




Plant Nursery Business


Go the green way

Business Plan 2021

Prepared By

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1.

Executive summary

Problem Definition & Validation

Solution

Objectives

Mission statement

Keys to success

Financial Highlights



TIP

Nature Box proposes to launch and expand a nursery business that grows and propagates plants and bulbs. The company will supply retail and wholesale businesses, landscapers, councils, and other horticulture businesses, such as fruit and vegetable growers with pre-grown planters. Nature Box will also look into the growth of turf, flowers, and foliage for cutting and display to

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Problem Definition & Validation



TIP

Domestic growers often face price challenges brought forth from international markets. Many retailers continue to source cheap cut flowers from Kenya and the Netherlands, the largest sources of flowers in the United States. As flower and plant growth is fairly labor-intensive, locally grown plants often have higher input costs than imports from countries where labor is cheap.

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Solution



TIP

A focus on organic flower growing will allow Nature Box to create a niche. Domestic consumers are placing more value on quality fresh-cut flowers cultivated without harmful pesticides or herbicides. The company will leverage this momentum by planting strong roots to spearhead growth in sales of organic produce.

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Objectives



TIP

- To begin commercial operations in Jacksonville by Q1 2021
- To build a wide range of plants, bulbs, and flowers to meet the increasing market requirement for organic produce
- To achieve a minimum of 10% growth in revenue annually

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Short Term (1 -3 Years)

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TIP

- To gain a competitive edge within the country's plant growing industry marketplace by establishing a brand that is synonym with locally grown and organic
- To explore GM of plants and how a variety of customization i
be achieved

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Long Term (3-5 years)

Start writing here..

Mission statement



TIP

Our mission is to become a synonym with words like domestic, organic, custom grown, environmentally friendly, and sustainable. We are dedicated to providing a wide variety of plants, flowers, shrubs, fresh cuts, and trees for commercial and aesthetic purposes.

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Keys to success



Automation

Minimising labour and employment costs through automation can boost productivity and efficiency. This enables Nature Box to deal with fierce foreign competition.



Appropriate climatic conditions

Climatic conditions can dictate the quality and type of plant or flower produced. Being based in Florida, where it's warm all year round will significantly benefit the company.



Aligned with market Trends

The ability to alter the balance between the industry's crops and other agricultural products in response to changes in market conditions is important for a farm's viability. Ensuring domestic produce helps make this possible for Nature Box



Prompt delivery to market

The perishability of flowers and plants makes timely delivery imperative for all growers in the market. Nature Box' local operations will allow the company to ensure prompt delivery to market.



Access to Latest Technology

The latest technology can help profit margins and productivity, such as by maximizing water efficiency.



Premium goods/services

Through investments in GM, Nature Box can reach various niche markets by producing premium flowers and plants, for which customers are willing to pay a higher price. This can boost revenue and help the company mitigate growing import competition.

Financial Highlights



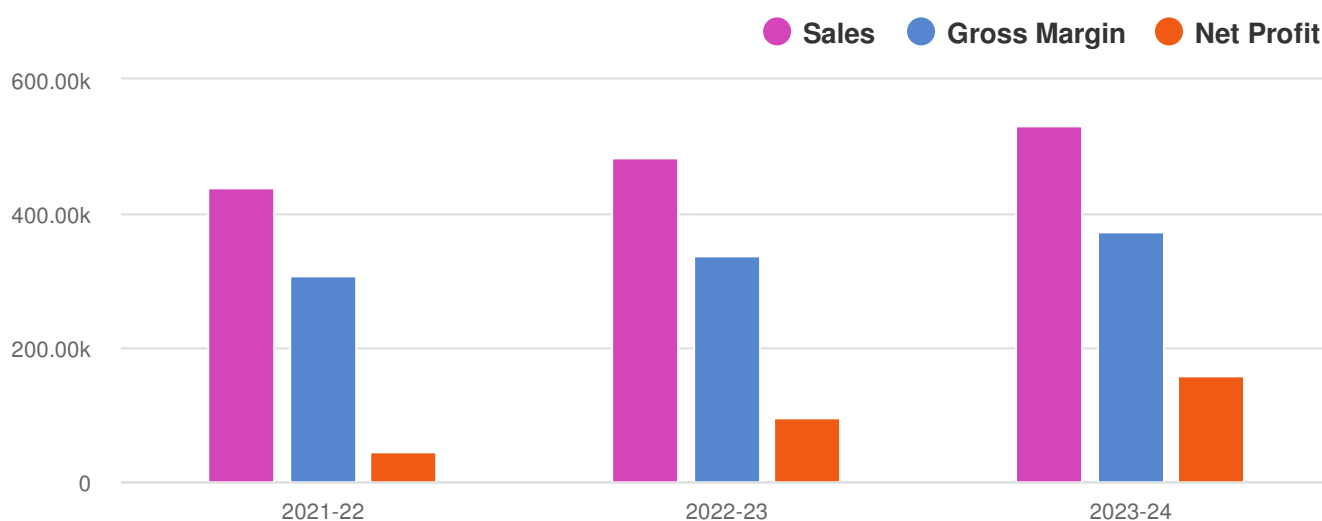
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used to set up and launch the business in the US. The company expects to maintain a gross margin of over 50% throughout the forecast period and steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and increased c

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3 Year Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	438937	307255.9	43893.7
2022-23	482830.7	337981.49	96566.14
2023-24	531113.77	371779.639	159334.131

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

Nature Box is a new plant nursery that is dedicated to providing quality, organic, locally grown, choices for individuals looking for plants as well as designers and landscapers looking for a reliable source for products. Nature Box will grow and propagate a variety of plants, trees, vegetable plants, along with a wide selection of garden shrubs and flowers. Plants will be g

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Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Florida, it will also register with the local county. The business will be wholly owned and managed by the Founder Mr. Grant, who will also be the principal investor of the business.

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Location



TIP

Location is vital for the successful operation of Nature Box. Ideal weather conditions and connectivity are key to ensure the quality and cost-efficiency of products.

The United States Department of Agriculture breaks the country do

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Interior Operating Facilities



TIP

Nature Box will be required to purchase automated potting equipment with the intention of reducing labor costs and increasing production. Also required is the construction of heated greenhouses to safely out weather crops. The greenhouses must be large enough to allow the variety of plants to be ideally spaced and must offer good ventilation. Additionally, office space a

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Hours of Operation



TIP

Nature Box will operate an 8-hour workday from 9 am to 5 pm. However, since the company will be required to manage the crops and ensure their safety, a security detail will be added to make sure there is a watch at all times.

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Startup summary



TIP

The Founder will infuse a capital sum of \$1,200,000 into the company. Approximately £92,350 will be spent on a range of start-up expenses such as marketing, advertising, and professional fees. At the same time, another £602,000 will be earmarked for sales tax payment and the acquisition of tractors and other office equipment. The balance funds, estimated

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3.

Products & Services

Product classification



TIP

Nature Box plans to offer a wide variety of bedding plants, shrubs, trees, vegetable plants, and garden plants. The company will carry a number of seasonal and year-round (perennial) species. Nature Box will sell to both individual customers and landscape contractors. The company will also generate secondary revenue streams by organizing the transportat

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Product classification



Hardy Nursery Stock

This segment includes shrubs and climbers, ornamental trees and hedging.



Protected Ornamentals

pot plants, pack bedding and indoor cut flowers.



Bulbs and Outdoor Flowers

daffodil bulb, forced bulbs and other bulb crops like tulips and gladioli. Narcissi, or daffodils,



TIP

Hardy nursery stock is the largest product segment in the industry by a considerable margin, accounting for an estimated 65.8% of the company's revenue. This segment includes shrubs and climbers, ornamental trees, and hedging. Plants in this segment are grown using a range of systems encompassing both outdoor production in containers or fields, or pr

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Hardy Nursery Stock

Start writing here..



TIP

Protected ornamentals comprise the second-largest product segment, generating an estimated 30.4% of the company's revenue mix. This segment encompasses the production of protected pot plants, pack bedding, and indoor cut flowers. The share of revenue generated from this segment has fallen over the past five years as downstream markets opted for cheaper imports.

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Protected Ornamentals

Start writing here..



TIP

Bulbs and outdoor flowers are the smallest product segment in the industry, generating an estimated 3.8% of the company's revenue. This segment includes daffodil bulbs, forced bulbs, and other bulb crops like tulips and gladioli. Narcissi, or daffodils, represent approximately half the value of this segment and are popular throughout the United States during spring.

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Bulbs and Outdoor Flowers

Start writing here..

4.

Market Analysis

Market segmentation

Market Trends

Target market



TIP

The market size of the plant and flower growing sector in the United States reached 15.34 billion U.S. dollars in 2020, reflecting an increase over the previous year's size of 15.29 billion U.S. dollars. The sector was forecast to increase by 1.8 percent in 2021 (Source: Statista).

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Market segmentation



TIP

Although the market for flowers and plants is highly variegated, with a number of niches, there are four distinct major downstream markets. Wholesalers, including specialized packing companies, comprise the first, while retailers, exports, and trade with other flower and plant growers also account for significant shares of revenue.

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TIP

Wholesalers are the largest downstream market for the industry, accounting for an estimated 56.8% of industry revenue. This segment includes specialized packing companies that facilitate packing, grading, and sales between growers and supermarkets. Most florists purchase flowers and plants from wholesalers rather than sourcing from several different growers because they te

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Wholesalers

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TIP

Retailers are the second-largest downstream market for flower and plant growers. Retailers contribute approximately 34.7% of industry revenue making them an important outlet. The retail market has three main subdivisions: independent florists, supermarkets, and garden centers or nurseries. Independent florists generally purchase cut flowers and other florici

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Retailors

Start writing here..



TIP

It is fairly common for nurseries to sell to other growers for propagation or reseeding. This involves expanding flower and plant ranges between growers. This trade is estimated to account for 8.5% of industry revenue and has remained steady over the past five years. This segment also includes sales to fellow growers for finishing and re-potting before sale to wholesalers and

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Flower and Plant Growers

Start writing here..

Market Trends



TIP

Flowers and plants are discretionary purchases, demand for which is broadly affected by levels of disposable income. A significant number of households have gardens and living spaces, which supports rising demand during periods of rising disposable income as people plant in these areas. However, in the current year, economic uncertainty has led to a slight in decrease disposable

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Target market



TIP

Nature Box will strive to become an active choice of homeowners, wholesalers, and landscapers across the United States. Residential property owners will find the range of options available with the company attractive. Furthermore, a one-stop shop for all gardening requirements from shrubs to bulbs and flowering plants will make Nature Box an appealing choice.

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Competitive Advantage



Price

Automation in planting will help the company reduce its input costs which will reflect in its competitive pricing strategy



Genetic Mutation

Innovation in plants through genetic mutation will allow the company to offer a wider variety of plants



Organic

All of the company's offering are free of pesticides and other harmful chemical making them 100% organic



Range of Plants

The company will ensure stocking a wide selections of plants from shrubs and bulbs to flowering plants and trees

5.

SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for PYT and is presented below.

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Strengths

1. The company benefits from extensive insight and market expertise.
2. The flexible and robust range of products ensures the company's capabilities to cater to a more significant market share.
3. The company is based in Florida, which contains the right weather conditions to support year-round growth
4. Strategic collaborations with agriculture and horticulturists enrich the products of the company with leading industry experts and technology experts to support genetic mutation

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Weaknesses

1. An increasing number of competitors within the industry leads to market share erosion.
2. The company is relatively new to the US market, in which seasoned players dominate.
3. The high rate of competition within the industry and the fragmented nature of the market makes the sector price sensitive.

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Opportunities

1. Partnering with leading horticulturist providers to extend their market offering
2. Mr. Grant's skill in tactfully combining customer relationship management and supply networks to achieve an organizational goal opens up opportunities within challenging and risk intensive markets
3. The company possess the capabilities to extend its offerings globally

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Threats

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients
- Any change in the trading regulations of the country will impact the operations of the company

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6.

Strategy & implementation

Marketing and Promotion Programs

Positioning Statement

Sales strategy

Pricing strategy



TIP

The company will predominantly rely on online advertising and lead generation strategies as many seeking logistic services first search online for information. As such, a full-fledged online marketing campaign will be launched inclusive of paid, social media, and website campaigns.

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Marketing and Promotion Programs



TIP

Nature Box will approach potential commercial clients directly, either through cold-calling or e-mail to arrange pitch meetings. The company's sales representatives will use these opportunities to display the product catalog directly.

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Direct Sales

Start writing here..



TIP

The Company will advertise in specific trade publications that are targeted towards the appropriate target markets.

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Trade Publications

Start writing here..



TIP

Euro Trucks will establish a presence at various trade shows that are relevant to the target market. For example, the Multimodal event (www.multimodal.org) is an annual exhibition that is considered the US's premier freight transport, logistics, and supply chain management event.

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Trade shows

Start writing here..



TIP

The Company will operate a professional and compelling website dedicated to landscape artists, contractors, and residential property owners

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Website

Start writing here..



TIP

The focus will be on Google Ads, which are more likely to drive commercial leads than other online advertising platforms (such as Facebook). The advertising will target specific keywords relevant to Nature Box's offering (e.g. "organic garden plants", "landscape plants" etc.).

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Targeted Online Advertising

Start writing here..

Positioning Statement



TIP

The company seeks to carve a niche for its products in the US market by capitalizing on its homegrown, organic plant grower brand. Consumers are embracing more natural, locally sourced flowers with fewer air miles. Leveraging this trend, the company will continue to market the provenance and quality of its products. Rising environmental awareness and concern

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Sales strategy



TIP

Residential property owners, landscape artists, wholesalers, and building contractors form the company's primary target market. While push marketing efforts will be deployed to reach these companies and make them aware of the range of services provided, pull marketing efforts will drive engagement for the company's product. These efforts will have an interlinked impact on

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Online Marketing Channels



Electronic Direct Mail Marketing

Landscape artists and contractors looking for a variety of plants will stand out prominently as viable marketing targets for this channel. Nature Box will mail professionally designed materials with its value proposition to these companies and provide quotes for its range of plants and flowers



Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



Google Ad Campaigns

The advertising will target specific keywords relevant to Nature Box's offering (e.g. "organic garden plants", "landscape plants" etc.).

Offline Marketing Channels



Networking

Participate in leading consumers exhibitions and beauty events. Display a range of samples and distribute flyers at these events. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



Referral

The company will offer referral discounts and packaged services to valued, regular clients



Conferences

The company will participate in leading conferences and make their presence known through marketing materials and presentations

Pricing strategy

 TIP	Products	Cost	Selling Price	Gross margin
	Hardy Nursery Stock	\$1.85	\$3.50	\$1.65

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7.

Operational Plan

Management Team

Personnel Plan

Milestones

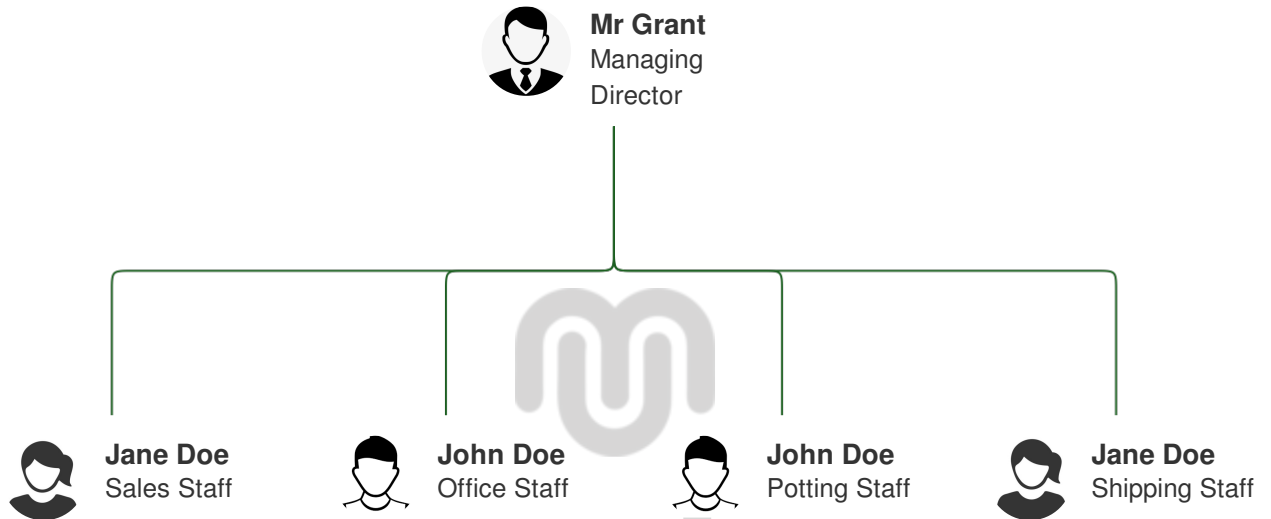


The team will be headed by Managing Director Mr. Grant who will also oversee the company's operations. Joining Mr. Grant in the Management Team, the company will onboard an office, sales, potting, and shipping staff.

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Organization chart



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Management Team



Mr. Grant counts 20 years of administrative and management experience, taking on various business development activities during the period. His ability to attract key players and build strong and lasting business relationships enabled her to grow in capacity and responsibility. Recognized as a task-focused, interactive leader with meticulous attention to detail and e

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Personnel Plan



TIP

The company plans to create two full-time equivalent jobs within the first five years of operations.

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Hiring plan

20

Filled

5

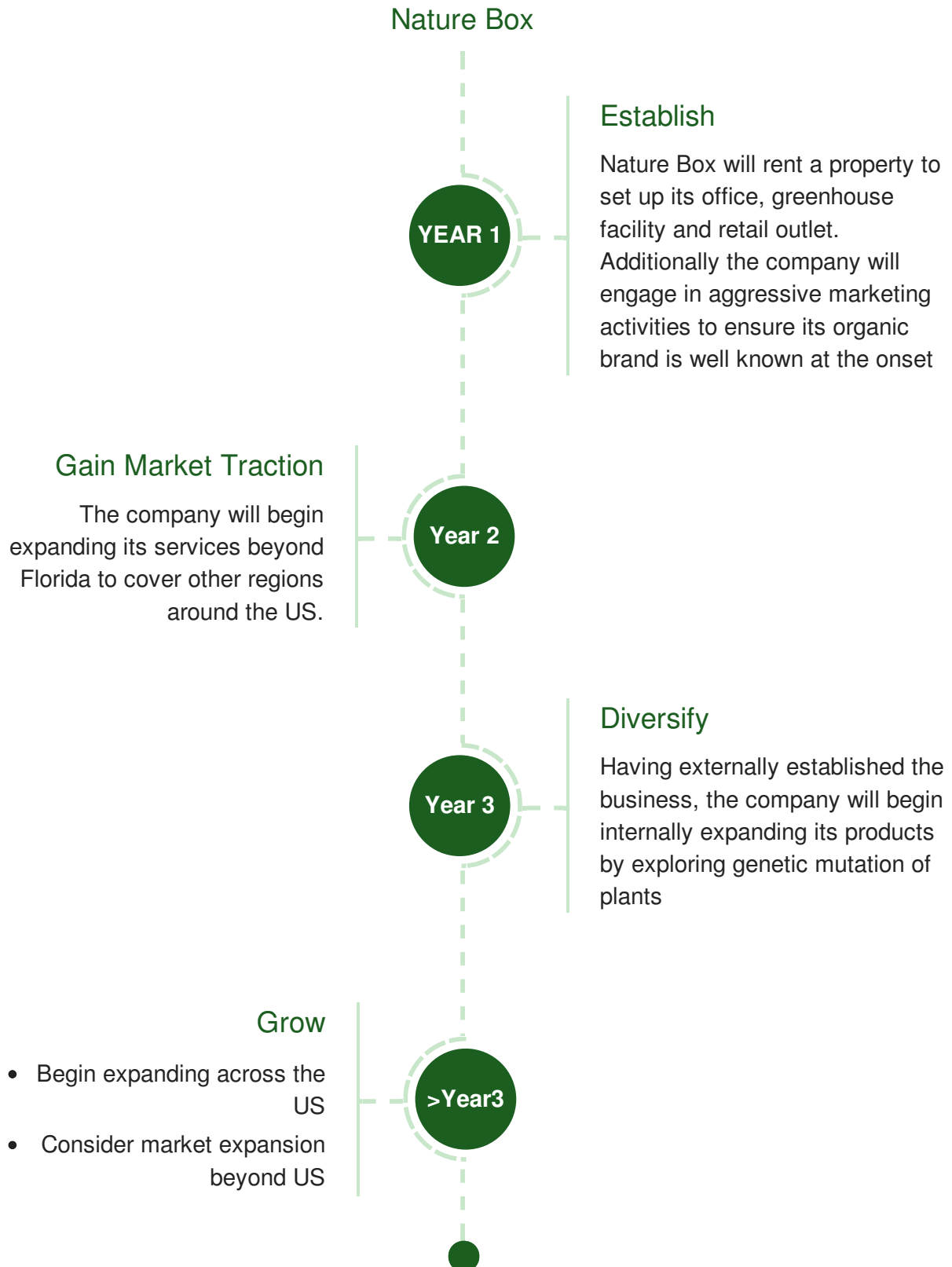
Hired

25

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Sales Staff	1 of 20	10 days	121 days	100%
Office Staff	3 of 23	30 days	21 days	80%
Potting Staff	4 of 15	158 days	127 days	0%
Shipping Staff	5 of 20	149 days	136 days	100%

Milestones



8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own dog daycare business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business on a large scale. [Read More](#) ∨

Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Break-even Analysis

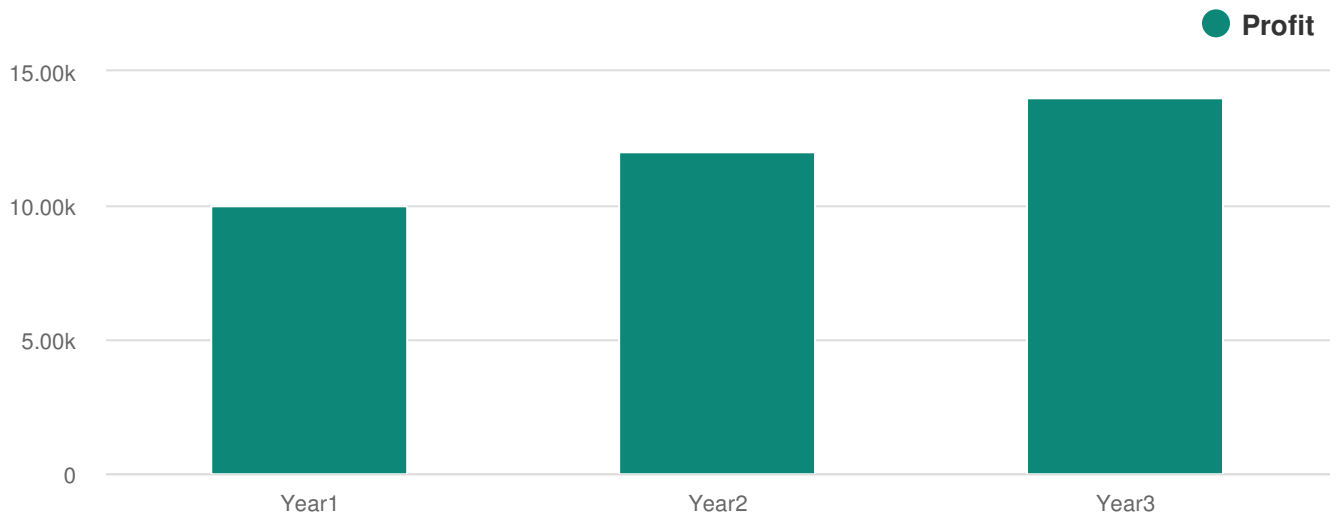
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206

	Year 1	Year 2	Year 3
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

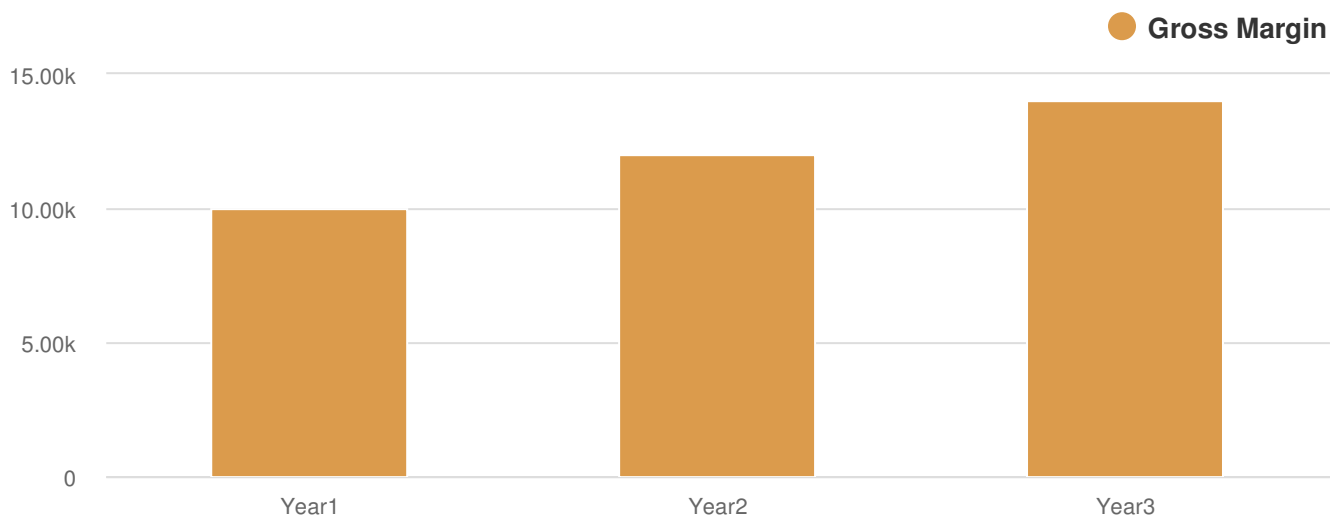
Profit

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Gross Margin Yearly



Financial Year

Gross Margin

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.

	Year 1	Year 2	Year 3	Industry profile
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.