I. Company Name & Contact Information

* Company name and location:

Green Community Farm

88 Daxue Rd, Ouhai, Wenzhou, Zhejiang Province, China, nearby farmland

* Contact information:

Name: Mao Xiangning

Email address: maoxi@kean.edu

Contact number: +86 13322402106

II. Opportunity

It is quite common these days that food security faces serious threats, and allergies and other diseases always are triggered by the bad quality food. Therefore, here comes to an opportunity for our company to offer the public to cultivate absolutely green food with farmyard manure to replace fertilizer by their own**.** It is committed to the improvement of food security and nutritional quality.

III. Solution

Our company is a combination of highest quality and pollution-free food production, offering customers the chance to cultivate their own products in their community. The public can rent the farmyard on our official website, directly going to our farm to grow their vegetables or outsourcing the farmers inside our company. Besides, customers can visit our fields to monitor the growth of their products at any time. The farmers our company hired will be handed severe penalties if they break food safety or other laws pertaining to the quality of food. In this case, they can be at ease the food safety of their food to the greatest extent.

IV. Competition and Competitive advantage

* Individuals currently have some options to buy fresh vegetables, through going to the local markets and online shopping. However, the vegetables obtained from these sources do not guarantee its quality, perhaps contaminated or genetically modified food, which may pose a potential safety hazard.
* Customers can cultivate various kinds of food in our company, and absolutely ensure that the products grown by their own are free of contamination. Only in this way can they retain the nutritious substances contained in the vegetables, which probably facilitate to keep people’s physical fitness.

V. Target Market

* People who pursue a healthy diet and the foreigners who cannot get accustomed to the Chinese cuisines.
* About 3,000 potential customers
* In modern society, people tend to concentrate more on a healthy lifestyle in order to keep fit. On this occasion, they would like to grow their own green products without hidden danger.

VI. Why us?

Our company is the first one that wants to tackle the existing problem of low quality food safety in Wenzhou. Peasants in our company have the conscientious attitude and professional techniques to help people to grow nutritious vegetables without any pollutants.

VII. Forecast

Revenue

|  |  |
| --- | --- |
| Land rent by customer | 10 yuan/square meter/ half a year |
| Labor rent by customer | 4,500yuan/people/months |
| Total estimated (a year) | 40,000 |

The First year, it is expected to earn￥40,000, which probably cannot afford the expense, while in the following year, we project to get profits in the third year with larger consumer group pursuing healthier lifestyle.

VIII. Financial Need

|  |  |
| --- | --- |
| Land rent (ten mu) | 6,000yuan/year |
| Labor cost (of ten) | 4500yuan/people/months |
| Cost of seeds and fertilizers | 200yuan |
| Infrastructure  | 500yuan |
| Total (a year) | 51,700 |

We look forward to receive some government funding, because we create a new market which is conducive to the sustainable development of human race. Apart from that, our company provides more employment positions for individuals without work.