for different social events
- Organizing thematic evenings on different occasions
- Courses with initiation of children and adults in the secrets of agriculture

Production/service plan to be completed:

Nr. product	Product name	Year 1 quantity	Year 2 quantity	Year 3 quantity
1	Pepper	150 pcs	180 pcs	210 pcs
2	Potted flowers	120 pcs	130 pcs	160 pcs
3	Strawberry	20 kg	25 kg	35 kg
4	Parsley in a small pot	35 pcs	40 pcs	80 pcs
5	Basil in a small pot	50 pcs	60 pcs	90 pcs
6	Lettuce	25 pcs	30 pcs	35 pcs
7	Spinach	4 kg	5 kg	7 kg

5. Machinery, equipment and tools

Hoes	5 pcs
Rakes	3pcs
Drip irrigation system	
Fertile soil	
Seed pot	
Pot for transplanting	
Rainwater collection basin	
Hydroisolation	
Benches, chairs and tables for meetings	
Lighting installation	

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. Agrosel srl, Cluj	Tomato seed	0,8 kg	40	32
2	Sc BioHumusSol Srl, Braila	BioFertilizer	38 kg	1	38
3	Sc Apavital SpA	Water	50 mc	2,30	101,50
4	Sc Dedeman Srl	Plastic pots Fertile soil Gardening tools Guardians Tying thread	0,2 ha	-	150
5	Sc Eon SA	Electricity	1100 kw	0,22	165

b) Potential customers of the company

Nr.crt	Customer (Name and address)	Value (Euro)	% of sales
1	Residents of the building and neighboring	1.500	52 %
2	Neighborhood shops	600	20%
3	Online (Facebook) contacted persons	800	28%
Total		2.900	100%

c) Competitors

1. Agricultural markets/ grocery store
2. Supermarkets (Profi, La 2 pași)
3. „Vegetables from home” <https://legumeledeacasa.ro/>

7. Organization and management

Eugen Oancea – Fourth year student at USAMV

The manager has the responsibility to establish the relationship with the suppliers and buyers, to establish the selling prices of the products, to establish the schedule and costs of the organized meetings, to make the quarterly and annual reports for the tenants and to prepare and communicate all the documents for keeping accounting records.

The labor of force will be provided by the tenants of the building who will carry out the necessary work under the careful supervision of the manager and as a reward they will receive a stable amount of fresh product.

8. SWOT ANALYSIS

STRENGTHS +	WEAKNESSES –	
<ol style="list-style-type: none"> 1. Location (close to the city center) 2. Training in the agriculture and economic field of the manager 3. Ecological, natural products 4. Available space (not rented) 5. Direct contact with consumers (elimination of intermediaries) 	<ol style="list-style-type: none"> 1. Lack of an elevator for large sizes transports 2. Lack of adequate storage space 3. The impossibility of modification works on the structure 4. Difficulties regarding the consent of the owners for the use of the space 5. Inconsistency between the work requirement and the availability of tenants 	INTERNAL FACTORS
OPPORTUNITIES +	THREATS –	
<ol style="list-style-type: none"> 1. European funds 2. Collaborations with other companies 3. Online store opening 4. The association with other producers in the city 5. Demand for organic products 	<ol style="list-style-type: none"> 1. Lack of legislation in the field 2. Changing natural conditions 3. Long term financing in case of unexpected situations 4. High interest rates on loan 5. Competition 	EXTERNAL FACTORS



9. Business Model Canvas

Business Model Canvas				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>Key Partners:</p> <ul style="list-style-type: none"> - Association of tenants - City Hall - Agricultural Sciences University <p>Key Resources:</p> <p>Legal support, consultancy, equipment, promotion, collaboration, meetings</p> <p>Key Activities</p> <p>Participation in profitable activities but also social activities, the tenants being the main financiers and beneficiaries of the business of the space intended for the activity</p>	<p>Key activities:</p> <ul style="list-style-type: none"> - Vegetable and flower production (production) - Urban garden type urban meetings (networking, socializing) <p>Distribution Channels:The distribution channel is direct, door-to-door, on the company s social pages, resulting in a competitive price by eliminating intermediaries.</p>	<p>Through professionalism and dedication, we manage to bring fresh products to the costumers table in the required quantity at a given time, at low price due to the low management expenses, with hand strength and distribution. At the same time, through the meetings frequently organized, this place becomes a benchmark center for socializing, spending free time and learning the basics of urban agriculture.</p>	<p>The relationship with the costumers is done through the Facebook page, Whatsapp group and face to face. These types of channels have low maintenance costs and they work excellently. The Whatsapp group works best through wich we can communicate with costumers about product offers, but also on Facebook to promote the business and find new costumers.</p>	<p>Our costumers are people who are looking for organic, natural products as fresh as possible and home delivered. The most important costumers are the tenants of the block but also the surrounding blocks, people who work in very different fields of activity.</p>
	<p>Key Resources</p> <p>Material, technological, physical, intellectual, informational reesources.</p>		<p>Channels</p> <p>Social media Direct channel Leaflets and brochures</p>	
	<p>Cost Structure</p> <p>The cost is composed of: electricity expenses, irrigation, packaging and substrate/soil for growing products. The most expensive is water, although there is a rainwater catchment installation in summer months with little precipitation, it does not cover the needs of the plants. The business has the advantage of having very few fixed costs, the space being made available for free by the tenant association, and the tenants mostly provides the necessary labor in exchange for cultivated products.</p>		<p>Revenue Streams</p> <p>Costumers are willing and prefer to pay for the quality and freshness of the products sold, having the opportunity to choose and pick them themselves. In addition to quality, costumers are attracted by proven professionalism and last but not least by the guarantee that they will consume organic, natural products. At the moment, costumers pay according to the displayed price list, but there is a growing demand for paying subscriptions that include a series of monthly products. The demand for renting the space for diverse social meeting is also increasing.</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	
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

The costs for purchasing the necessary materials, irrigation systems, lighting system, benches, tables, waterproofing, soil, land containers and establishment and operation costs are estimated for the first year at 1430 €.

b) Income:

The income will be formed by Sales (Production*Price) or grants and other income (renting the space) estimated for the first year at 1900 €.

- euros-

Profit & Loss Projection	Year 1	Year 2	Year 3
Income			
Projected Sales (Production*Price)	1.700,00	1.940,00	2.360,00
Grants and other income (renting the space)	1.200,00	1.350,00	1.600,00
Total Income			
Expenses/costs			
Annual setup and removal	250	150	150
Total repairs and maintenance	200	200	200
Equipment and Tools	150	100	50
Seed & Soil Materials	150	170	190
Human Resources & Personnel	200	100	100
Sales and Distribution	0	0	0
Marketing and Advertising	50	20	20
Utilities	260	280	305
Administrative	120	120	120
Taxes	50	50	50
Total expenses/ costs	1430	1.200	1.275
Net Profit (Loss) = Total Income- Total expenses	1.470	2.090	2.685

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

This place will be used to strengthen the bonds between tenant association and even those neighboring areas by organizing thematic meetings, anniversaries or even business meetings. Our activities will bring added value to the tenant association by contributing to the maintenance and use of the roof and by capturing rainwater and reusing it, which brings an important benefit to the environment. All treatments will be organic and will not harm the environment in any way.

13. The project financing:

The financing will be done by collecting funds within the tenant's association/ crowdfunding

14. Risks

The main risks are tenant association regulation, the increase in the price of units, the decrease in purchasing power as a result of inflation, the lack of national legislation that regulates this type of business (urban farming)