

Verdant Veggie Garden Supply Business Plan

Michael Kanyensha



DESCRIBE YOUR BUSINESS:

Verdant Veggie Garden supply is a small-scale farming business that is located in Luanshya District along the Luanshya River. We grow and supply vegetables that include okra, tomatoes, rape, Chinese cabbage, and local cabbage. We have more than 15 local restaurants as our customers we also supply to our local market. lodges and street vendors. When given the loan, we want to increase production by purchasing an irrigation system \$300, a diesel pump \$600, and \$100 will be used for transportation.

EXPLAIN THE PROBLEM.

Limited supply of Fresh Affordable Healthy Foods.

EXPLAIN YOUR SOLUTION.

Providing our customers with fresh, affordable vegetables.

BUSINESS MISSION STATEMENT:

To use contemporary and sustainable farming methods to supply local markets with fresh, high-quality vegetables at reasonable prices.

HOW LONG HAVE YOU BEEN IN BUSINESS?

3 years.

YOUR NET INCOME

\$295-\$170=\$125

SERVICE OR PRODUCT DELIVERABLE:

We produce four major vegetables. Harvesting tomatoes takes 90 to 100 days. It takes 50–60 days for okra to mature. Ready in forty-five days: rape. It takes 90–100 days for cabbage to mature. Harvested goods are cleaned, packaged, and delivered to customers or nearby marketplaces.

DESCRIBE YOUR BEST CUSTOMER:

Marketers, street sellers, eateries, and lodging facilities like Cholwa Guest House, Beracah Gardens, and Pakawama need fresh, reasonably priced produce on a regular basis.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

Dependable supply all year long. reasonably priced. superior pesticide-controlled produce. reliable and locally based delivery.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

- Pest infestation and disease.
- Water shortages.
- Lack of access to the market or transport.
- Labor shortages during peak periods

HOW CAN YOU AVOID THIS PROBLEM?

Make use of weekly monitoring and routine pest control. Plan to install drip irrigation systems and use a nearby stream. Continue to cultivate solid local client relationships. While harvesting is underway, hire temporary workers.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Product	Price unit
Tomatoes	\$10.5

Cabbage	\$ 3.75 per kg
Okra	\$2.89 per kg
Rape	Sold per bundle at \$0.16

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- Through referrals from satisfied clients.
- Presence at local markets.
- Advertising on social media platforms.
- WhatsApp business line.

WHY DID YOU CHOOSE THIS BUSINESS?

Vegetable farming is a reliable way to have income, and everyone to a constant need for healthy green vegetables in the community. It has strong market potential. With a history of farming in our family, it was easy to adapt to this business.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Social media and WhatsApp marketing.
- Promotions for consistent and bulk buyers.
- Building strong relationships with eatery managers.
- Attending local agriculture shows to showcase our supplies and converse with those with standing experience

Insert pictures of your business activities here and give a brief explanation of each:



The picture above shows a 20 by 30 cabbage that is 9 weeks old



The picture above shows our current maize that is being sold to the available market

HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))



Irrigation system \$300



Purchase a 4" diesel pump for better irrigation, which is currently at \$600, and the balance \$100 will be used for transportation.

Income Statement:

Your name is: VERDANT VEGGIE GARDEN SUPPLY													
Business name: KANYESHA MICHEAL													
Current Date: #####													
Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	201	213	223	235	244	248	254	260	280	305	311	320	3,094
Total transactions or units sold	20	21	21	21	21	21	21	25	27	29	29	30	286
Revenue per transaction or unit	10	10	11	11	12	12	12	10	10	11	11	11	11
Expenses													
Self salary	10	10	13	13	13	13	13	13	15	20	20	20	173
Employee salaries	0	0	0	0	0	0	0	0	0	0	20	20	40
Raw materials	30	30	30	40	40	40	40	40	40	50	50	50	480
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	2	2	2	2	2	2	5	5	5	5	5	5	42
Advertising	0	0	0	0	0	0	0	0	0	5	5	5	15
Transportation	1	1	1	1	1	1	1	1	1	5	5	5	24
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	42	42
Taxes/Fees	0	0	0	0	0	0	0	0	0	5	5	5	15
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	43	43	46	56	56	56	59	59	61	90	110	152	831
Expense per transaction or unit	2	2	2	3	3	3	3	2	2	3	4	5	
Net Income to reinvest	158	170	177	179	188	192	195	201	219	215	201	168	2,263
Net Profit Margin	79%	80%	79%	76%	77%	77%	77%	77%	78%	70%	65%	53%	

Cash Flow Statement:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	260	280	295	305	320	332	389
- Fixed expenses	-30	-30	-100	-100	-100	-100	-100
- Loan payment	0	0	0	0	-21	-21	-21
- Variable expenses	-298.3	-96	-70	-70	-70	-70	-70
= Profit (or loss)	-68.3	154	125	135	129	141	198
Starting cash	100	31.7	185.7	310.7	445.7	574.7	715.7
Available cash	31.7	185.7	310.7	445.7	574.7	715.7	913.7

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH?

We reinvested in the purchase of hybrid seeds.

Share about your family and picture here:



We are 7 children, our oldest is Lillian is from a different mum, but our bond is strong am the second, then there is Mercy, who is the 3, and the fourth is stan. The last of the twins is Florence, and the other is Charity.

We have all been brought up with a knowledge of farming, and it's really been beneficial for us. It has helped us support each other both in education and at home

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