

## **GREENHOUSE FARMING**

### **Business Overview**

All Season's Farms is a commercial greenhouse farm to be located in Illinois. Specialized in the production of a wide variety of crops ranging from crops, flowers, and other agro-related products, the All Season's Farms is poised to provide the best variety of crops, produced under the best conditions for the open market.

Some of the crops we will be cultivating include okra, sweet potato, cauliflower, parsley, coriander, tomatoes, lettuce, strawberries, melon, varieties of onions and several other crop types. In the nearest future, we plan on embarking on the export of these products. This means that we will be increasing our production capacity to cover both the domestic market and also exporting some.

To achieve this, we have bought machineries to mechanize our production. This is in addition to skilled labor which will be coordinating the whole process from cultivation to harvesting and eventually taking these products to consumers.

### **Products and Services**

The products and services that will be available at All Season's Farms will include the provision of training services to interested individuals or organizations who will like to learn our production technology. This is in addition to the provision of consultancy services to these clients.

Our products include the production of sweet potato, cauliflower, onions, lettuce, tomatoes, coriander, parsnips, red salad onions, lemon grass, and strawberries, among several others.

### **Vision Statement**

At All Season's Farms, we have the vision of creating a well-respected brand that will be reckoned with both within the United States and the world. This will be possible through the provision of unparalleled services to our clients and also the production of the best crops through the adoption of the best farming technologies.

## **Mission Statement**

Our Mission is to eventually diversify our services to include the processing of some of our products to create value addition. Also, we will be exporting our products to other countries, leading to full blown commercial greenhouse farming.

## **Competitive Advantage**

Our competitive advantage at All Season's Farms is the quality of our workforce which we have painstakingly selected. These are selected from a pool of the best experts in the agricultural sector, with specialty in the greenhouse farming sector. These will form the bulk of our workforce, as they would be engaged in particular fields they have expertise in.

Also, our quality control unit will be headed by these experts that will ensure that every product that leaves our farms pass a stringent quality control test. We will have an attractive remuneration package for all our employees, plus the best working conditions to ensure that our workforce brings out the best in them, which will eventually contribute positively to our business.

## **Target Market**

Our target market is broad. This is so because food is consumed by everyone. Because of this, our products are very essential to life. Our main target markets will include households, businesses, and food processing industries (in the interim before the commencement of our food processing arm). These, especially households will form the primary market for our products.

## **Sources of Revenue**

Our sources of revenue will come primarily from the products and services we will be providing. The training and consultancy services we will be providing our clients will form part of our revenue source.

## **Sales Projection**

To ascertain the profit potential in the greenhouse farming sector, we have carried out some research, which have shown promise in sales. Using these, a three year sales projection has been arrived at, that will see our sales jumping significantly. Factors used at

arriving at these projections do not include natural disasters and economic recession. The chart below summarizes our findings;

### **Payment Channels**

We have come up with an innovative way of making payments which involves the introduction of all the payment options to cater for the unique payment preferences of our clients. This ensures that the client needs are taken into consideration while providing the best services.

### **Publicity and Advert Strategies**

The publicity and advert strategies to be adopted will include the placement of paid advertisement in both print and electronic media, the printing of fliers and handbills for distribution, mounting of billboards bearing our services and also the use of social media channels to spread our services. A website containing all the services and products rendered by us will be available for easy access.



# **Affiliate Marketing Help**