

Drops Sunflowers Garden

Business Plan

John Kennedy Obinna Duru, Owner
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Executive Summary

Drops Sunflowers is a company that will grow healthy Sunflowers in a large space of 20 acres of land for our customers to keep a healthy environment that communicates with our clients in a way that they get to feel comfortable in order to connect with the beauty of nature. Drops Sunflowers is going to be operating within the west side of Toronto between downtown Toronto and residential areas outside the city towards West Toronto. 20 acres of land will be acquired on renting for CAD 2,490,000 for a time period of 10 years. CAD2,340,000 will be spent on building the Garden infrastructure and planting flowers and sculptures. This project is planned to start on 1st January 2024 and will be fully active before 31st December. Drop Flowers Garden will be a hotspot in the heart of the city because the beauty of the flowers that will be grown attracts a lot of attention and tourist also because it is going to have a lot of features like space for a food court, a spot entertainment activity is allowed to capture visitors, while most visitors takes pictures within the environment to create memories of their visits.

Product

Helianthus annuus is a species of Sunflower that will be grown in the garden, Sunflower is a beautiful flower. Sunflowers are sun consumers who thrive in regions with six to eight hours of direct sunlight every day. Sunflowers are heavy feeders of nutrients, so they'll be planted on nutrient-rich soil that will contain organic matter. The giant-sized sunflowers will be first grown under a shelter to prevent them from being damaged by winds. Planting will begin after the spring frost is gone that way we won't be able to lose money on the cost of growing sunflowers. There will be three main entrances into the Sunflower Garden that way clients can easily have access in getting into the garden. There will be two building structures within the Garden, one is going to contain tools, machines, pesticides, and fertilizers. The other building is going to be used for administrative purposes, a First aid team, a Food court, and a washroom. The administrative building will be huge in size to take up to 4 plots of land at the Centre of the Garden. While the flowers are growing, they will be monitored regularly for pests by the 50 Gardeners who will be working on the Garden. These Gardeners will be divided into two in order to work different shifts and keep the flowers and Garden environments healthy. 20 security men will be employed to maintain law and order within the Garden. These men will be divided into two different shifts of 10 men working different shifts. There will also be a playground for kids at the southeast end of the Garden but not close to the walls because the playground will be surrounded by a plastic net that will protect the flower from damage. The flowers that will be planted will be grown in different patterns that will Look amazing when viewed from a far distance above the ground. Around the Garden is going to have different sets of lights to give it an excellent beauty that can be seen clearly whenever it gets dark. There will be lights every 20 meters on the fence and at the entrance gate. The Garden is going to have a

15-inch Truck and two vans that will be helping in logistics activities. Using the help of these trucks we can move equipment and stocks needed around the Garden.

Marketing & Sales

Growth Strategy

In order to grow the company, Drop Flowers will do the following:

- Having to set up promo in order to have customers coming to the Garden
- Establish a company website which will be “ www.DropflowerGardens.ca” that contains engaging social media content about our services and a virtual tour of our Garden.
- As the business grows, advertising in public places, retirement homes, schools and during community social activities will help our Garden reach our target Customers.

Communicate with the Customer

Drop sunflower communicates with its customers by:

- Meeting with clients on our customer care service chat support, phone and email on our company website.
- Using social media platforms such as TikTok, Facebook, Instagram YouTube, and LinkedIn will help create a more interactive community for our clients which will in turn expand the awareness of Drop Sunflower Garden.
- Set up a survey online and a drop box within the Garden can help in getting feedbacks easily from our customers.

How to Sell

We are going to be selling our service through ticketing. Ticketing is the best option because we get to sell each ticket per client. Adult clients get to pay a fee of CAD \$30 which would give them 2 hours access to the Garden or a fee of CAD \$50 to gain access for 5hrs within the Garden while tickets for kids will be CAD \$10 per child. Family of 5 kids or fewer, tickets will be sold for CAD \$150 for 5 hours of access within the Garden. Tickets will be available online with flexible payment options including Mastercard, VISA, Interact, and PayPal. Tickets will also be sold at each entrance into the Garden.

Human Resources

John Kennedy Obinna Duru being will be in charge as the CEO of Drop Sunflower Gardens because I'm well qualified to run the affairs of the garden because of my experience in agriculture business manager with over 11 years of experience. I have worked for several companies which are Edwards Garden, Toronto Botanical Garden, Gairloch Gardens, and Toronto Music Garden.

We are going to employ 50 gardeners who will be working for us from the planting of Flowers and maintaining the healthy grown Sunflowers. This gardener must be qualified in Horticulture and have at least 3 years of practicing experience before they can be employed because the growing of our sunflowers must be handled carefully and professionally. The Gardener will be divided into 2 which results in 25 Gardeners during each 8hrs shift. The Gardener will get paid \$33 per hour. Security is necessary for the garden, In order to have a secure environment we will be hiring a total of 20 security personnel who will be divided into two different shifts having 10 men who will be paid \$30 per hour on duty to secure the garden from threats that will cause harm to clients, infrastructure, and the public reputation of the Garden, these security men will have to work 12hrs on each shift. The Garden environment needs to be clean always because of that we will need 16 cleaners that keep the environment clean, these cleaners will be divided into two which means there will be 8 cleaners on each different shift, and will get paid \$20 per hour while working 8 hours shifts. We will also employ one IT manager who is going to get paid \$80 per hour while working 5 hours each shift, ten customer service representatives will be paid \$28 per hour for 8 hours shift, three Web programmers who will be paid \$50 dollars per hour for 5 hours shift, and three cybersecurity expert that will be paid \$70 per hour for 6 hours shifts. These Tech employees will help run the online affairs of the Garden. In regard to the food courts, Food outlets will be managed by Store managers in charge of each different store. The Managers will be managing six food outlets Tim Hortons, Jim the Greek, Popeyes, Wendy's, Subway, and Jerk King. We also employ eight qualified electricians who make sure that electrical issues are resolved within the Garden and building. In regards to the Legal firm, we are going to have two lawyers from Lawrence Law Firm. These lawyers are going to cost \$74 per hour. We will also have a team of accountants who will get to handle the financial affairs of the company. The accountant will consist of 8 employees who will be divided into two different shifts. This accountant will be paid \$40 per hour.

Financial Plan

Drop sunflower Garden Income statement End of the year December, 2024		
Revenue		
Sales		\$8,589,200
Operating Expenses:		
Salaries expense	\$4,117,960	
Renting expense	249,000	
Interest expense	<u>23,000</u>	
Total expenses		<u>4,389,960</u>
Net income		<u>\$4,199,240</u>

Drop Sunflowers Garden

Balance sheet

December 31, 2024

Assets

Cash	\$256,000
Supplies	86,000
Computer	14,800
Equipment	380,033
Vehicle	<u>280,000</u>
Total Assets	<u>1,016,800</u>

Liabilities

Accounts payable	\$60,000
Bank Loan payable	<u>17,000</u>
Total liabilities	\$77,000

Equity

Nation Field growth, capital	<u>939,800</u>
Total liabilities and equity	<u>\$1,016,800</u>

Supporting Documents

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Summary of Qualifications

A multi-skilled, hardworking, efficient Agricultural Business manager, with a proven track record of ensuring the smooth functioning and running of all Garden and Recreational Centre activities. Able to follow standard operating procedures and work methodically and professionally. Possessing a comprehensive understanding of material/stock management techniques, inventory control methods, and procedures.

Work Experience

Manager

October 2018–March 2020

Donatech Argro home

Imo state, Nigeria

Key Qualifications & Responsibilities

- Keeping a proper record of daily activities on the Garden
- Multi-tasking and maintaining high force on the purpose of each task.
- Carried out other miscellaneous duties and responsibilities

Key Achievements

- Able to make quick and right decisions when being asked to
- Ability to prioritize assigned duties when confronted with multiple tasks
- Able to learn new things to improve my working ability.

Logistics and Packaging

November 2020–May 2022

Eva Victory Aluminum Company.

Imo State, Nigeria

Key Qualifications & Responsibilities

- Analytical and Conceptual thinking with a Conscientious approach to managing workload
- Ability to Analyse, handle and interpret data. Advanced problem-solving and numeracy skills. Accomplished Communications skills both verbal and written.
- Ability to work under pressure, individually and as a team also.

Education

Post Graduate Diploma in Fanshawe College

Bachelors in Crop Science and Bio-Technology, Imo State University West African Examination Certificate (WAEC)

Languages

- English