



FRUITFUL EARTH

Make the difference!



Business plan

Company profile

Our social business supports and integrates mental patients into the work life. The beneficiaries work with a team of specialists like psychiatrists, social workers, legal entities, but also professionals on various fields like agronomy, agriculture, pastry or gastronomy.

As our area is known for our rich agriculture tradition, we decided to concentrate on farming and agronomy. The beneficiaries will be provided with acres of land for cultivation.

The products fruit, vegetables, plants and flowers will be sold by the beneficiaries at the local market through direct sales.

The profits they make are considerably lower than those of a 'regular' business so it can be competitive towards others in the job-market.

It's not all about the material profits. A huge part of our business is about offering mental patients a structured daily-life and social skills and most importantly confidence in themselves.

Legal form

We are a Limited Company (Εταιρεία Περιορισμένης Ευθύνης). In Limited companies (ΕΠΕ) certain individuals participate in person. Each and every one of them is responsible just for the amount of their company's share, that can't be presented as a stock and it can't be transferred unless all the members of the company agree.

Therefore, a limited company can combine the advantages of a general partnership and a joint-stock company, while it doesn't come across difficulties concerning its founding and its dissolution and compared to a joint-stock company it isn't required to have significantly large capitals.

A limited company is being led by the council of the associates. The management of the company belongs firstly to all the associates but above all there is the possibility of nominating some managers or a manager that is going to be an associate or not. In our company each shareholder contributes with a specific amount of money annually (capital).

Location

Address: Akovitika-2nd street National Highway, Kalamata

The reason we chose this location for our company:

There are plenty of reasons why we selected this location to establish our company. First of all, the major reason why we chose the location is because the land there is very fertile and this is very important for our project to succeed. Secondly, the municipality owns some fields there that could be useful to us, without paying a lot of money. Finally, the location is outside the city and even though we want to be social and have access to some of the main facilities at the center of the town, we want our beneficiaries to have some fresh air too, be peaceful and stress-free.

The solution to the drawback of our company:

As we mentioned before our company's facilities are on the outskirts of the town so we have to find a way to provide the people that work there, easy access to this location. In order to achieve that we need to find sponsors to pay for a bus that will take the beneficiaries to their workplace. So we decided that our sponsor will be a local company, making vinegar, balsamic vinegar and olive oil and of course the municipality will sponsor us as well providing us with tools for the start of our company. In that way they will be helping us achieve the best result possible.

Management

The structure of our company will be consisted of:

- Persons with psychiatric problems at percentage of 40%
- Professional psychiatrists at percentage of 40%
- Legal or physical entities at percentage of 20%

Working hours: summertime 7 am - 11 am 1st shift

5 pm - 9 pm 2st shift

Winter 8 am - 12 pm 1st shift

12 pm -4 pm 2st shift

Marketing

Marketing consists of all the steps that the business does in order to find the consumers' needs and then to design products to satisfy them. Additionally, the aim of the marketing is to promote the business' products so that the outcome is the best possible. The four components (4P's) of the marketing are:

- Product
- Price
- Place
- Promotion

► Our site: <https://fruitfulearth169532860.wordpress.com/>



Product and service

Our products are organic agricultural : vegetables (e.g. eggplants, tomatoes, cucumbers, peppers, lettuce, broccoli etc.) herbs (thyme, mint, oregano, parsley, celery, rosemary etc.)

Service hotline:697888655541

Online customer service: fruitfulearthkalamata@gmail.com

Website: https://fruitfulearth169532860.wordpress.com/

Customer acquisition: brochures, environmentally friendly bags with our company's logo printed on them, we won't advertise our company via the press because we want to cut the cost and save the profit for the beneficiaries.

We decided not to use any packaging because we desire to reduce our carbon footprint. For that reason, we will hand out the bag for free in the first sale so that they can reuse it for their next buys.

VIPs/key accounts: A member card will be issued to customers who buy in bulk and they will get a 10% percent discount.

Prices: In order to have competitive prices we will do a market research.

Conditions of payment: Credit card or cash.

Storage: We do not need storage because our products will be sold fresh.

Market

Domestic: Our business will address to the citizens of our city because we occupy a small amount of employers and we are not able to produce big quantities.

Market analysis: We are a social business based on social entrepreneurship and we occupy people with mental health problems that will have the opportunity to embed in the community, feel that they finally belong to a group and overcome their problems by offering to others.

We also, help the people with mental health problems financially as they are beneficiaries.

Lastly, our business has an environmental impact on the market since first of all, our products are agricultural and secondly we have an environmentally friendly packaging.

Demographics: We can't have a lot of customers because we address only in our city, and our city is a bit small.

Target market: Our target market is gourmet restaurants because we promote agricultural products which the gourmet restaurants use.

Also, the city will rent us a market stall where employers by supervisors are going to sell our products in the local market. That will help them to communicate with other people, too.

We will not advertise our products in supermarkets because we are an environmentally friendly business and we do not want to pollute the environment by using normal packaging.

Barriers to entry: Our local market has barriers to people with disabilities.

Regulation: Our bags have a capacity of 3 kilos maximum.

Competition

Niche market: We use no packaging and we provide organic products.

Quality certificate: We will do the necessary process in order to certificate that our products are organic.

ISO standard: We do not use machines so we cannot use ISO standard.

Know your competition: We will do market research once a week for a month prior to the launching of our products.

Innovative products: We are based on the fact that we reduce our carbon footprint and that we do not use packaging.

Distinctive positioning: We will provide stickers to the gourmet restaurants which we are collaborating with.

We will put a banner with our name and logo on our market stall.

Financial data

The municipality of Kalamata has offered us the grounds, the tools for our business as well as a stall in the local market in order to sell our products. Additionally, Papadimitriou's business(local vinegar and olive oil company) is a sponsor of Fruitful Earth, since it provides us with a bus, which facilitates the transportation of the employees.

As for the business' expenses, we have to pay for the seeds that we will plant and for the water that we will use to grow the vegetables and herbs. We, also, need to create the VIP cards and the environmentally friendly bags. Although we don't have that many expenses, seeing as the municipality and the Papadimitriou's business support our effort, we believe that we will make profit after a year approximately, because we have to wait for the crops to grow.