

## **Business Plan**

The business the Green Guard is planning to start is “We got your Green”. In the process of developing a Rain Garden, we found that finding native plants to transplant into our garden was difficult. We will sell plants native to Kentucky, like the blue indigo and other various types of native plants and wildflowers. We could potentially, expand out business to other states and sell plants native to there. Part of our business, will include consultations on Rain Garden development.

### **Target Market:**

Our business’s target market is the environmentally concerned consumers, who are interested in purchasing native plants to put in a Rain Garden, durable landscaping, or small animal habitats including butterfly gardens. We will also sale to businesses if they would like to use native plants around their site due to their low cost and durability. The plants are more durable because they have adapted to Kentucky climate. Our flowers will be focused on people living in both rural and urban areas who enjoy the beauty and benefits of native plants and wildlife.

### **Location:**

Our store will be located somewhere around the court square. I like this location because it is easy to access and everyone at one point will travel through this area for business. Another proposed location would be the new strip mall beside Wal-mart. This location is set to where people from the rural part of Grayson County can also get to our store easily. One of the co-owners, has a plot of land where we plan on starting the foundation for our garden business located off of Lilac Road. We will take orders and keep samples at our store. We plan on also operating our business through a website and eBay.

### **Philosophy:**

“We got your green” businesses’ philosophy will be to sale the native plants for the people who want to and share the love of having them. If you want to have a beautiful garden or lawns to show everyone why not grow plants that naturally make our state beautiful.

### **Advertising:**

We also have a marketing strategy. We will have various commercials about our business and ads in papers. We can run sales like buy one get one free once every month. As our business expands, we will advertise through radio and online. We plan on sponsoring some local businesses, by doing their landscaping in exchange for placing a sign advertising our business at the site.

### **Products:**

We would like to sell products such as the Blue False Indigo, which was the wildflower of the year in 2008. Other plants we would like to include would be Milkweed, Black- Eyed Susans. We will also sell plants seasonally like have March Lilies on sale during their months when they are in bloom. These plants will also come in many different brands so the customer has a variety of selection.

### **Economical Benefits:**

We would encourage people both commercial and residential to develop backyard habitats or Rain Gardens. Both environmentally friendly ideas have a positive impact on our surroundings and they also have many economical benefits. For instance, plants are often cheaper, require less upkeep, and labor. They also benefit economically, because those plots of land will not have to be mowed, therefore saving gas and labor expenses along with not releasing harmful emissions into the air. In addition, they provide a great way to return water naturally back to the environment, instead of polluting creeks and causing additional topsoil loss. Less water will make it into storm drains, therefore saving cities the expense of added water filtrations.

### **Appendix**

Sources: <https://ketsmail.us/exchange/9dpriddy.stu.grayson/Inbox/No Subject-30.EML/Apr 19 2007 - VID00176.wmv/C58EA28C-18C0-4a97-9AF2-036E93DDAFB3/Apr 19 2007 - VID00176.wmv?attach=1>



This is an example of a rain garden we viewed in Salato.





