

## *Business Plan (Community Garden)*

*The Gaia's goal is to develop, launch, and maintain a community garden. The Gaia's met with the executive director (Mr. James Cravens), of the Lebanon Housing Authority on July 1<sup>st</sup>, 2009 and was granted permission to use the property to follow through with the plans. As time passes we plan to involve the local Lebanon Elementary fifth graders to maintain the upkeep of the garden. This would provide the students with real life experience about the environment and also help with knowledge and the importance about servicing the community. The Gaia's feel this project would be successful because of the high demand for fresh produce, and it would be constructive activity for the youth allowing for real world experience and classroom applications.*

*Upon local survey we found that there is a high demand for more produce with the constant problem of farmers selling out their farmer market. With the obvious shortage it would be easy for us to become a community staple and establish ourselves as one of the elites in our industry. Our business could very well target anyone from the ages of four to geriatrics, allowing for us to have a broad marketing strategy. Also giving us lead way for innovations in advertisement.*

*We the Gaia's would be required to follow all ordinances put in place by the local health department. We would also be restricted to using only environmentally friendly maintenance products. This would give us a unique appeal to our market audience allowing us to maintain a clean image in the eyes of our customer.*