

BUSINESS PLAN IN URBAN AGRICULTURE*

Business name:___Aegean Pure___

Entrepreneur's name: ___George Malousakis_____

Name of the enterprise (to be established): ___ Aegean
Pure _____

Country ___Greece_____

Address ___Koroneou 2, Chania_____

* under the guidance of **Innovation Frontiers IKE**

EXECUTIVE SUMMARY:

Aegean Pure aims to establish an organic olive oil production company in Crete, leveraging Greece's rich olive cultivation heritage. By focusing on sustainable practices, we plan to cater to the local and international demand for organic olive oil, ensuring premium quality through meticulous farming and production processes. Key financial highlights include securing an initial funding, projecting sales to reach €250,000 in the first year, and aiming for profitability by the end of the second year. Milestones include organic certification, launch of the first product line, and establishment of B2B partnerships.

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

Organic Olive Oil Production

2. Field of activity: NACE code(s)

A1.2.1 - Production of olive oil

3. Objectives:

1. To produce high-quality organic olive oil using sustainable agricultural practices.
2. To penetrate both local and international markets, emphasizing the health benefits and superior taste of our product.
3. To achieve organic certification and establish Aegean Pure as a leading brand in the organic olive oil industry.

4. Products/services

Organic extra virgin olive oil
Olive oil-based cosmetic products (future expansion).

Production/service plan to be completed:

Nr. product	Product name	Year 1 quantity	Year 2 quantity	Year 3 quantity
1	organic olive oil	20,000	30,000	45,000
2	Cosmetics and oil byproducts	567	780	920

5. Machinery, equipment and tools

Olive press, stainless steel tanks for storage, bottling machine, labels and packaging materials.

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	Farming supplies	General tools (also rented)	-	-	1500
2	packaging suppliers		50 kg	1	40
3	EYDAP	Water	-	-	100
4	Local Municipality	Rent/if	1	-	4500
4	DEI	Electricity	500 kw	0,7	800

b) Potential customers of the company

Nr.crt	Customer (Name and adress)	Value (Euro)	% of sales
1	Specialty food stores	5000	25%
2	organic product distributors	10000	50%
3	online consumers	5000	25%
Total		20.000	100%

c) Competitors

Olive oil producers in local, regional (primarily) and international level.

7. Organization and management

At first stage there should be a supervision in the process of cultivation, oil pressing and also transportation forth and back from the oil press and fields. Followingly there should be a marketing department and an online store. The owner of the company will be the CEO and managers of the procedures will be employees of the company.

8. SWOT ANALYSIS

STRENGTHS +	WEAKNESSES -	INTERNAL FACTORS
<ol style="list-style-type: none"> 1. High-quality organic product in a growing market. 2. Strong brand narrative around Greek heritage and sustainability. 3. Direct access to olive farms ensuring fresh, high-quality raw materials. 	<ol style="list-style-type: none"> 1. High startup costs due to organic certification and premium equipment. 2. Dependence on seasonal harvests and climate conditions. 3. Limited initial brand recognition in a competitive market. 	
OPPORTUNITIES +	THREATS -	EXTERNAL FACTORS
<ol style="list-style-type: none"> 1. Increasing global demand for organic and healthy food products. 2. Potential for expansion into related products and markets (e.g., olive-based cosmetics). 3. Growing eco-tourism in Greece, offering opportunities for direct sales. 	<ol style="list-style-type: none"> 1. Climate change impacts on olive crop yields. 2. Fluctuations in international market prices for olive oil. 3. Regulatory changes affecting organic certification standards or export conditions. 	

Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Local Organic Olive Farms: Source of organic olives. Bottling and Packaging Suppliers: Provide eco-friendly packaging solutions. Certification Bodies: Ensure organic and possibly PDO/PGI certification. Export and Distribution Agencies: Facilitate international sales. 	<ul style="list-style-type: none"> Organic olive cultivation and harvesting. Cold-pressing olives to produce olive oil. Bottling and packaging the olive oil. Marketing and sales activities, including digital marketing and participation in food fairs. 	<ul style="list-style-type: none"> Offering premium, organic olive oil from Crete. Sustainability: eco-friendly production and packaging. Authenticity: certified organic and potentially PDO/PGI certified, showcasing the heritage of Crete. Health benefits: promoting the nutritional value of using organic olive oil. 	<ul style="list-style-type: none"> Building trust through transparency and traceability of production processes. Engaging with customers through social media, educational content about organic farming, and olive oil uses. Providing exceptional customer service, including direct sales support and responsiveness to feedback. 	<ul style="list-style-type: none"> Health-conscious consumers globally, particularly in markets valuing organic products. High-end restaurants and culinary establishments looking for quality ingredients. Specialty food stores and
	<p>Key Resources</p> <ul style="list-style-type: none"> Organic olive farms in Crete. Production facilities for cold pressing and bottling. 		<p>Channels</p> <ul style="list-style-type: none"> Direct online sales through the company's website. Distribution to specialty food stores and organic markets. B2B sales to restaurants and 	

	<ul style="list-style-type: none"> • Branding and marketing materials. • Online presence, including a website and social media platforms. 		<ul style="list-style-type: none"> • Participation in culinary establishments. organic and food trade shows for direct engagement and networking. 	organic marketplaces.
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"> • Initial investment in land, cultivation, and certification. • Production costs, including harvesting, pressing, and bottling. • Marketing and sales expenses. • Operational expenses, including salaries, utilities, and logistics. 		<ul style="list-style-type: none"> • Sales of organic olive oil through various channels (direct online sales, B2B, retail). • Potential future revenue from related products (e.g., olive-based cosmetics or culinary workshops). 		

9. Business GANTT chart

WEEK START DATE	WEEK 1 23/10/2023							WEEK 2 30/10/2023							WEEK 3 06/11/2023							WEEK 4 13/11/2023							
	2	2	2	2	2	2	29	3	313	0	0	0	0	05	0	0	0	0	1	1	12	1	1	1	1	1	1	19	
	3	4	5	6	7	8		0		1	2	3	4		6	7	8	9	0	1		3	4	5	6	7	8		
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: Market Analysis & Partner Agreements	█	█	█	█	█	█																							
Task 2: Setup and Certification		█	█	█	█	█	█																						
Task 3: Delivery of machinery/ equipment				█	█	█	█																						
Task 4: Branding and Marketing Strategy						█	█	█	█	█	█	█	█																
Task 5: Production Preparation										█	█	█	█	█	█	█	█	█	█	█	█	█	█						
Task 6: Sales Launch																█	█	█	█	█	█	█	█	█	█	█	█	█	█

10. Financial projections

Expenses/Costs

1. Cost for Installation and One-Time or Start-up Costs: Assuming significant initial investments have been amortized over the first two years, minimal additional costs in this category for Year 3.
2. Repairs and Maintenance: Essential for maintaining equipment and facilities in optimal condition.
3. Equipment and Tools: Including ongoing costs for fuel, leases, rentals, and any new processing equipment or tools required for expanding operations.
4. Seed & Soil Materials: Costs associated with purchasing high-quality organic seeds/seedlings and soil preparation materials.
5. Fertilizers and Pesticides: For an organic operation, this could involve organic fertilizers and biological pest control methods.
6. Human Resources & Personnel: Salaries, wages, and benefits for employees involved in production, sales, administration, and management.
7. Insurance, Training, and Professional Development: Ensuring all team members are well-trained and operations are fully insured.
8. Accounting, Consulting, Contractors, Legal: Professional services for business operations, legal compliance, and strategic advice.
9. Sales and Distribution: Costs associated with marketing the product, including storage, distribution, and logistics.
10. Rent: For any leased land or facilities not owned outright.
11. Marketing and Advertising: Promoting the brand and products to reach a wider audience.
12. Utilities: Electricity, telephone, water, sewer, and heating expenses.
13. General and Administrative: Bank charges, computers, office supplies, and other administrative expenses.
14. Taxes: Corporate, property, and any other applicable taxes.
15. Promotion for Opening, Community Recruitment, Opening Ceremony: Any marketing or community engagement events planned for the year.

Income:

1. Projected Sales (Production*Price): Revenue generated from the sale of organic olive oil, considering both domestic and international markets.
2. Grants and Other Income: Additional funds from agricultural grants, sustainability initiatives, or other sources.

- euros-

Profit & Loss Projection	Year 1	Year 2	Year 3
Income	250,000	300,000	400,000
Projected Sales (Production*Price)	200,000	300,000	400,000
Grants and other income	50,000	330,000	20,000
Total Income	250000	330000	420000
Expenses/costs			



Annual setup and removal	5,000	5,500	6,050
Total repairs and maintenance	2,000	2,200	2,420
Equipment and Tools	75,000	75,000	75,000
Seed & Soil Materials	10,000	11,000	12,100
Human Resources & Personnel	60,000	66,000	72,600
Sales and Distribution	10,000	11,000	12,100
Marketing and Advertising	20,000	22,000	24,200
Utilities	8,000	8,800	9,680
Administrative	7,000	8500	10000
Taxes	8,000	9500	14000
Total expenses/ costs			
Net Profit (Loss) = Total Income- Total expenses			

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

"Aegean Pure" contributes to environmental sustainability through organic farming, reducing chemical use, and promoting biodiversity. Socially, it supports local communities by sourcing from local farmers and creating jobs. Economically, it aims to boost the local economy through export revenues.

12. The project financing

Funding sources include personal investment, a bank loan, and seeking agricultural grants from the EU and Greek government. An initial investment of €500,000 is estimated, with a mix of equity and debt financing.

13. Risks

Environmental Risks: Climate change affecting olive yields.

Market Risks: Fluctuating prices and demand for olive oil.

Operational Risks: Delays in organic certification or production challenges.

Financial Risks: Higher-than-expected setup and operational costs.