

Managing Enterprise in the 21St Century

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University of Wales Trinity Saint David London

Sunless Lounge

Vegetable Farming

Business Plan

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Introduction

Sunless Lounge it's a vegetable Farming which we are introducing to the market to persuade the people to eat healthier organic.

Our purpose's to increase the production of the farming sector by opening our farm which will produce organic products for the people of the United Kingdom. If our business, it's a success in national we are thinking about expanding more by opening more farms in the Country and go international distribution.

Executive Summary.

With our company we can provide for the people fresh organic vegetable that we grow in our farm without any artificial help for a fast-growing, we will use the natural growth of the vegetables and we will take in consideration the peoples and country needs.

Considering the events happening now in the United Kingdom with the Brexit and the country leaving the European Union it is essential to start and expand the businesses national without depending so much on the other country to provide us Products on much higher cost.

Our products can be consumed by people with different ages we will not focus just on a few ages categories we can provide products for almost all age categories.

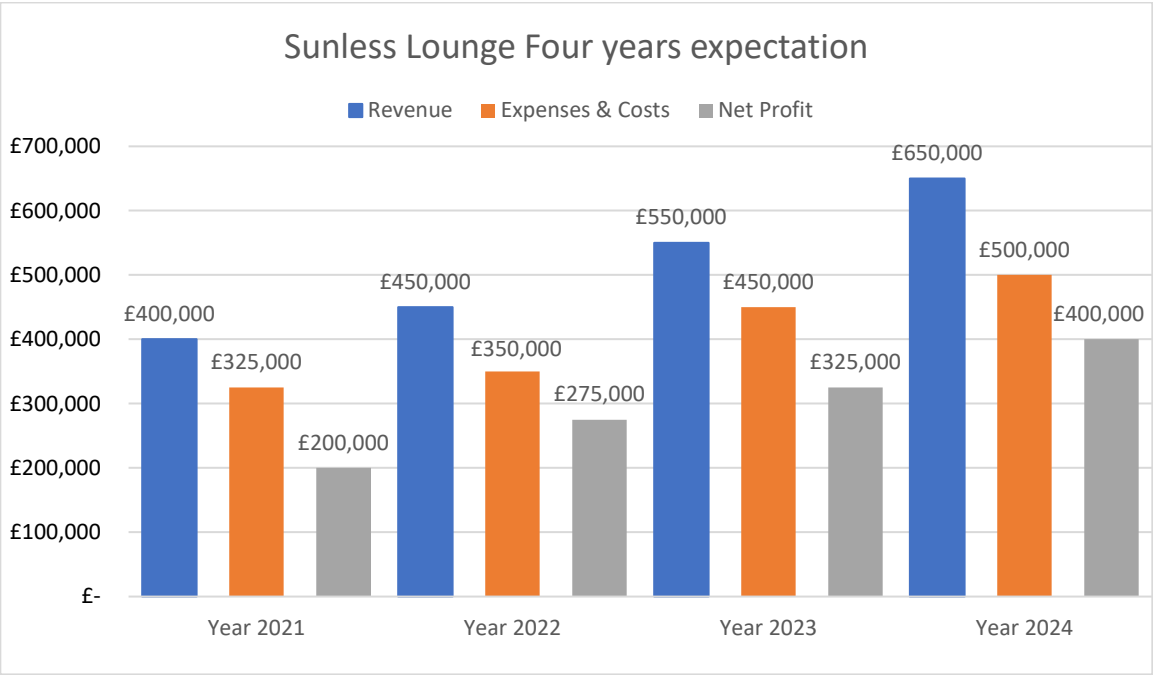
Our market plan is to introduce our products in all the industries such as retail, hospitality, and others.

There are many farms out there which we consider competition such as Oakwood Produce, Wilding Farm, Marshall Bros, and many others.

The reason for the people to choose us it's for the superior taste and quality of the products.

Expectations.

Our future expectation they are looking good with a slow and steady first year and after we are hoping for a boom in sales when the people know about our products. Hopping for the next four years we will have more consistency in sales and producing the products, which will bring us safe and steady incomes.



After the first years, we will check the progression of sales and try to expand our business more by opening more farms in different regions of the country.

Opportunity.

Problem and Solution

1. Opening our farm will sure increase the country production regarding vegetable products, we will offer for sale organic high-quality products for the population fresh and pure without overpricing them.

How we will make the people chose our products over the others, by being new on the market with products of superior quality we will encourage people to try them and they will see the difference in taste and texture, our prices will be affordable for everyone.

After they try our products and see the difference in taste and texture for a good price it's guaranteed our products will be first on their shopping list.

2. Unlike other farms our farm will make sure that the main focus of the employers are the products and they need to follow exactly how to plant and grow them like they should be without any faults, making sure they have enough water and sun for a better ripe.

We will use agricultural solar which will protect our products for the environment, they will be equipped with an irrigation system which will provide water and minerals for our products.

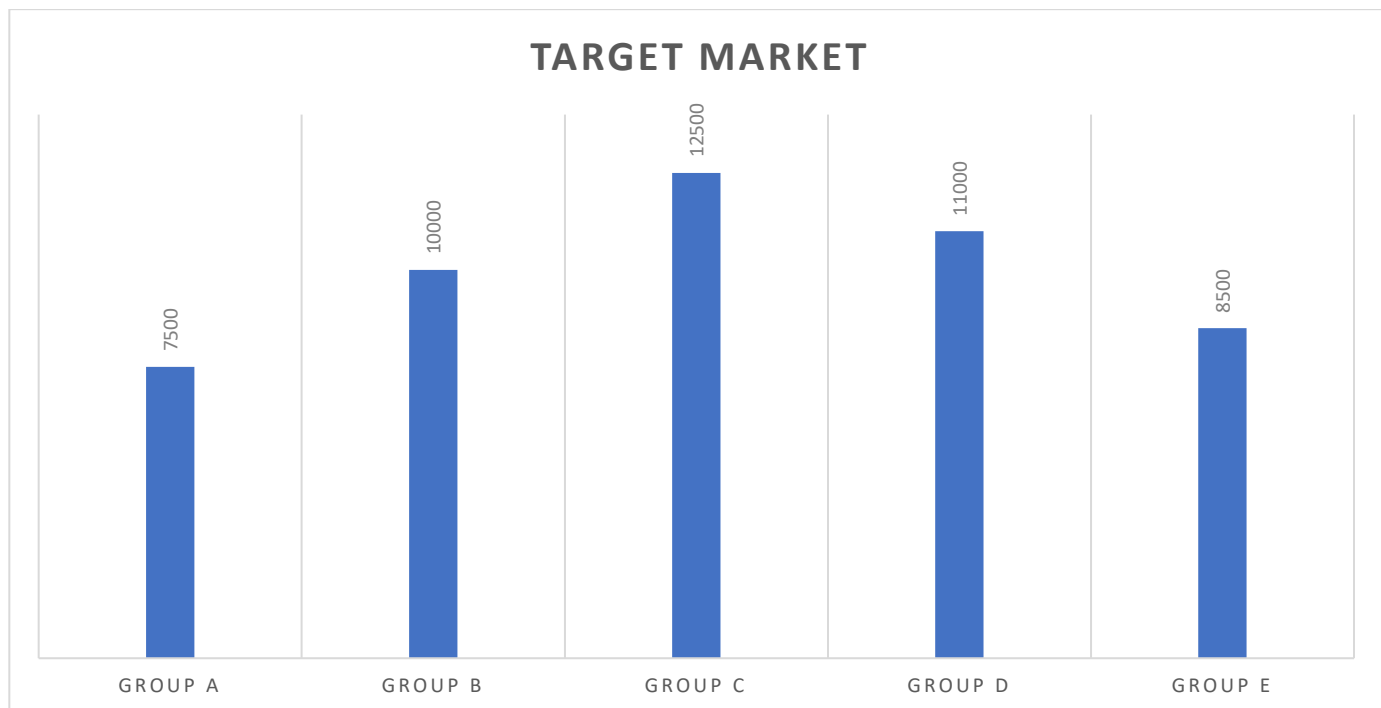
Others company's they are very large and it's hard to keep up with all the ripe time for all the vegetables which can produce products with different taste than expected.

Our company will start with small, and medium productions which will ensure the superior quality of the product.

Target Market.

First, we want to focus in London which is going to be our market where we will sell our products. So, the target market it's the people that are living in London which can be, adolescents, young adults, adults, middle-aged adults, and elderly people, the segmentation can be categorized on age groups.

- Group A – Adolescents with age between 13 – 17 years old
- Group B – Young adults with age between 18 – 25 years old
- Group C – Adults with age between 26 – 40 years old
- Group D – Middle age adult with age between 41 – 59 years old
- Group E – Elderly People with age over 60 years old



The total market that we target it's something that it's increasing every day, but we can say that our target it's around fifty thousand customers that are going to buy our products.

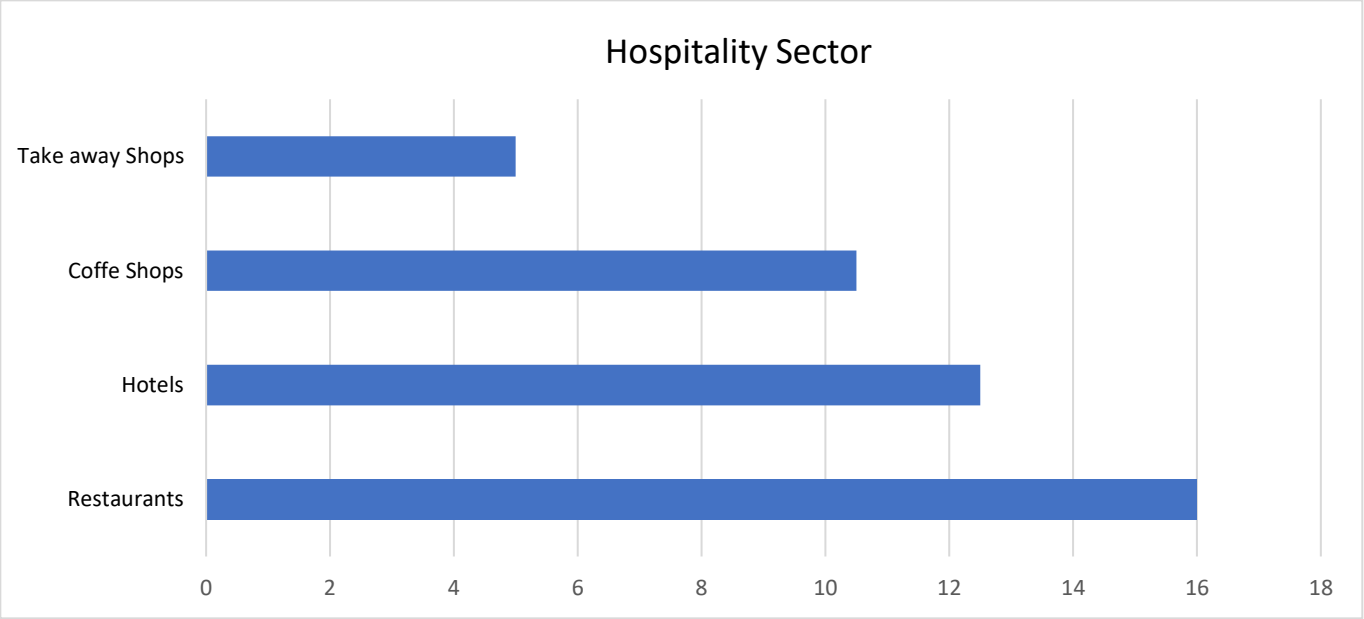
The other segmentation is the retail sector, hospitality sector, which can be a safe source of income by making contracts for a long period which will give us a sustainable income over time.

I retail we want to provide our product to be put on the market in superstores such as Tesco, Aldi, Sainsbury, Lidl, Morrison's which are a trusty source of income.

Our products will be delivered to the stores with special trucks to preserve the products during transport.



The other procents from our products are going to go into the hospitality sector such as restaurants, Coffee shops, Hotels and take away shops.



Competition.

- In any industry, there is competition, because of the Agricultural Sector (Farming) where most of the product looks the same for the customers its hard to make a very good impression in front of the people, that's why most of the farms they are trying to make their products whit a specific signature from the farm.
- Like Marshalls Bros a company founded in 1949 their main base it's Boston which makes them an international distributor, which produce vegetable, edible roots, and tubers industry which it's a very hard competitor to beat and surpass, the only thing we can do it's to go on the same page and raise our name and products we need to expand our business so we can compete on the market with them.

Which is the why the people are choosing different products then ours, being a new business on the market with no name and the people are feeling unsafe to try something that they never try before, that's why we are going to encourage them to try our product by introducing them into the market with publicity, pamphlets, superstore magazines, and many other sales channels.

Marketing and Sales.

Marketing Plan.

- Before the business open, we will introduce our products by creating a website where we will list everything we are doing in our farm how we raise our vegetables what we are using to maintain their superior quality in taste and looks.

We will make advertising on social media for example:

- Facebook.
- Twitter.

The most useable application that the people are using these days.

As well we will create pamphlets where we will put our company name and what we are doing, we will invest in bringing a television channel on our opening showing the people our farm and products.

Introducing our business in the newspaper where everyone has access and they will find and know about us when they will see our products on the shelves of the stores.

Sales Plan.

Opening a business it's hard especially when comes about deals and customers.

- Our plan for sale it's introducing our products in the retail sector, and Hospitality sector businesses ensure them that the product they are buying it's a boost for the business because they are buying a superior quality product which will make their customers buy in large quantities and spread the word between the other people about the product they had bought from the specific store.
- Same for hospitality sector it's very important for them the products that they are using in preparing the food for the customers, high-quality products results in high-quality food which will make the customers return for the food they are serving. Recommending the restaurant or hotel to their friends and so one until their name it's going to be more popular increasing customers and sales.

Operation.

Location and Facilities.

- Our office will be situated in London which will help us track better the sales and the situation in the city and adjust considering the actual state in the country.

- Our farm will be situated outside London where the land it prospers, and we can cultivate our products.
- We will have 3000 acres available for the farming facilities and the necessary tools to cultivate and collect our product when they are ripe and ready to go on the market for our consumers.

Technology.

- We will use computerized systems which will give us data in real-time helping us supervise the production and providing us with any fail products and wastage.
- We will use cloud computing which will help us separate all the online order from our consumer without making any mistakes when we need to deliver the order.

It will help us manage the accounting and the all the employee's files such as the work contract, personal information, bank details, which will be protected by encryption and no one from outside the company can have access without authorization.

Equipment and Tools.

1. We will have tractors which will help us with harvesting, planting machine, irrigation system helping us to provide water for our vegetables in summer times, trucks for delivery, a van which will help us transport tools and supplies in the field.
2. Our farm will have at disposal for the employee's special gloves, shovels, special suit for farming, and many others.

Milestones and Metrics.

1. Our milestone and what we want to accomplish.
 - By the end of 2021, we will want our product to start being acknowledged by the people, amazing feedback about the product which we put on the market for them,

- Increase in sales and production by our farms.
- In the next coming years, we will want to expand if the people and our consumers are happy with what we provide.

2. Our metrics for understanding that the business it's going well when will have an increase in our order by the consumers, and our sales will rise every week, and month we will know that then it's the moment to make adjustments and probably expand.

Company.

Overview.

Our company will be a limited liability partnership (LLP) where will be more than one investor we are 3 partners who decided to open a vegetable farm each of us contributing with different amounts of money, and every one of us having a different share in the company

1. Iulian-Alexandru Dinu Director with a share of 45% from the company.
2. Sorin Voicu Director with a share of 30 % from the company.
3. Stemate Mihai Danut whit a share of 25 % from the company.

When forming this partnership all the legal forms where taken an attorney was hired to make and check the partnership contract before sign where all the shares are distributed correctly and legal.

Team.

Management team.

Our management team will be formatted with 3 Directors each specialize in different departments.

- Iulian-Alexandru Dinu will be in charge with all the fieldwork, production harvesting time, equipment, tools, field worker, field drivers.
- Sorin Voicu will oversee all the documentation, employees' contracts, customers contracts, countability, recruitments.
- Stemate Mihai Danut will oversee it section all the storage, online orders, company online database.

We will have gaps in some management position that we will solve in time, for the start we will be more involved in the business until everything starts to move in a good and positive way then we will hire new managers.

Financing.

Source of funds.

Our funding source is our own money from savings so all the profit will be split depending on the investment and the shares in the company.

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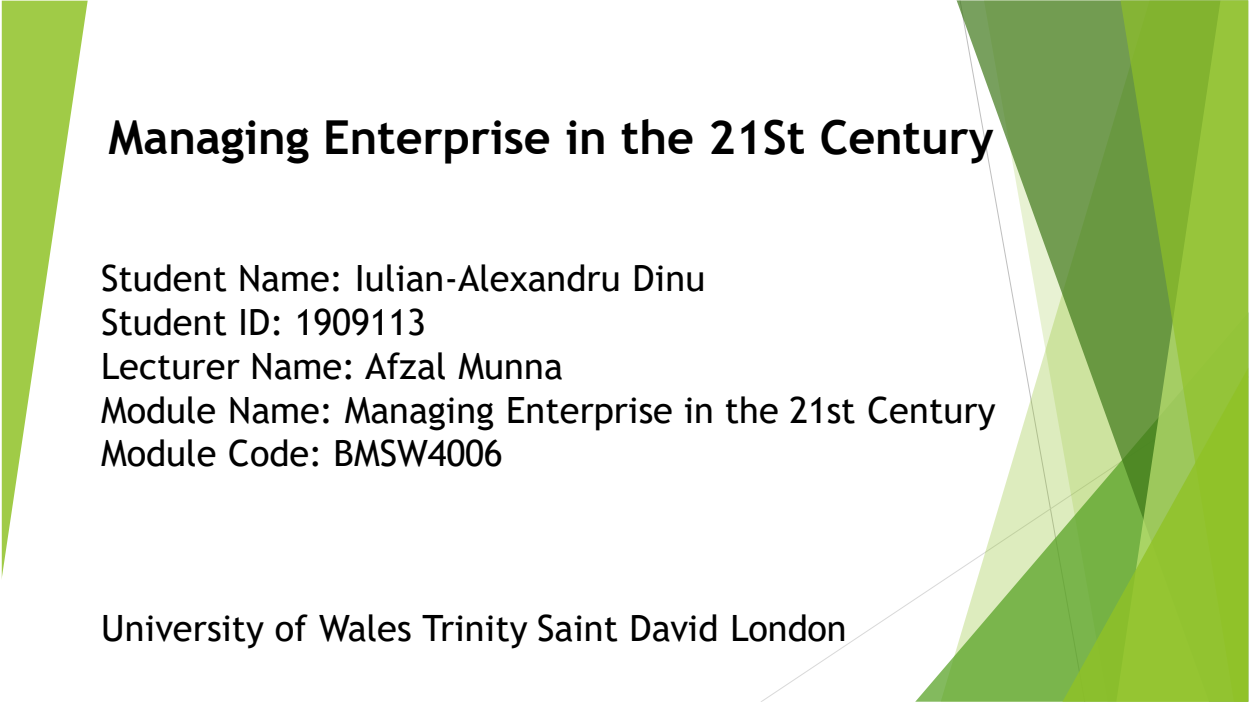
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