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Enterprise and Entrepreneurship

Assessment task

Presentation template

1. Cover page : business idea

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Enterprise and Entrepreneurship

LCLM4006

Green harver farmers

Introduction.

°Green harver is a small partnership business based in the United Kingdom.

°Focuses on growing a marketing vegetables.

°Rent farmland in rural areas.

°Employs local labour for farming activities.

°Partners manage planning, quality control, and distribution.

°Supplies produce to urban retailers and organic store.

°Aims to provide consistent, reliable, and affordable organic vegetables.

Product Description

- °Offer fresh organic vegetables (spinach, lettuce, tomatoes, carrots, cucumbers)
- °Products are grown without harmful chemicals.
- °Ensures high- quality and Organic standard.
- °Vegetables are harvested, packed and transported to maintain freshness.
- °Primarily targets retail stores.
- °Includes some direct sales to customers.
- °Focuses on healthy, safe, and affordable food options.

2. Table of contents.

Introduction

Section 1- Overview and business idea

Section 2- Legal format and management structure

1. Specify the legal structure
2. State the management structure of your business

Example: An organisation chart of a restaurant.

Section 3- Pestel Analysis

1. Analyse external factors
2. Align pestel with business strategy

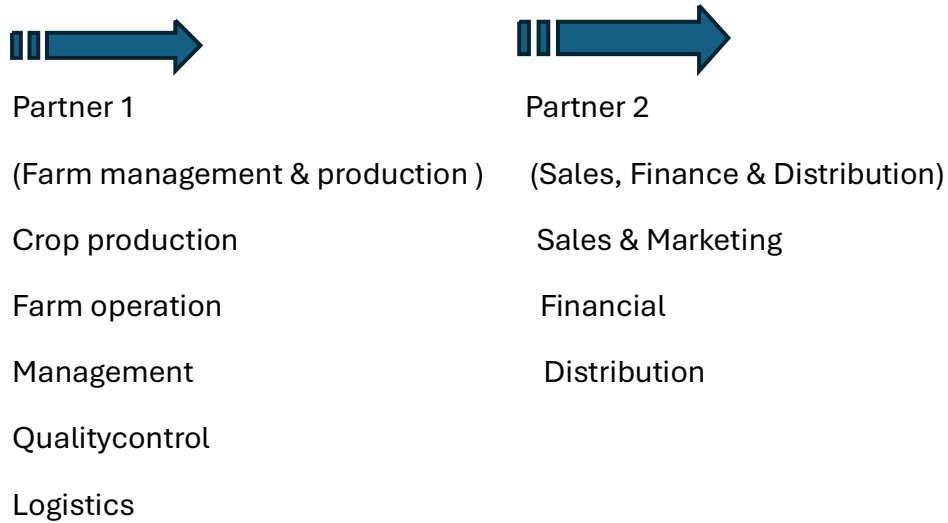
Section 4 - Marketing strategies

Section 5- Funding requirements and Allocation

Section 2-

1. Partnership

2. Organisation chart of Green harver (Partnership)



Section 3. Pestel Analysis

Political

Legal

Environment

Technology

Social:

Economic: Front, high price of labour and transport and inflation can reduce profit margins, but the demand of organic vegetables is on the rise.

Section 4.

°overall, green harver targets values affordability, freshness, reliability and strong supplier relationship. Understanding these characteristics allows the business to tailor it 's product, pricing and marketing strategies effectively.

° The retail outlets, the store of organic food, small business and families that prefer safe and natural food.

° Firstly, the business will use direct selling by supplier's fresh produce to local market and household.

Secondly, social media marketing will be used to promote products and engage with customers.

The business will also adopt a competitive pricing strategy to appeal to price – sensitive customers while maintaining good quality.

Finally, green harver will focus on quality and reliability as a key marketing strategy.

Section 5- Funding Strategies

Source	Amount £	Description
Partner investment	20,000	Initial capital from both partners
Bank loan	10,000	Small business loan for set up costs
Total	30,000	Total start-up funding

Cost of production forecast

Cost Item	Monthly
Labour	3.500
Seeds & inputs	1.500
Transport	1.500
Packaging	500
Miscellaneous	1,000
Total	8,000

Cash flow forest

Jan	5,000	7,000	-2,000
Feb	6,000	6,500	-500
Mar	7,000	6,500	500
Apr	8,000	7,000	1,000
May	9,000	7,500	1,500
Jun	10,000	8,000	2,000

May	5,000
June	6,000
July	7,000
August	8,000
September	9,000
October	10,000